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Mind Flex game from  
Mattel  
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## **CES 2009: Mattel's Mind Flex Game Is Powered by Brainwaves**

### *Brain activity controls game interface*

This year's Consumer Electronics Show seems to be the meeting place of great innovations and innovators, of course, judging by the products announced to be showcased, but one of the most intriguing might just be the Mind Flex from Mattel, a game that requires brainwave activity in order to be played.

More precisely, this otherwise simple game requires to wear a headset full of sensors, measuring the user's brainwave activity, which then turns into energy. The aim of the game is to concentrate hard enough to generate energy to power a fan, which in turn causes a ball to levitate and move through a series of hoops. Although it's been previewed in the US, the gadget made by Mattel, the world's largest toy manufacturer and maker of the Barbie doll, is to be officially presented at CES 2009, where it's predicted to create quite a stir. However, Mattel has remained secretive about the actual functioning process of the toy and its evolution, mentioning though that it would be released later on this year in the US, retailing for 80 US dollars. Mind Flex is expected to be very successful in 2009, taking into consideration the fact that the games industry seems rather interested in making gaming more intuitive. In fact, Mattel's Mind Flex comes in the footsteps of Emotiv, a helmet-like headset developed by Emotiv Systems last year, which claimed to let users control game characters with their thoughts. NeuroSky also made itself noticed in this field, but now it's time for Mind Flex's "15 minutes of fame." In order to convince yourselves of this particular game's originality and cool factor, you'll either have to visit CES and hope you'll be one of the lucky ones who get to try it, or wait until it actually hits the market later this year. We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .