Virginia Independent Schools Athletic Association Endorses Brain Sentry Helmet-Mounted Sensors

Bethesda, Md., October 20, 2014 – The Virginia Independent Schools Athletic Association (VISAA), comprised of 90 private secondary schools throughout the Commonwealth, has endorsed the use of Brain Sentry impact sensors to monitor impacts and help identify athletes who need to be assessed for concussion. In addition to their role in concussion management, the Brain Sentry devices also help to monitor sub-concussive hits and are used by football, lacrosse and hockey coaches to help identify athletes that use tackling and hitting techniques that involve excessive head/helmet contact.

With roughly 25,000 total athletes, VISAA is one of the nation’s largest independent school athletic associations. Now, with this Brain Sentry partnership, VISAA aspires to be the safest.

VISAA Executive Director, Dick Kemper said: “With the current awareness of concussion issues in youth sports, it is critical that we are educating athletic directors and coaches on how they can make our practices and games safer for our players. We believe that Brain Sentry Impact Counter Plus sensors will assist our coaches in teaching players proper techniques to help them avoid excessive head/helmet contact, both in football and in lacrosse.”

Coach Kemper added: “We can’t just depend on young athletes to report their symptoms of concussions - we know they can be reluctant to speak up. And we know from recent studies that cumulative effects of repeated concussions can result in permanent intellectual and cognitive changes. We’re pleased to endorse the Brain Sentry sensor as an additional safety tool for VISAA players, parents and coaches.”

Greg Merril, co-founder and CEO of Bethesda, Maryland-based Brain Sentry, said, “Athletes don't want to be pulled off the field. They may hide symptoms of concussion, or they might not even know they have one. Knowing is critical because many catastrophic brain injuries are the result of second impacts to already concussed athletes.”

Merril added: “Brain Sentry monitors impacts and helps identify athletes who should be assessed for concussion. Our compact sensor measures impact forces, and it’s affordable. At one ounce it is light. It’s also waterproof, there is nothing to maintain, and the batteries last all year without charging.”

Brain Sentry’s sensor uses the direction, peak acceleration, and duration of an impact to calculate the level of potentially damaging force being experienced at the center (CG) of the head. Brain Sentry’s patent-pending sensor technology includes a micro-electromechanical, tri-axial accelerometer capable of measuring acceleration from any direction. Helmets provide varying levels of impact protection depending on the direction of the hit. Brain Sentry’s proprietary, DAS™ technology (Directionally Adaptive Sensing) provides a consistent alert level – independent of hit direction or helmet type.

Brain Sentry sensors are made in the U.S. and easily affix to the outside of the helmet (on the back). The product senses head impact and serves as an early warning for possible brain injury.

About Brain Sentry: Brain Sentry has a simple goal: to stop lives from being devastated by sports-related brain injuries. Named a Top Startup of the Year in 2013 by The Wall Street Journal, Brain Sentry is privately held and headquartered in Bethesda, MD. The company was founded by a team of award-winning health-related product developers who have continued to win accolades; the Brain Sentry Impact Sensor was named Best Tech Product of the Year by Baltimore Innovation Week. Recently featured on The Today Show and Good Morning
America, Brain Sentry is the official sensor provider for the Arena Football League. Brain Sentry’s initial focus is to provide sensors for the three most popular helmeted contact sports: football, lacrosse, and hockey. Brain Sentry is also developing sensors for biking, alpine, and other helmeted activities. Learn more at www.brainsentry.com.

About VISAA: Virginia Independent Schools Athletic Association (VISAA) was founded in 1997 as an organization that would unify Independent school athletics and provide quality championship events to member schools throughout the Commonwealth of Virginia. Their mission is to provide accredited member schools the resources and competitive environment that establish a foundation for excellence based on integrity, sportsmanship and leadership. Learn more at www.visaa.org.

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