

The background of the entire page is a dark, semi-transparent image of a person wearing a VR headset. The person's face is visible through the headset's visor, and they appear to be looking down or at something out of frame. The overall tone is dark and professional.

appliedVR™

RESEARCH SUMMARY





PAIN RELIEVR

Over 3 pre-clinical studies, our Pain RelieVR products showed over 136% improvements in pain endurance performance.

Methodology: Respondents exposed themselves to pain twice, by dipping alternating hands into a tank of 0-4 Celsius water. They were instructed to leave their hands in as long as possible

**AUG
15**

1st Exposure:
VR first, then video

2nd Exposure:
Video first, then VR

N=30

Users engaged with Pain RelieVR were able to tolerate **19%** more cold pressor exposure than the 2D video.

19% PAIN TOLERANCE

**NOV
15**

1st Exposure:
No stimulus

2nd Exposure:
Pain RelieVR Gaze, Smash Hit game, Pixar "Birds" Video, or No Stimulus

N=294 / Ages: 10-55

Pain RelieVR increases pain tolerance by an average of **41%**, nearly 20% more than Smash Hit, a polished VR app currently on the market with similar gameplay. Those who used Pain RelieVR were able to tolerate pain **45%** longer than the Pixar video and **116%** longer than those using no distraction

41% PAIN TOLERANCE

**JAN
16**

1st Exposure:
No stimulus

2nd Exposure:
AVR Experience: Pain RelieVR or Shape Your Path

N=37

Results: Pain RelieVR increases pain tolerance by an average of **45%**, Shape Your Path version helps by **62%**, suggesting that VR is an effective tolerance method

45-62% PAIN TOLERANCE



ANXIETY RELIEVR

Early tests of Anxiety RelieVR demonstrated reductions of anxiety in non-clinical, clinical and corporate environments between 54 and 81%.

**AUG
15**

Respondents were exposed to an Anxiety inducing performance task, followed by completing a pre-measure State anxiety inventory. They were either offered the VR Anxiety RelieVR opportunity or a 2D video relaxation stimulus, followed by completing a post-measure State anxiety inventory.

N=28

Average improvement across all State Anxiety dimensions for Anxiety RelieVR was 63%. Anxiety RelieVR reduced State Anxiety 39% more than the 2D video did.

**NOV
15**

Small-scale initial clinical test in orthopedic surgery center. Respondents completed pre-measure State anxiety inventory while in the pre-operative waiting area, were offered the VR Anxiety RelieVR stimulus, then completed a post-measure State anxiety inventory.

N=8

The results were encouraging, reducing negative feelings of "not relaxed," "not content," and "not calm" by 54-81%. Nearly everyone (86%) felt that Anxiety RelieVR helped with their comfort and they would definitely or probably want to use it again.

**JAN
16**

As an efficacy test in a natural business environment, employees were either exposed to Anxiety RelieVR or a VR control experience not explicitly designed for therapeutic effect (consisting of a static 360 landscape image and soothing music), or received no intervention.

N=121

Both VR experiences reduce anxiety after the first exposure, with In a normal but stressful day (+13% increase in a STAI anxiety over the course of a day with no intervention), the Anxiety RelieVR intervention provides a dramatic reversal of the natural stressful effect of a day's work. Anxiety RelieVR has a 64% improvement over the VR control.