

## NEWS RELEASE

**UNDER EMBARGO** until 5 January, 2023

### **Alphabeats and Garmin collaborate to launch neurofeedback pilot with professional sport clubs in the Netherlands.**

January 5th 2023, CES, Las Vegas—

Dutch neurofeedback startup Alphabeats announces an official collaboration with Garmin, a leading global provider of smartwatches, fitness trackers, and digital health solutions, as part of a mental training pilot with professional sport clubs in the Netherlands.

The collaboration offers top tier athletes the opportunity to use Alphabeats neurofeedback technology with Garmin fitness trackers and smartwatches. This will help coaches and club managers better understand the connection between their players' mind and body, their mental and physical performance. The Alphabeats training system specifically helps athletes enter flow-like states through music.

"When athletes master their mind, they master their performance. Peak mental performance is not something we're born with. It's something we train for. Alphabeats developed just that, a game changer in mental sports performance management and we're incredibly excited to complement our training system with Garmin wearable technology." said Han Dirx, CEO and co-founder of Alphabeats.

Specifically, the athletes taking part in this pilot will receive Garmin vivosmart® 5 with biometric tracking. The information collected through these wearable devices via the [Fitrockr health solution platform](#), combined with the EEG data offered by the Alphabeats training system, will allow athletes to better understand how mental training impacts physical health and performance.

"Athletes all over the world choose Garmin smartwatches and fitness trackers because our advanced training and health monitoring features<sup>1</sup> help them improve their performance 24/7. We are happy to support Alphabeats' pilot project with Garmin wearable technology and high quality sensor data, said Jörn Watzke, Senior Director Garmin Health.

This collaboration marks the beginning of a new era of human athletic performance: one in which mental training is as crucial as physical training.

<sup>1</sup>*Garmin smartwatches are not designed or intended to monitor or diagnose diseases or any medical conditions.*  
[Visit garmin.com/ataccuracy](https://www.garmin.com/ataccuracy).

#### **About Alphabeats:**

Alphabeats is an Eindhoven-based deeptech venture that uses Philips technology and implicit learning to improve mental performance through music.

**About Alphabeats technology:**

Alphabeats has developed a patented, non-invasive mental training method to induce a flow state in athletes and improve their performance. This method uses scientifically validated neurofeedback technology to

1. measure brain activity with a portable EEG headset,
2. guide brain activity by dynamically adjusting user-selected music through a patented algorithm.

This interplay between measuring and guiding brain activity allows Alphabetas to direct the brain towards an alpha brainwave state—a state of deep focus.

*For more information, visit Alphabeats on [LinkedIn](#) or [listenalphabeats.com/](http://listenalphabeats.com/)*

**Note for editors:**

Alphabeats' spokesperson is Han Dirkx. E: [han@listenalphabeats.com](mailto:han@listenalphabeats.com) or T: +31 6 45 79 00 13

**Contact information**

**Han Dirkx, AlphaBeats CEO**

[han@listenalphabeats.com](mailto:han@listenalphabeats.com)

+31 6 45 79 00 13

[Alphabeats](#)

**About Garmin Health**

[Garmin Health](#) provides custom enterprise business solutions that leverage Garmin's extensive wearable portfolio and high-quality sensor data for applications in the corporate wellness, population health, and patient monitoring markets. The Garmin Health API allows third parties to ask customers to share their data in accordance with their specific privacy policies. As part of a global company that designs, manufactures and ships products worldwide, Garmin Health supports its customers' commerce and logistics needs, allowing enterprises to scale with a single, trusted provider. For more information, [email our press team](#), connect with us on [LinkedIn](#), or visit us online at [garmin.com/health](http://garmin.com/health).

Note for editors: To schedule an interview with a Garmin spokesperson, email [krista.klaus@garmin.com](mailto:krista.klaus@garmin.com).

**About Fitrockr and Garmin**

Fitrockr is a product suite of The Digital Rebels GmbH — a software company based in Berlin. Its research and analytics platform allows organisations to easily manage and synchronise Garmin smartwatches with access to high-resolution raw data, independent hosting, real-time data streams, and direct analysis and export. Fitrockr is one of the deepest integrated technology implementations of the Garmin Health API and SDK, providing Garmin Health corporate solutions since 2018.