**Sense Arena debuts Hockey Brain Training Technology at**

**The Edge Sports Center, Bedford, Mass**

*Diagnostic testing benchmarks “Hockey Sense” and recommends customized training plans*

*Select Player Hockey Diagnostics Testing May 7th – 9th*

April 29th, 2019

Sense Arena, a sports training company based in the Czech Republic with an office in Massachusetts, is measuring “Hockey Sense” via an off-ice brain training system, with the intent to improve players’ on-ice performance. The new system is debuting in the New England area at The Edge Sports Center in Bedford, Mass. The technology, based on virtual reality, is designed to improve cognitive skills and overall “hockey sense”. The technology has been used by NASA for Astronauts space training and Navy Seal teams for operational training and has now moved to sports training.

During demo days on May 7th - 9th , select players from The Edge Sports Center teams will go through baseline testing and receive certificates which include results with worldwide benchmarks, recommendations and training plans for a players’ further development. The diagnostic testing is supported by a scientific study conducted by Dr. Tomas Peric, Charles University of Prague.

<https://ftvs.cuni.cz/FTVS-656-version1-virtual_reality_as_a_means_of_developing_game_performance_in_ice_hockey.pdf>

Sense Arena is a unique, powerful and innovative tool **based** on new brain training concept. It scores and measures improvement in cognitive skills, such as multiple object tracking, recognition, peripheral vision, time-movement anticipation etc. and in game skills – release time, creativity, looking for open lanes, verbal communication and others. Sense Arena also enables realistically engage in and execute hundreds and thousands of repetitions of critical advanced drills and game scenarios to "train player brain" for quicker and more precise decision making that will translate to on-ice and in real game performance.

“There are numerous vague definitions of a player’s hockey intelligence. We didn’t want to invent another one, but rather formulate and measure a list of critical skills that a successful player must master. Sense Arena develops players’ performance in these critical skills, that we call “Hockey Sense components”, said **Bob Tetiva**, Sense Arena Founder and CEO.

*"I believe Hockey Sense is something that can be trained and developed. Along with skating, it is the most critical skill for a hockey player. The Sense Arena platform brings a scientific and systematic approach to train player's hockey IQ,“* said **Scott Fusco**, EDGE Sports Center CEO and Hobey Baker Award winner. “*Plus, the kids love it!", added Fusco.*

**About Sense Arena** – a sport and technology startup based in Czech Republic (with an office in Burlington Mass) launched the hockey training solution in October 2018. The technology has been developed with extensive input from respected hockey coaches and professional players, i.e. Bruin’s Winger - David Pastrnak, NHL ex pro-player Jan Ludvig, current Bruins Pro Scout and another NHL star Patrik Elias the Devils all-time leader in points, goals and assists. The Edge Sports Center is the fourth Sense Arena brain training deployment in the United States, following the Washington Little Caps and two at the Colorado Spring Tigers. The company now has over 14 deployments globally with a number of European installations.

**About The Edge Sports Center** - with annual attendance of over 575,000 athletes and family members, the Edge Sports Center has become the premier hub as a North West Boston recreational facility. The ice rinks at the Edge Sports Center play a host to youth and adult teams from throughout New England. There are over 5,000 youth and adult hockey players that use the sports facility on a weekly basis during hockey season. In addition, many families utilize the ice skating rink for figure skating, learn to skate programs, public skating and summer camps. The Edge is the home of the East Coast Wizards youth hockey program, one of the largest and most prestigious youth hockey programs in the country. The East Coast Wizards Hockey alone is comprised of 850 players on 22 girls’ teams, 21 boys’ teams, a co-ed development program, and adult hockey teams. The team range from age 4 through Junior (under 20).

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