User Guide

SITE NAME: Neuro Sensum

CREATED ON: 06/Jun/2018

Table of Contents

Website Login

Site URL	http://neurosensum.acodez.ca
Admin URL	http://neurosensum.acodez.ca/wp-admin/
Username	neuuSrename
Password	LqQ*FAmB6&1@ApXDvF

Theme/Site options

This section will help you with information on the **basic/common settings** of the website including logo, favicon, social links, contact email etc.

Customize

Path: Backend of website >> Appearance >> Customize

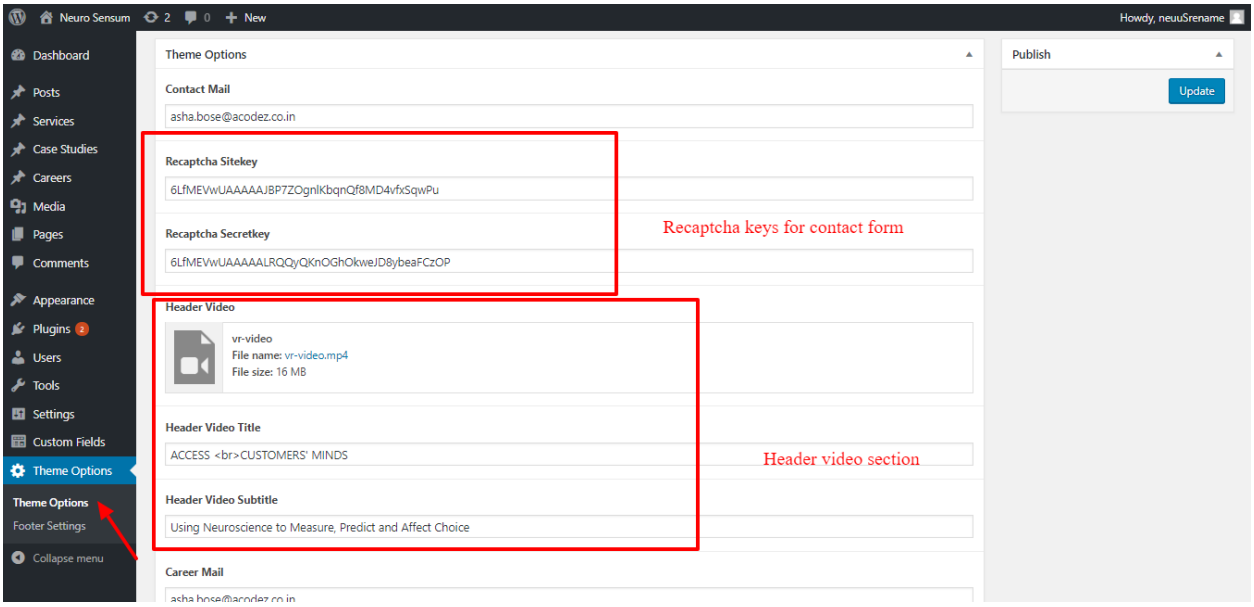
Here you can edit the logo, favicon, site title, site description etc. Once you have done the changes, you can save the same by clicking the Blue button (Save) on the top of the screen.

Theme Options

Path: Backend of website >> Theme Options >> Theme Options

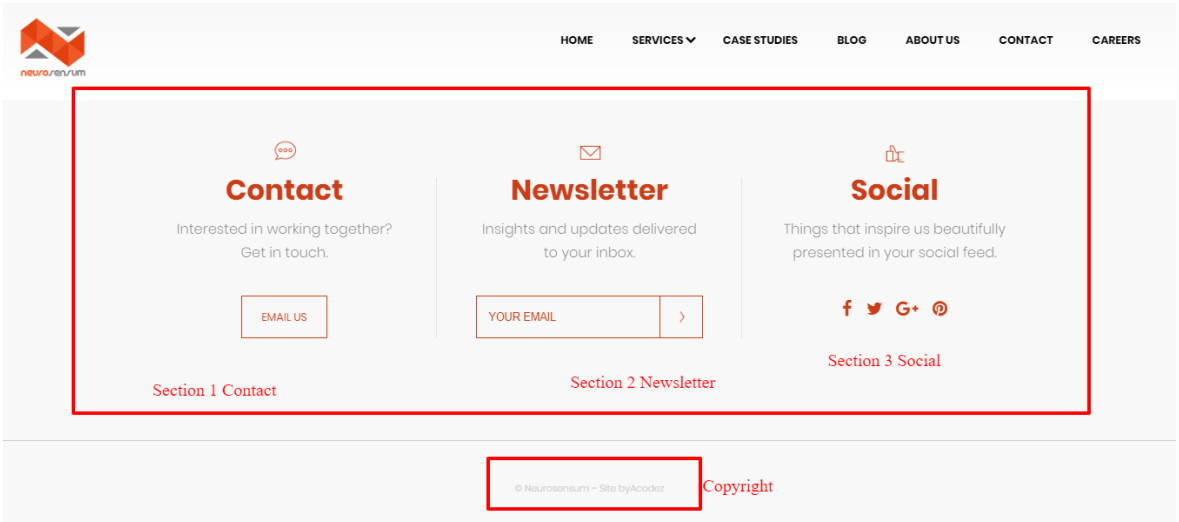
Here you can have options to add the mail ids for contact and career forms,Add the header video and its details,Keys for recaptcha in contact form .

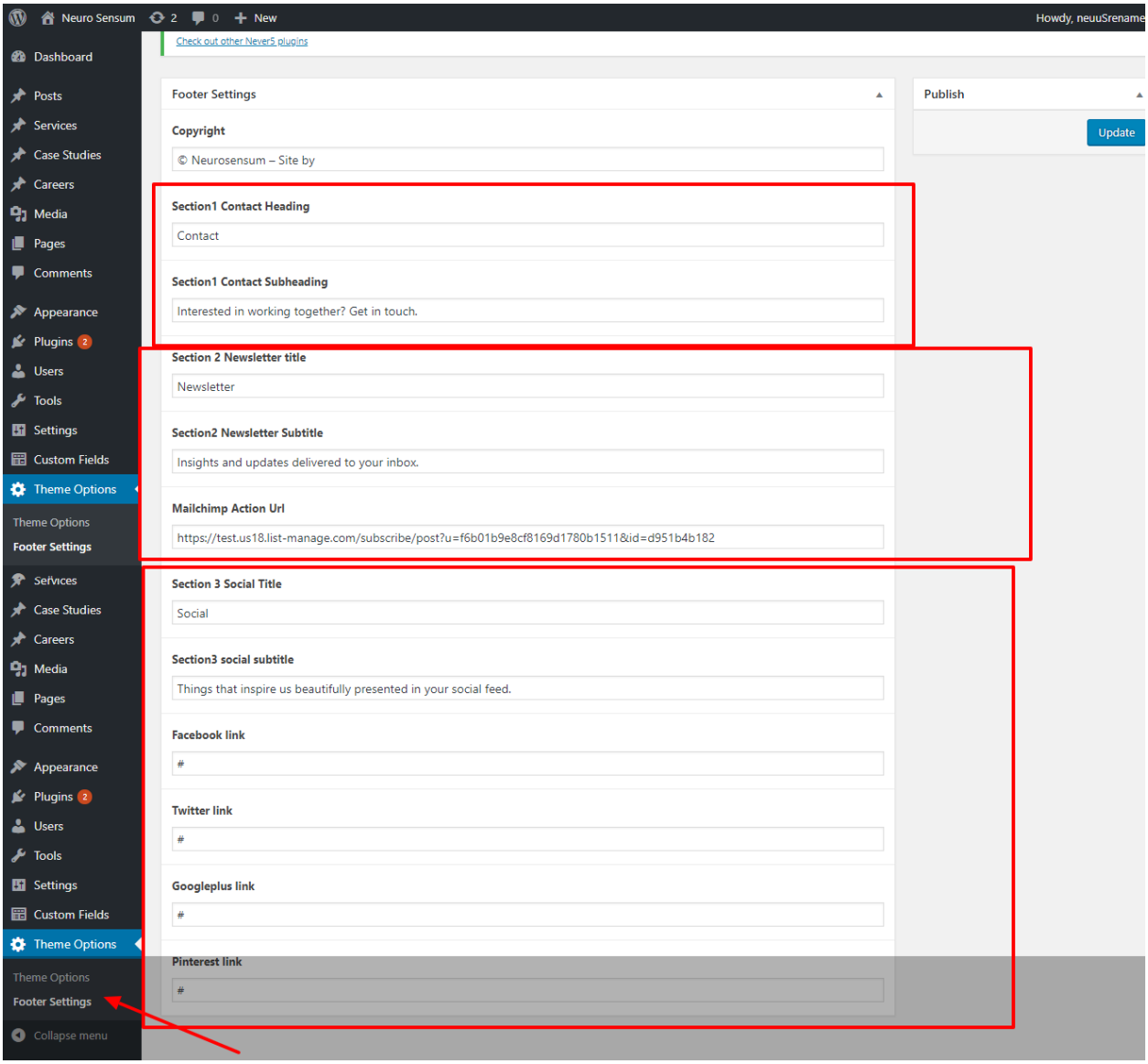
Once you have done the changes, you can save the same by clicking the Blue button (Update) on the top of the screen



Footer Settings

Path: Backend of website >> Theme Options >> Footer Settings

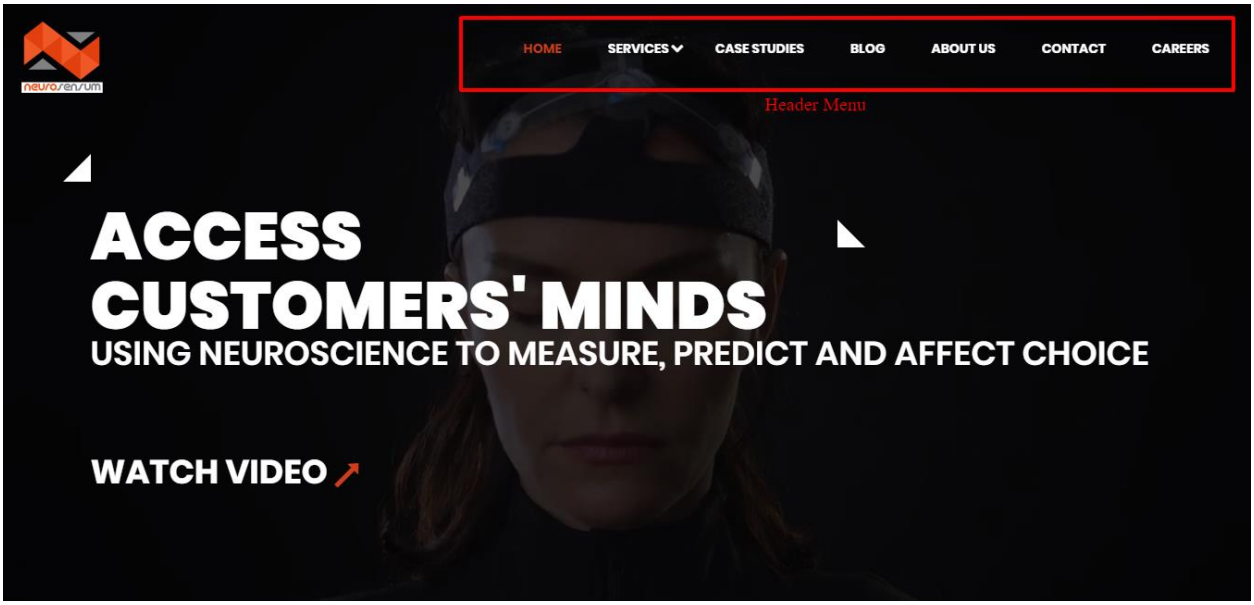




Path: Backend of website >> Theme Options >> Footer Settings

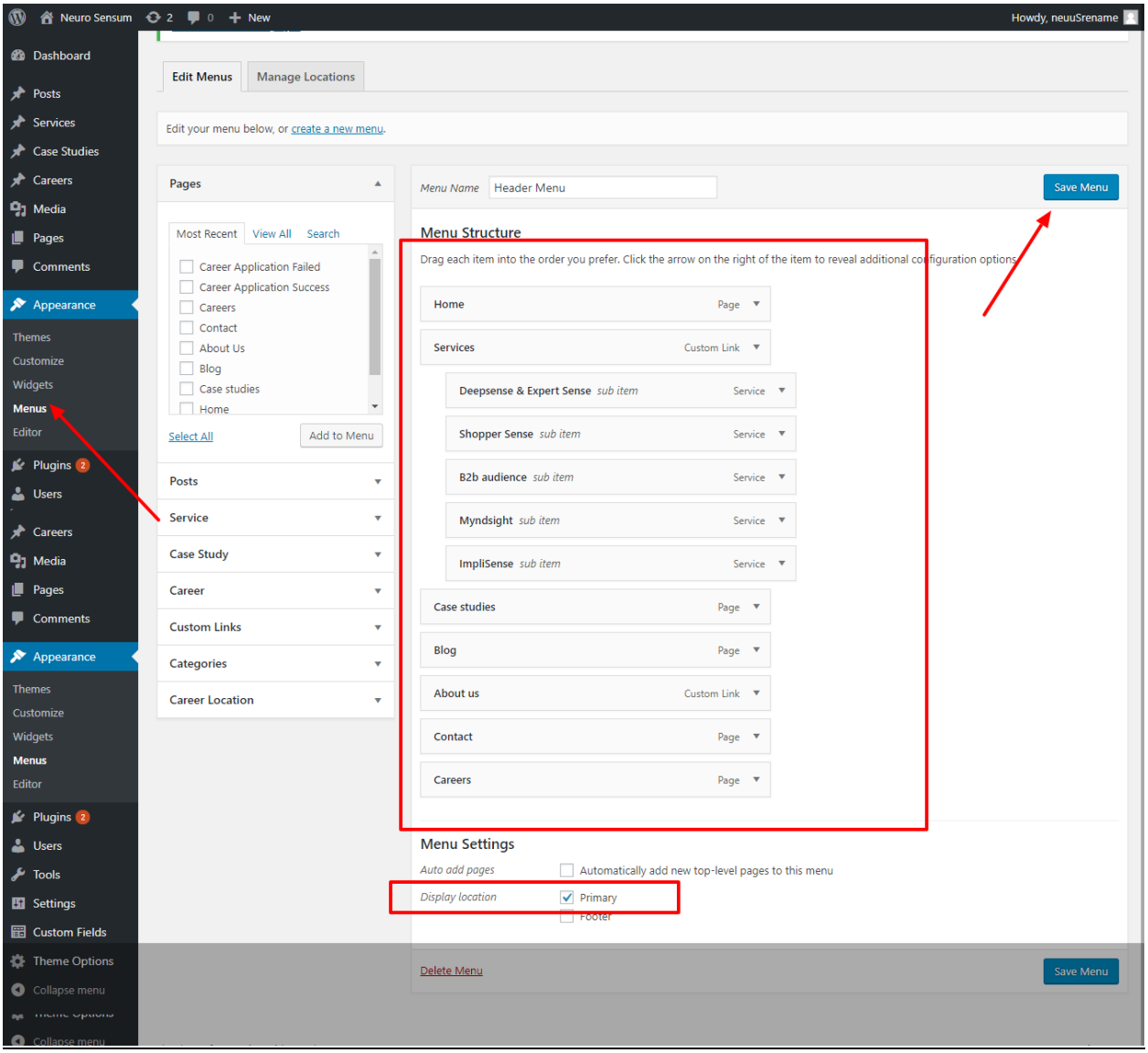
Once you have done the changes, you can save the same by clicking the Blue button (Update) on the top of the screen

Website Menu Management



Path: Backend of website >> Appearances >> Menus

Once you have done the changes, you can save the same by clicking the Blue button (Save Menu) on the top of the screen


Neuro Sensum
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Edit your menu below, or create a new menu.
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Career Application Success
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Case studies
Home
Select All
Add to Menu
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Case Study
Career
Custom Links
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Save Menu
Menu Structure
Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.
Home
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Custom Link
Deepsense & Expert Sense sub item
Service
Shopper Sense sub item
B2b audience sub item
Myndsight sub item
ImpliSense sub item
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Auto add pages
Automatically add new top-level pages to this menu
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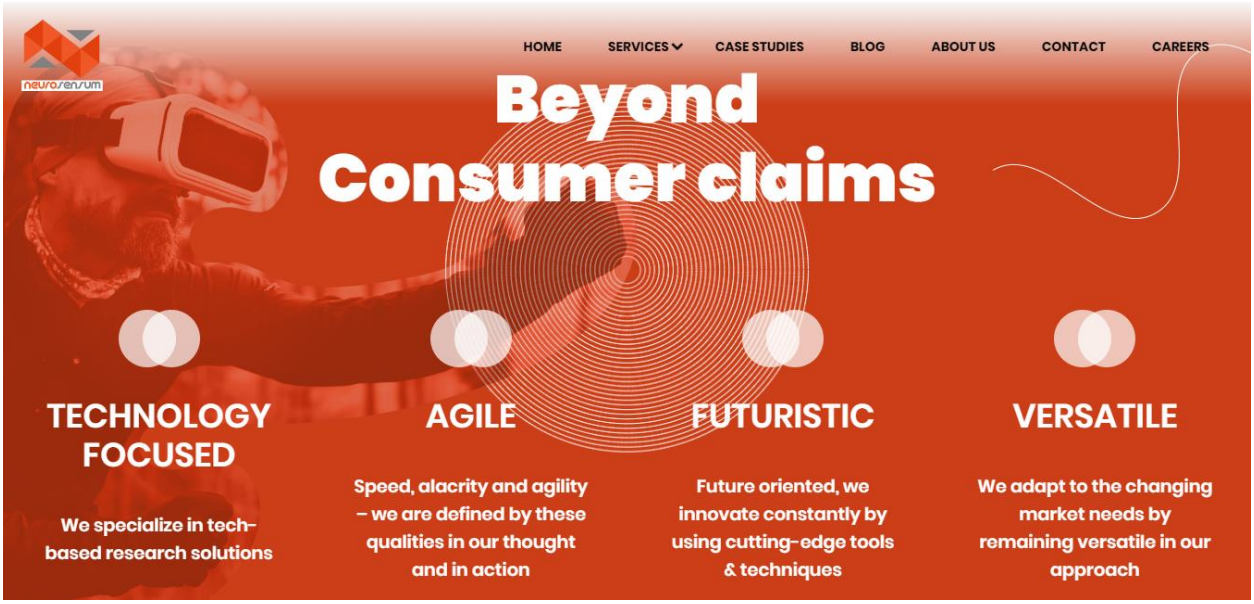
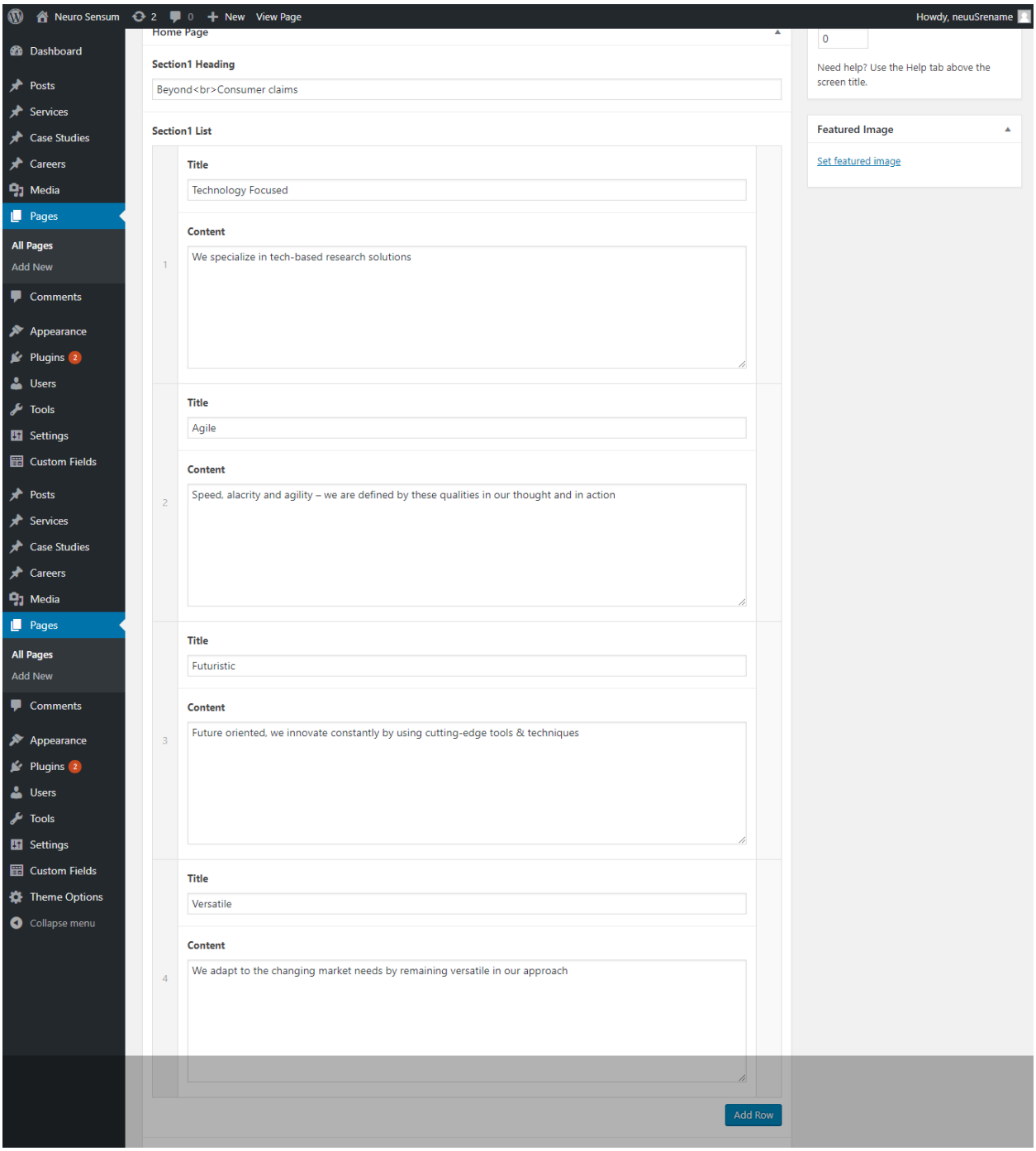
Primary
Footer
Delete Menu

Home Page

Path: Backend of website >> Pages >> All Pages >> Home




Neuro Sensum
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Beyond
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Section1 List
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We specialize in tech-based research solutions
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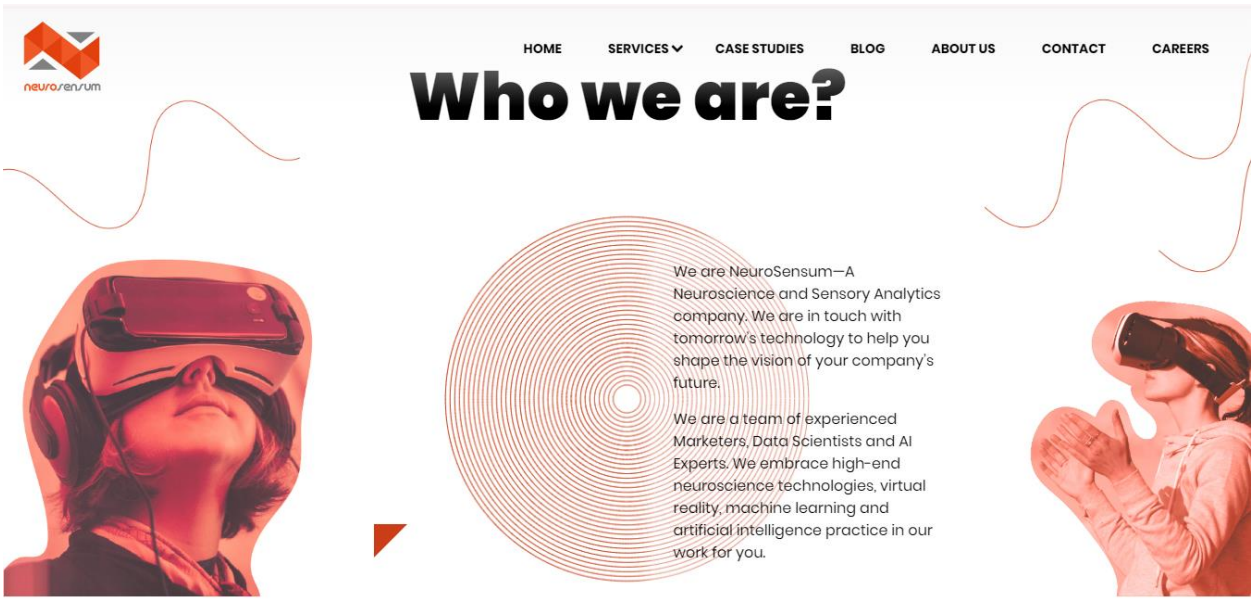
Agile
Content
Speed, alacrity and agility – we are defined by these qualities in our thought and in action
Title
Futuristic
Content
Future oriented, we innovate constantly by using cutting-edge tools & techniques
Title
Versatile
Content
We adapt to the changing market needs by remaining versatile in our approach
Add Row
Need help? Use the Help tab above the screen title.
Featured Image
Set featured image


HOME
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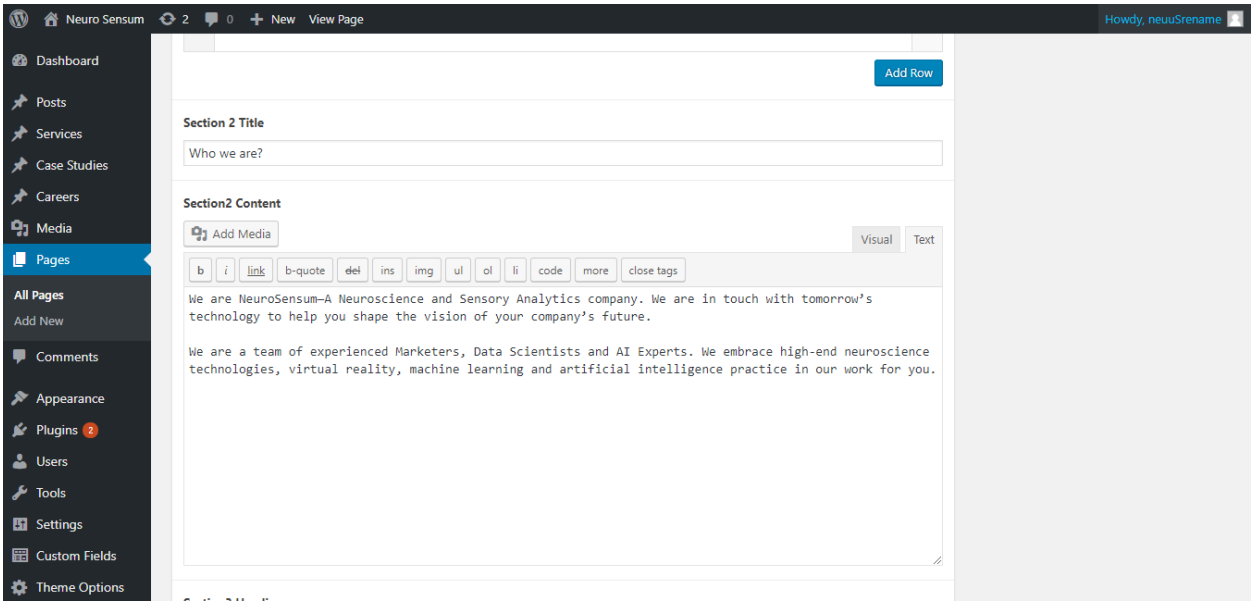
Who we are?
We are NeuroSensum—A Neuroscience and Sensory Analytics company. We are in touch with tomorrow's technology to help you shape the vision of your company's future.
We are a team of experienced Marketers, Data Scientists and AI Experts. We embrace high-end neuroscience technologies, virtual reality, machine learning and artificial intelligence practice in our work for you.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Section2 Content
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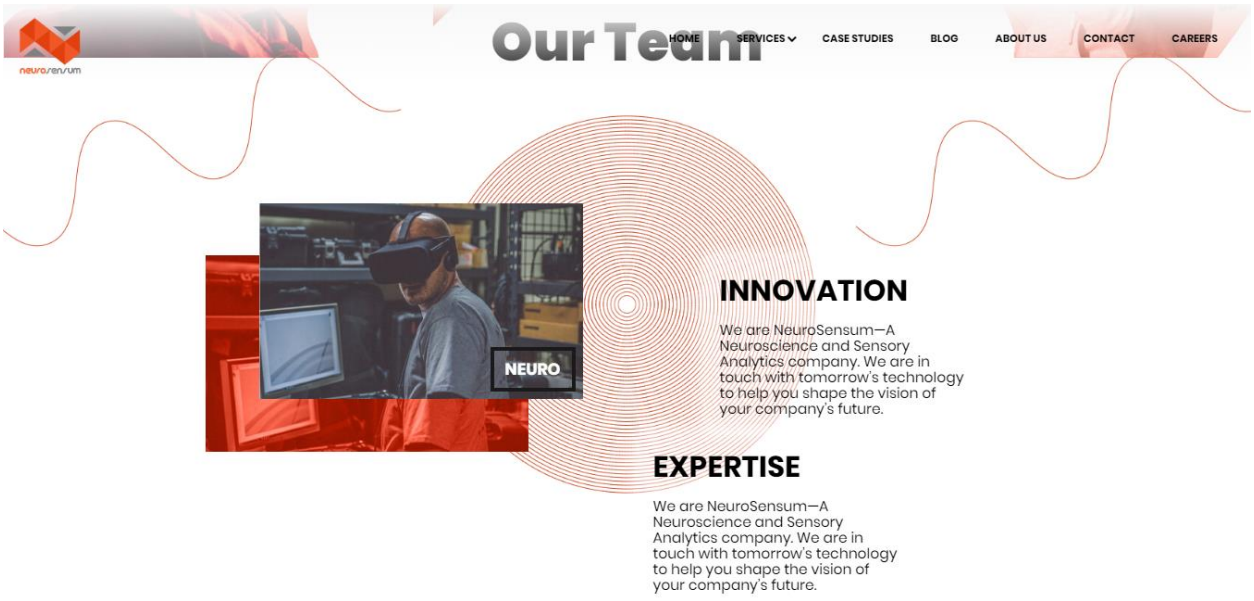
Visual
Text
We are NeuroSensum–A Neuroscience and Sensory Analytics company. We are in touch with tomorrow's technology to help you shape the vision of your company's future.
We are a team of experienced Marketers, Data Scientists and AI Experts. We embrace high-end neuroscience technologies, virtual reality, machine learning and artificial intelligence practice in our work for you.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INNOVATION
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EXPERTISE
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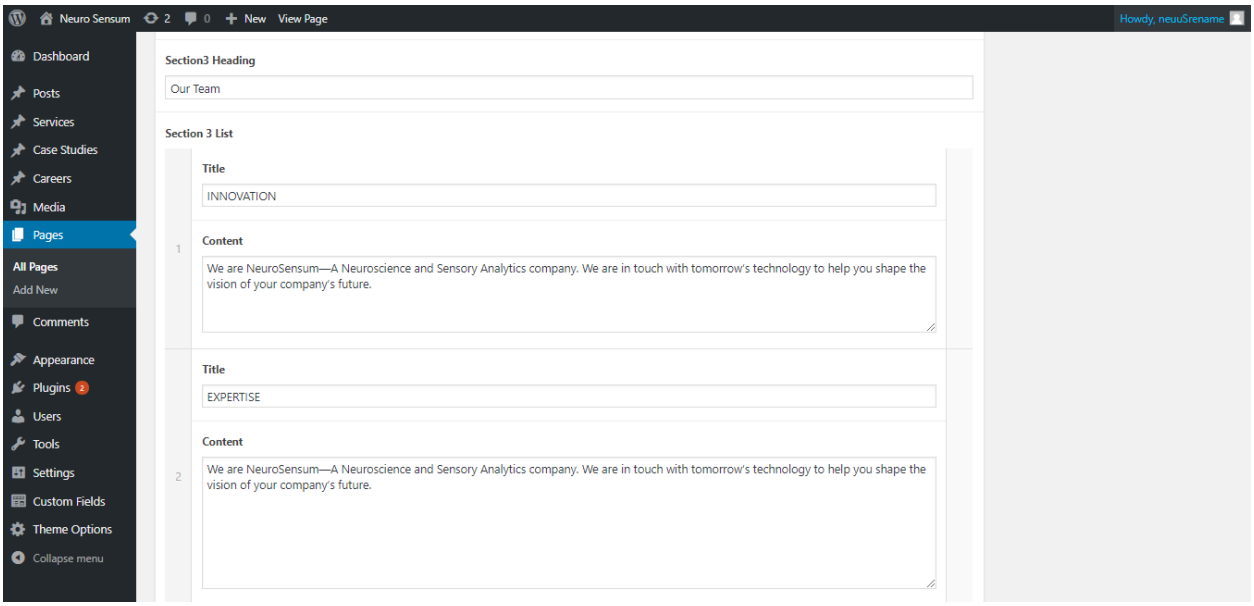
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Section3 Heading
Our Team
Section 3 List
Title
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Content
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Title
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Content
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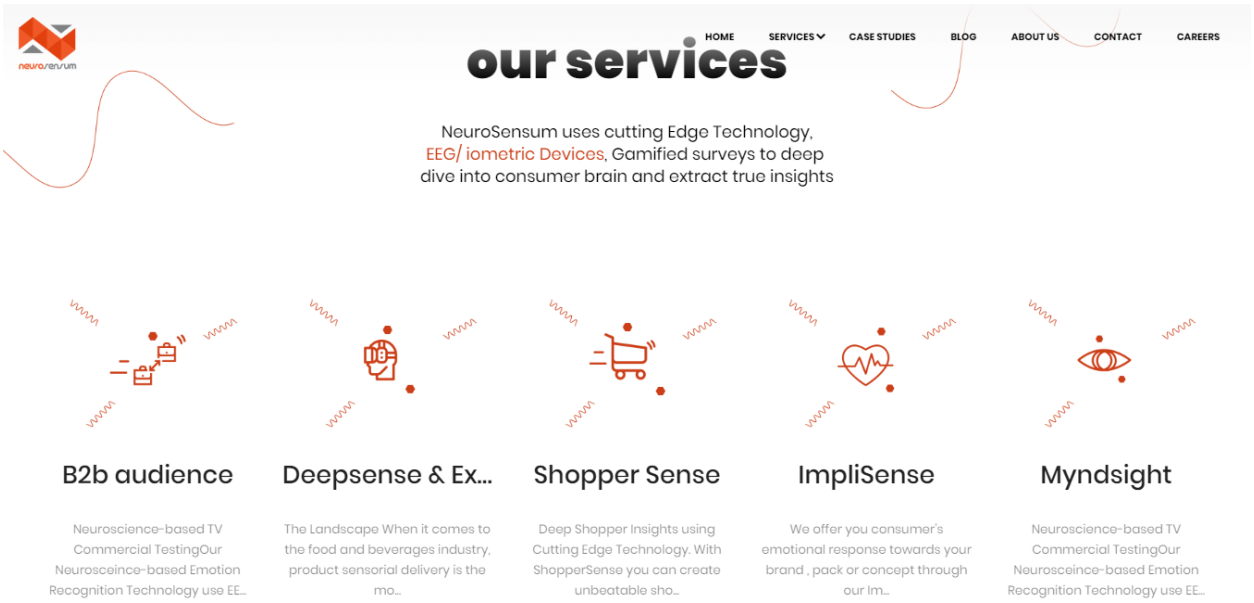
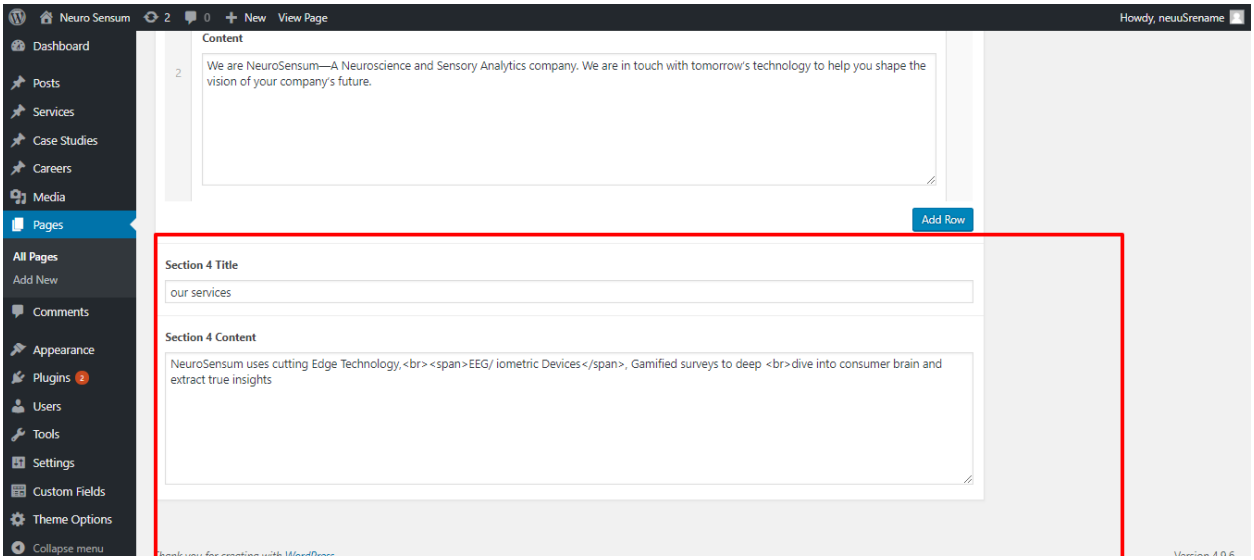


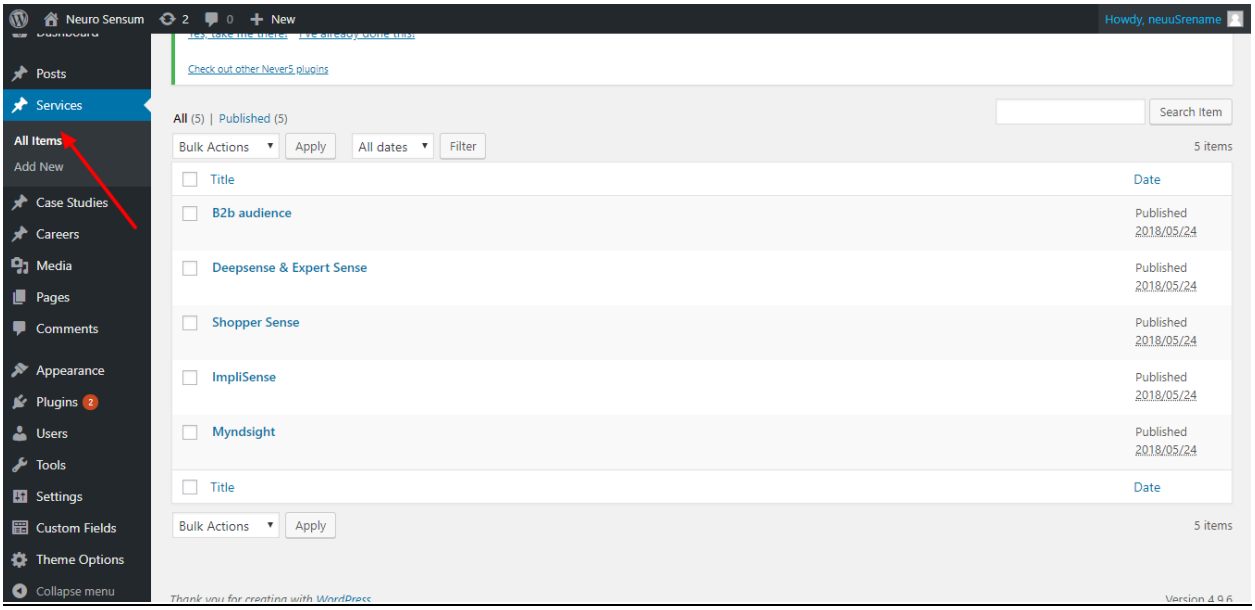


Once you have done the changes, you can save the same by clicking the Blue button (Update) on the top of the screen

Services Page

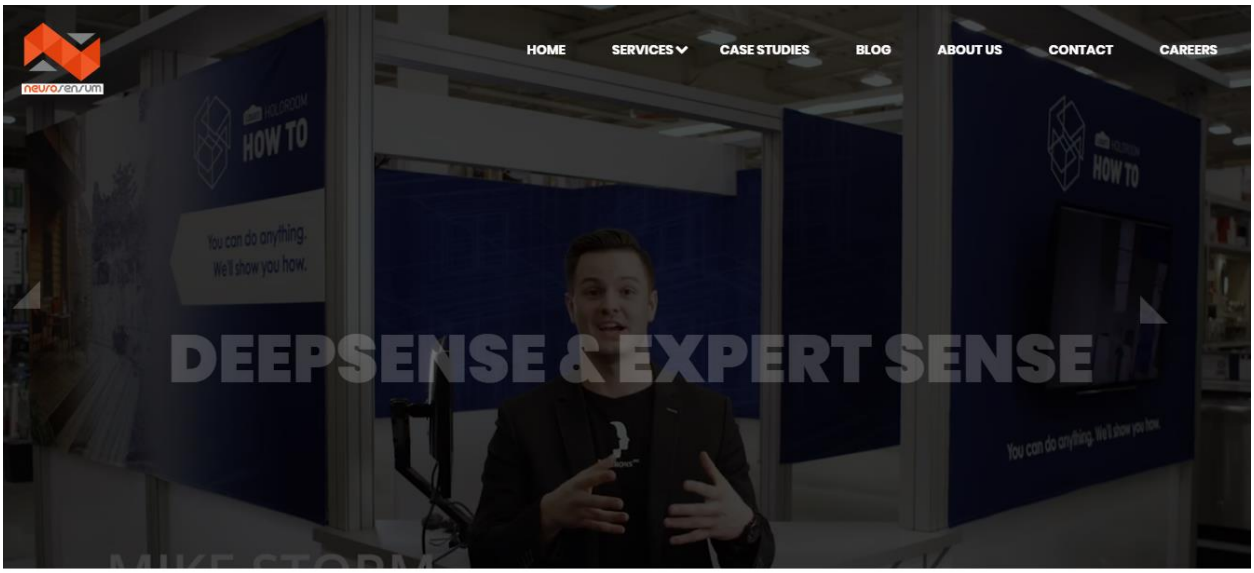
To Manage the services

Path: Backend of website >> Services >> All Items



Click on the corresponding service you wish to edit or Click on **Add New** for new Service

You can also use **Services=>Add New** for adding a new career



The Landscape

When it comes to the food and beverages industry, product sensorial delivery is the most important factor. However, very few marketers know if their product is delivering the right sensation at the right time or how customers actually end up choosing their product based on taste and other product-related factors. Our Deep Sense tool will deep dive into the answers you have been looking for;

Is my product evoking right emotions?
How big is the niche space in a market which can then be tapped through unique flavors and sensations?
What will be impact on consumer response and choice if I change composition of ingredients slightly?

What is DeepSense?

By capturing data from consumers and sensory experts, we apply advanced data science processes to bring our clients an unmatched output and analysis on their product's likeability.:

How do we do it?

We link explicit liking data and implicit response captured through Neuro Devices & Biometric Sensors.

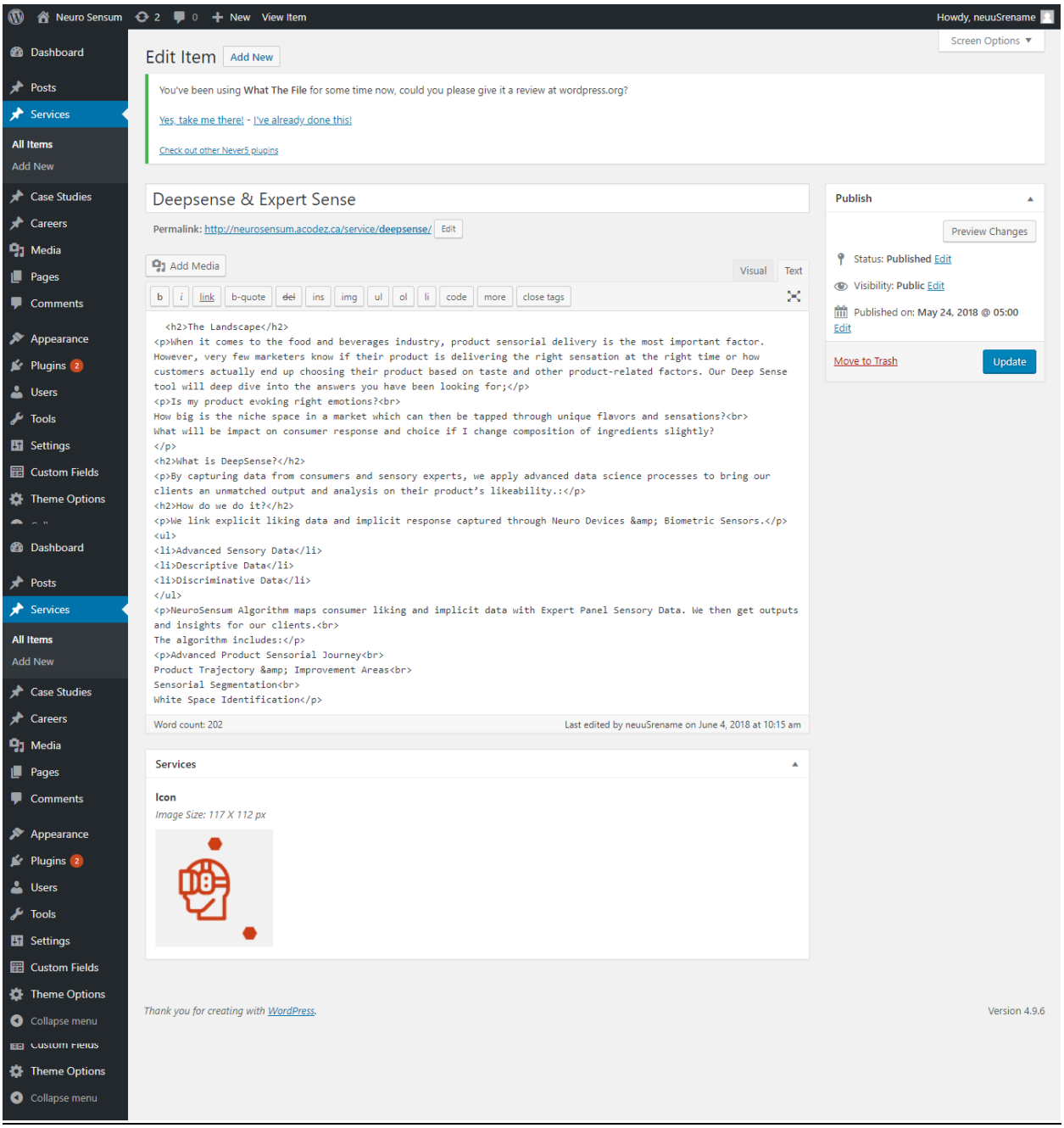
» Advanced Sensory Data

» Descriptive Data

» Discriminative Data

NeuroSensum Algorithm maps consumer liking and implicit data with Expert Panel Sensory Data. We then get outputs and insights for our clients.
The algorithm includes:

Advanced Product Sensorial Journey
Product Trajectory & Improvement Areas

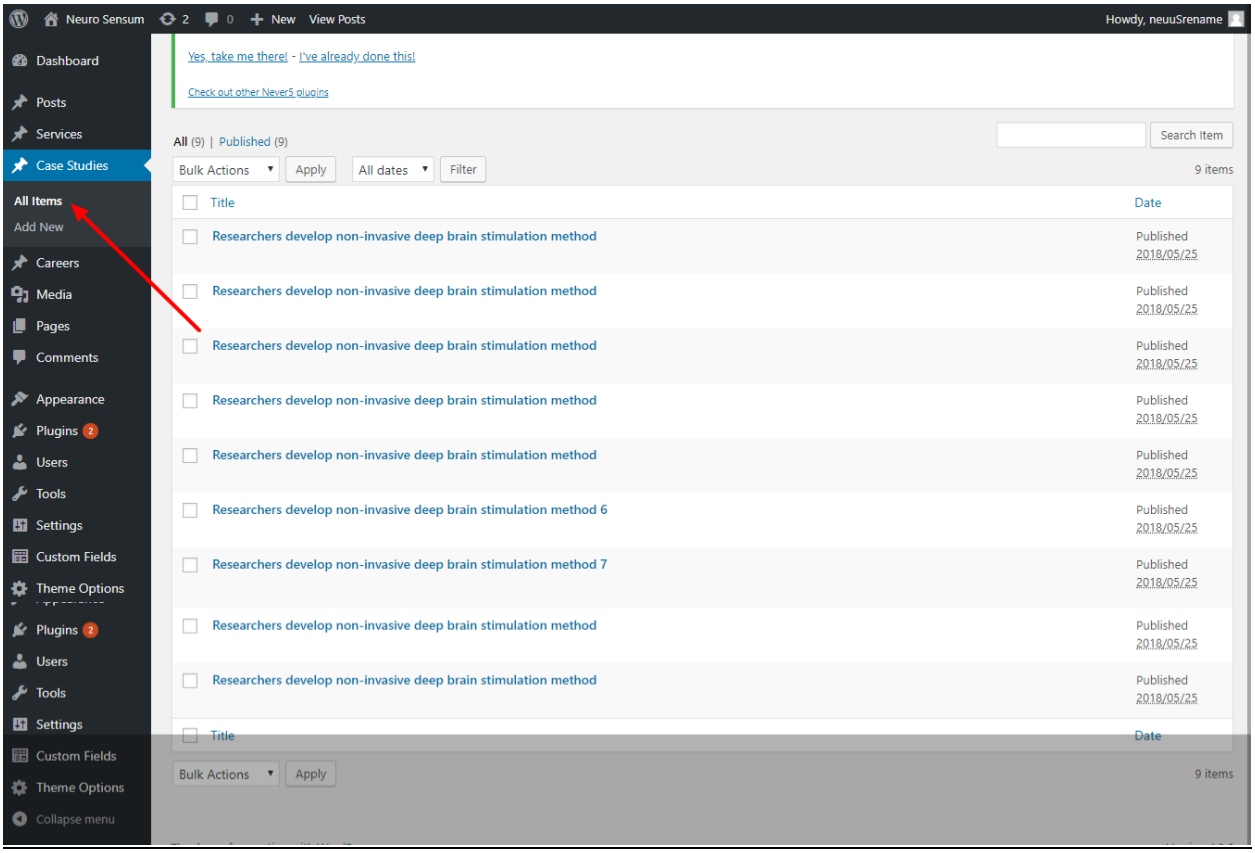


Once you have done the changes, you can save the same by clicking the Blue button (**Update/Publish**) on the top of the screen

Case Studies Page

To Manage the case studies

Path: Backend of website >> Case Studies >> All Items



Click on the corresponding case study you wish to edit or Click on **Add New** for new Case study

You can also use **Case Studies=>Add New** for adding a new career

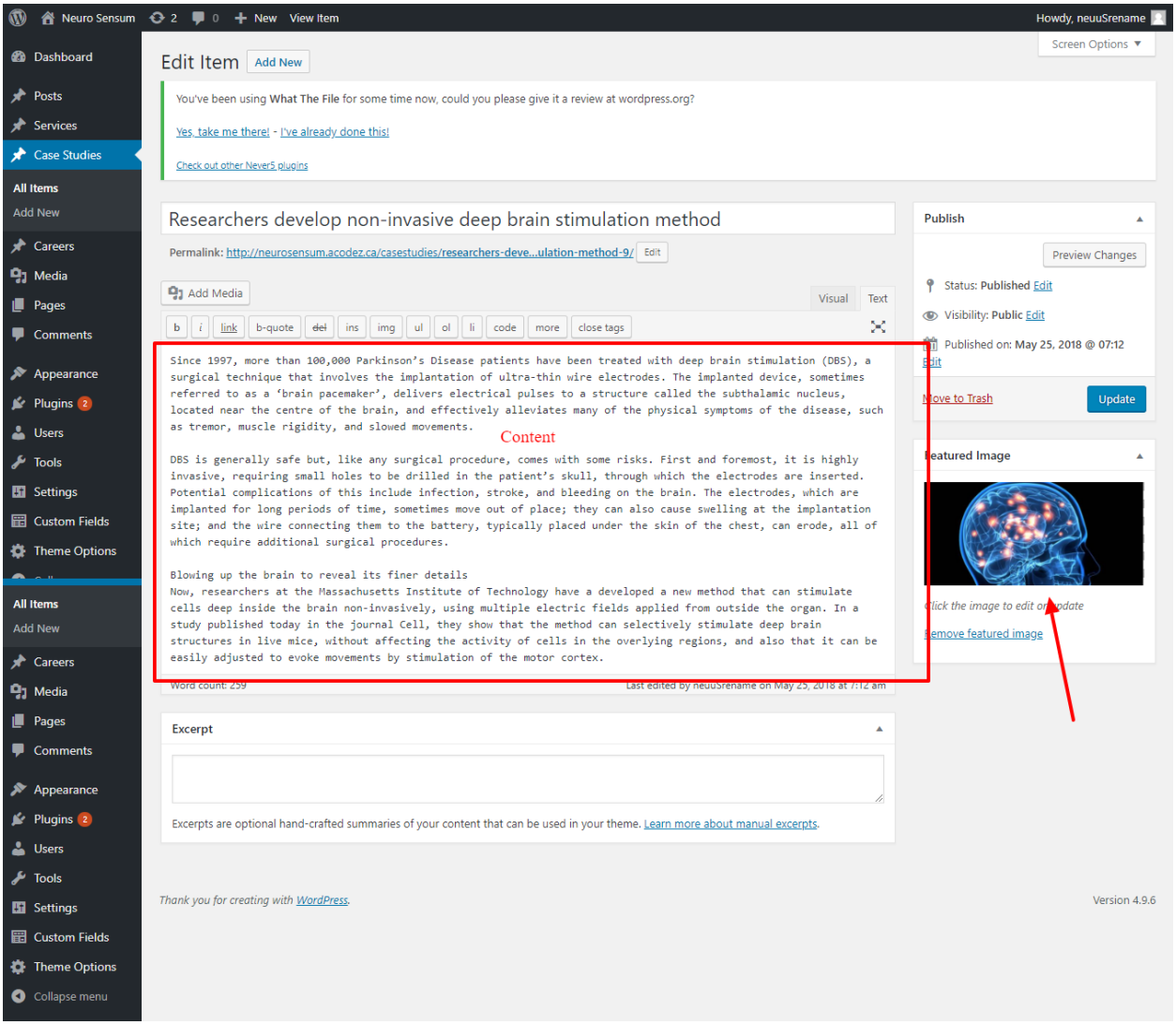
Researchers develop non-invasive deep brain stimulation method

Since 1997, more than 100,000 Parkinson's Disease patients have been treated with deep brain stimulation (DBS), a surgical technique that involves the implantation of ultra-thin wire electrodes. The implanted device, sometimes referred to as a 'brain pacemaker', delivers electrical pulses to a structure called the subthalamic nucleus, located near the centre of the brain, and effectively alleviates many of the physical symptoms of the disease, such as tremor, muscle rigidity, and slowed movements.

DBS is generally safe but, like any surgical procedure, comes with some risks. First and foremost, it is highly invasive, requiring small holes to be drilled in the patient's skull, through which the electrodes are inserted. Potential complications of this include infection, stroke, and bleeding on the brain. The electrodes, which are implanted for long periods of time, sometimes move out of place; they can also cause swelling at the implantation site; and the wire connecting them to the battery, typically placed under the skin of the chest, can erode, all of which require additional surgical procedures.

Blowing up the brain to reveal its finer details

Now, researchers at the Massachusetts Institute of Technology have a developed a new method that can stimulate cells deep inside the brain non-invasively, using multiple electric fields applied from outside the organ. In a study published today in the journal Cell, they show that the method can selectively stimulate deep brain structures in live mice, without affecting the activity of cells in the overlying regions, and also that it can be easily adjusted to evoke movements by stimulation of the motor cortex.

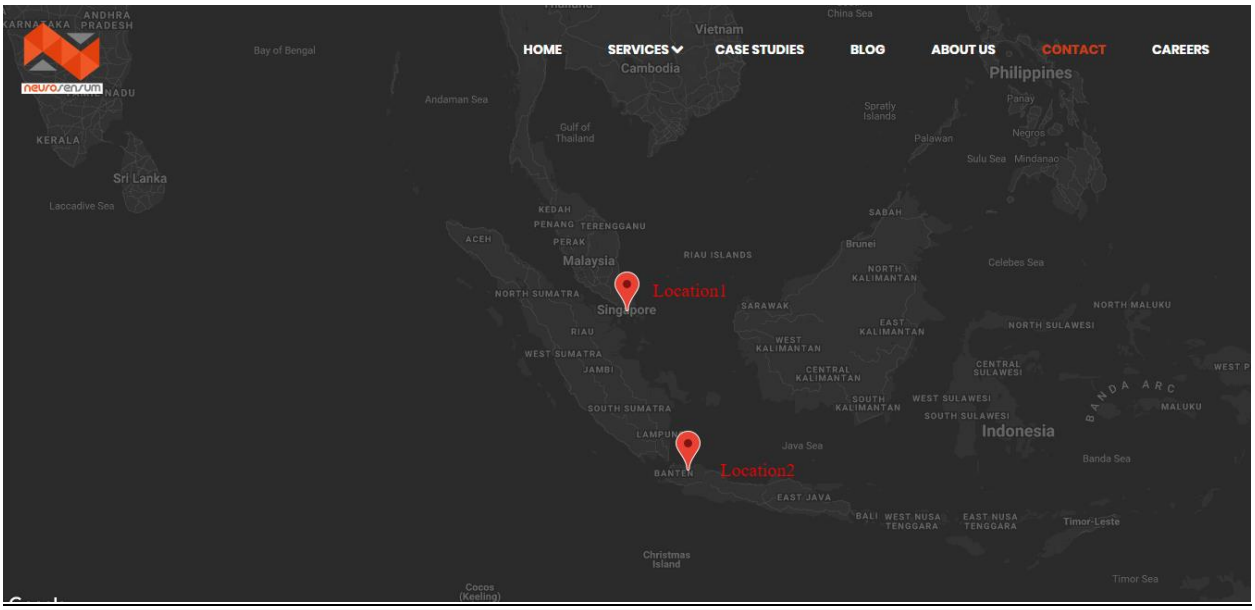


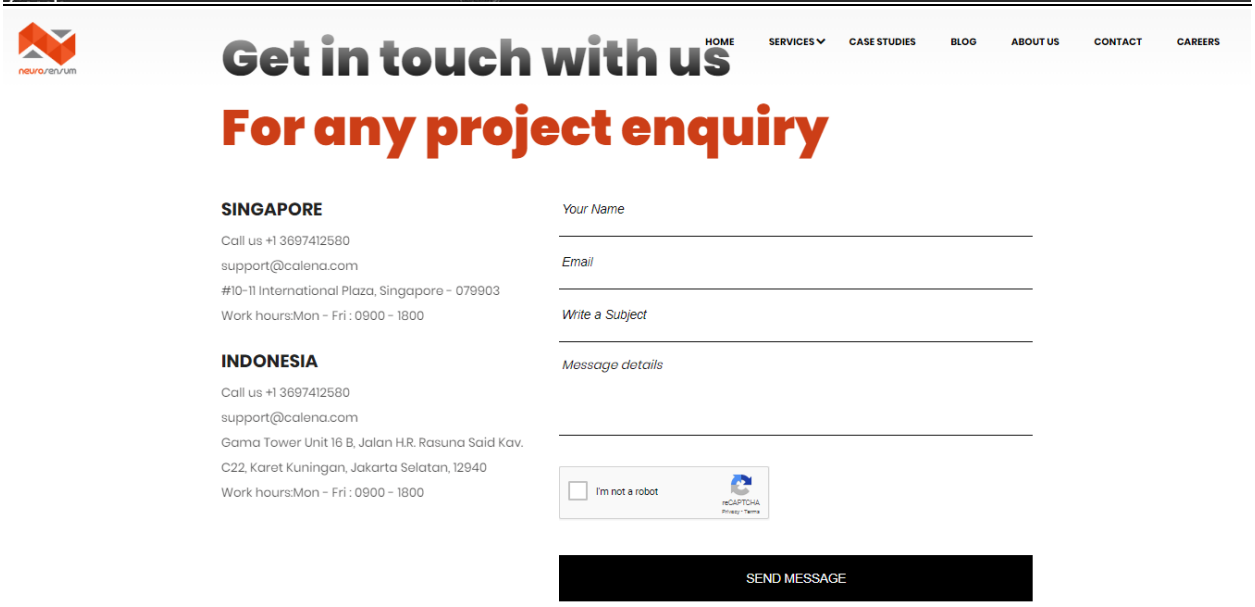
Once you have done the changes, you can save the same by clicking the Blue button (**Update/Publish**) on the top of the screen

Contact Page

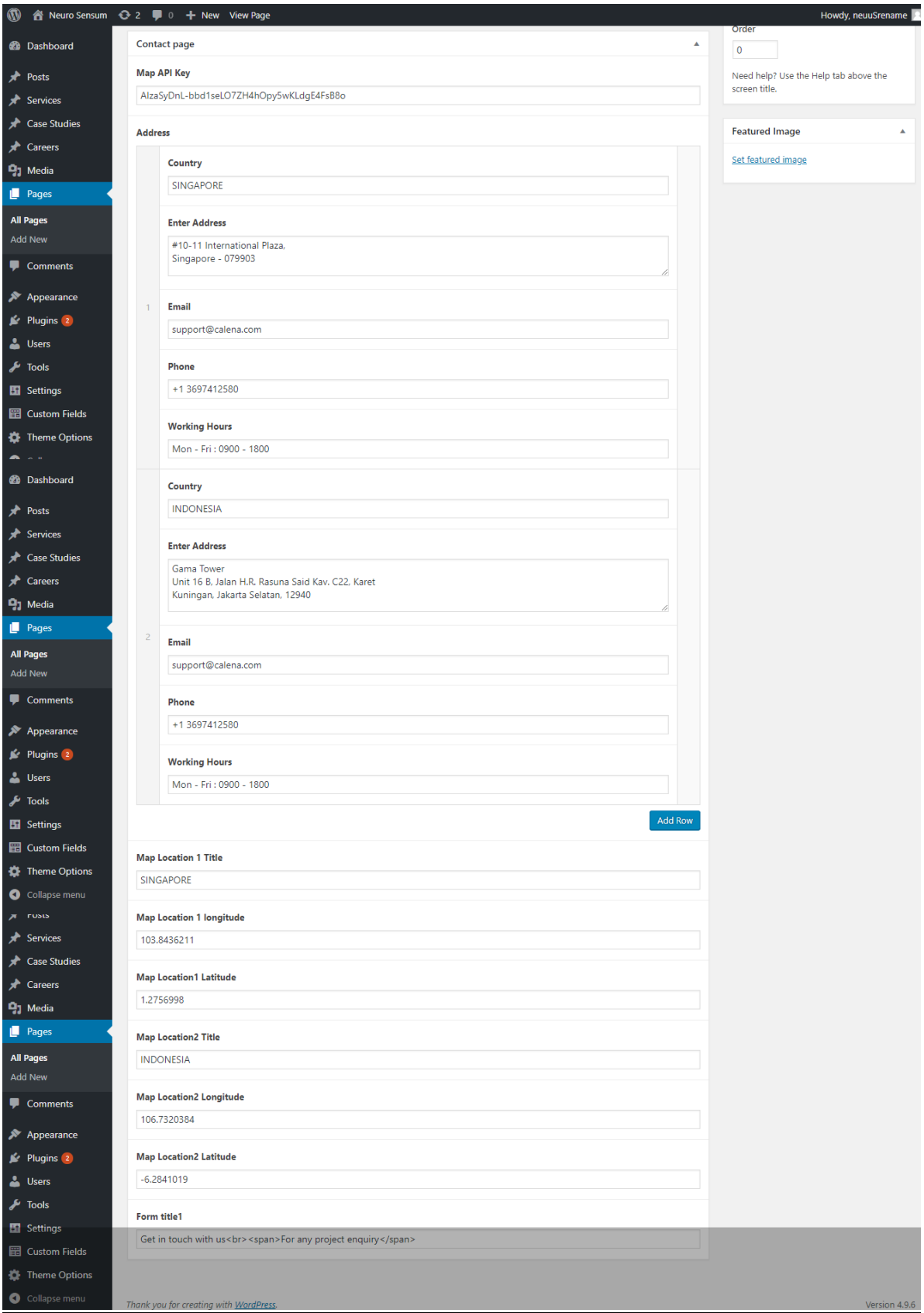
Path: Backend of website >> Pages >> All Pages >> Contact

You can contact the site through the contact form.An email acknowledgement will be sent to the customer.An email with the details entered in the form will be sent to the contact mail mentioned in the **Theme Options**





Once you have done the changes, you can save the same by clicking the Blue button (**Update**) on the top of the screen


Neuro Sensum
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Address
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SINGAPORE
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Email
support@calena.com
Phone
+1 3697412580
Working Hours
Mon - Fri : 0900 - 1800
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Enter Address
Gama Tower
Unit 16 B, Jalan H.R. Rasuna Said Kav. C22, Karet
Kuningan, Jakarta Selatan, 12940
Email
support@calena.com
Phone
+1 3697412580
Working Hours
Mon - Fri : 0900 - 1800
Add Row
Map Location 1 Title
SINGAPORE
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103.8436211
Map Location1 Latitude
1.2756998
Map Location2 Title
INDONESIA
Map Location2 Longitude
106.7320384
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Form title1
Get in touch with us
For any project enquiry
Order
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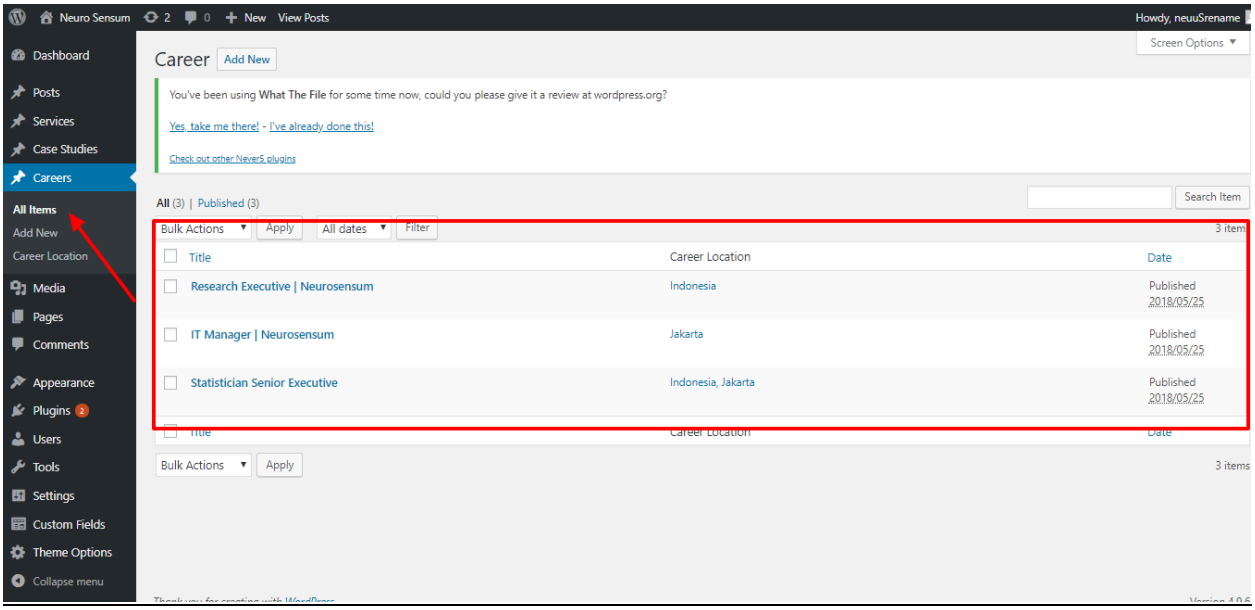
Need help? Use the Help tab above the screen title.
Featured Image
Set featured image
Thank you for creating with WordPress.
Version 4.9.6

Careers Page

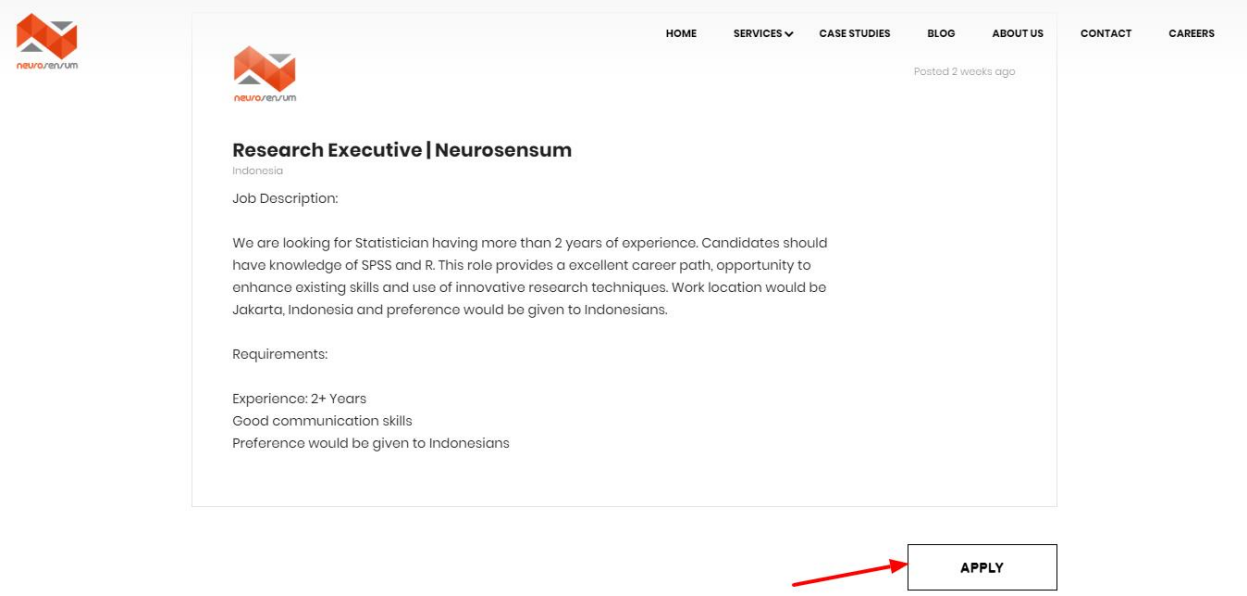
To Manage the careers

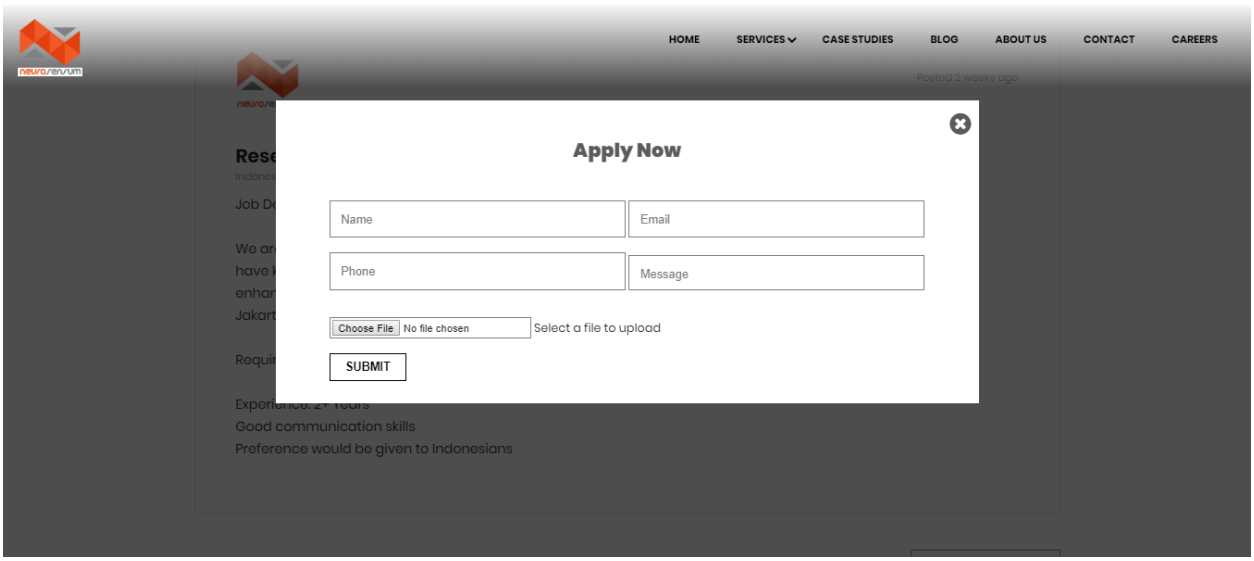
Path: Backend of website >> Careers >> All Items



Click on the corresponding career you wish to edit or Click on **Add New** for new Career

You can also use **Careers=>Add New** for adding a new career

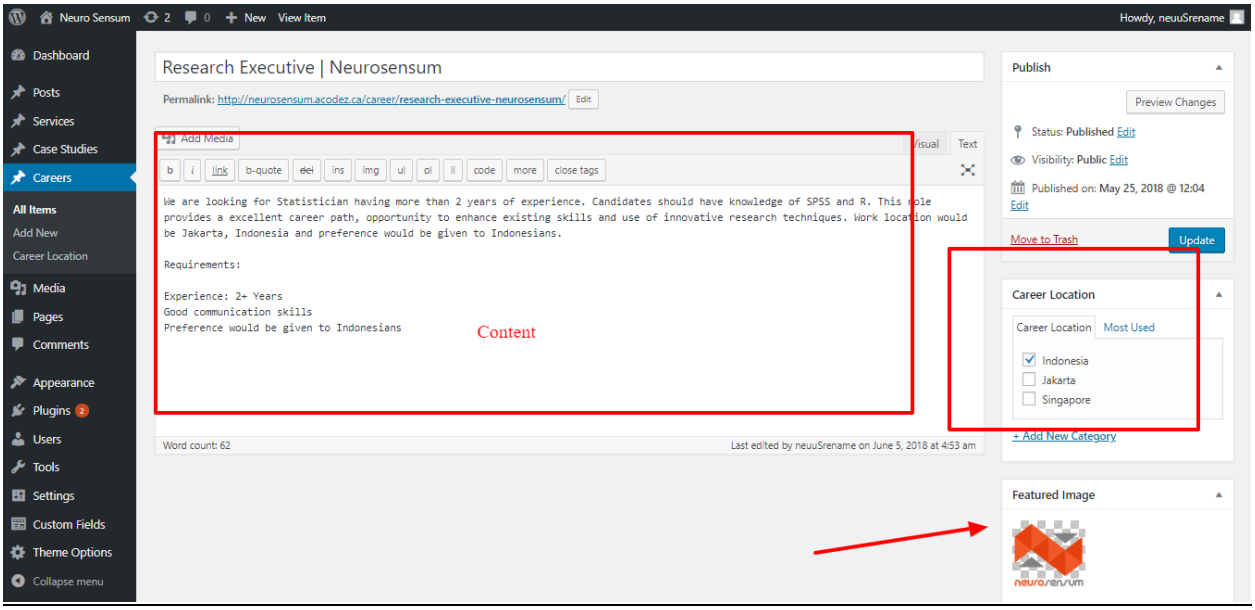




You can apply for carrer opening through the form shown by clicking the **Apply** Button in the career detail page.

An email acknowledgement will be sent to the candidate/customer.

An email with the details entered in the form along with the attachment, will be sent to the career mail mentioned in the **Theme Options**



Once you have done the changes, you can save the same by clicking the Blue button (**Update/Publish**) on the top of the screen

Blog Template

Thursday **24, May, 2018**

Researchers develop non-invasive deep brain stimulation method

READ MORE

Thursday **24, May, 2018**

Researchers develop non-invasive deep brain stimulation method

READ MORE

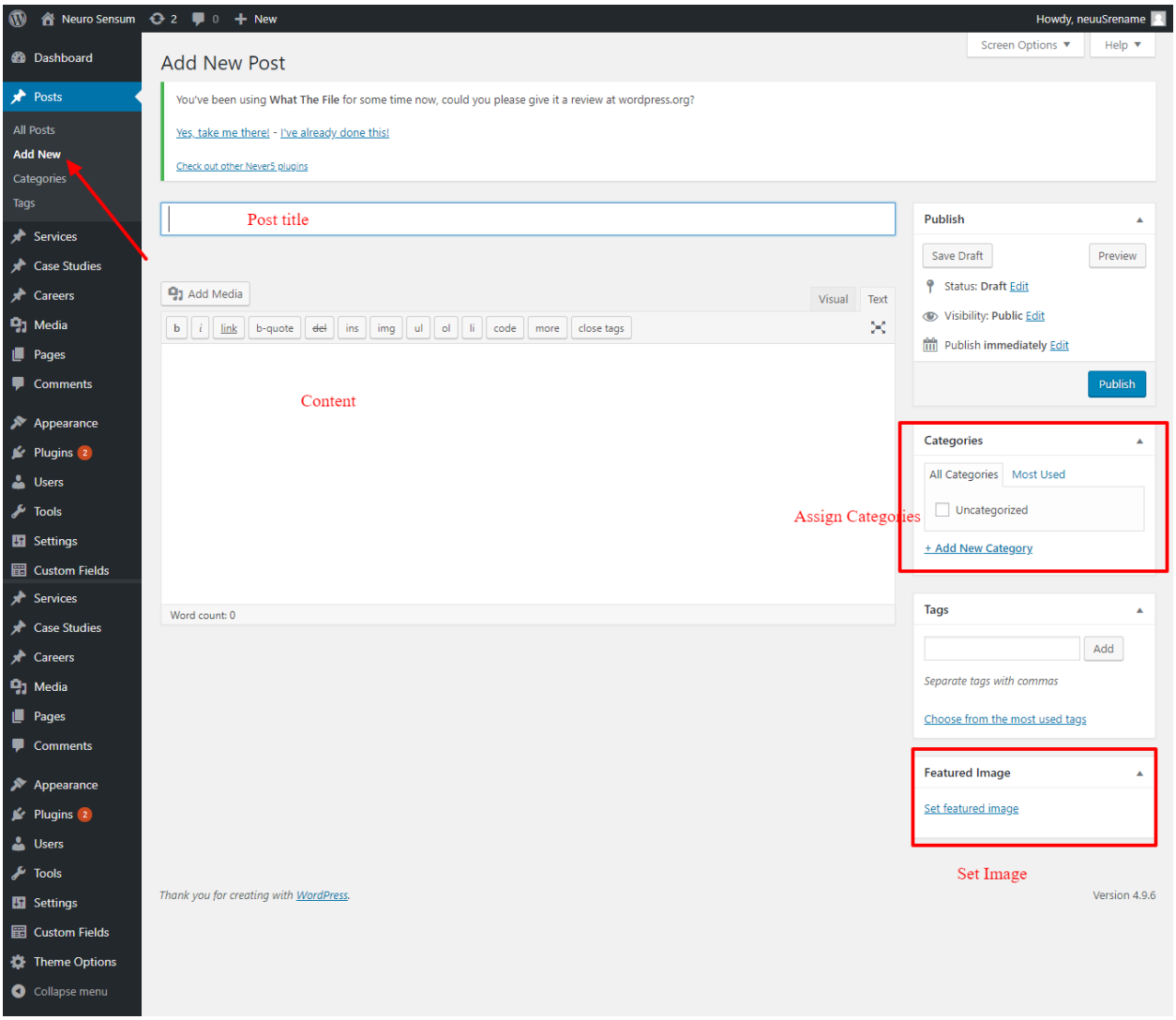
Thursday **17, May, 2018**

Researchers develop non-invasive deep brain stimulation method

READ MORE

Adding new blog post

Path: Backend of website >> Posts >> Add New

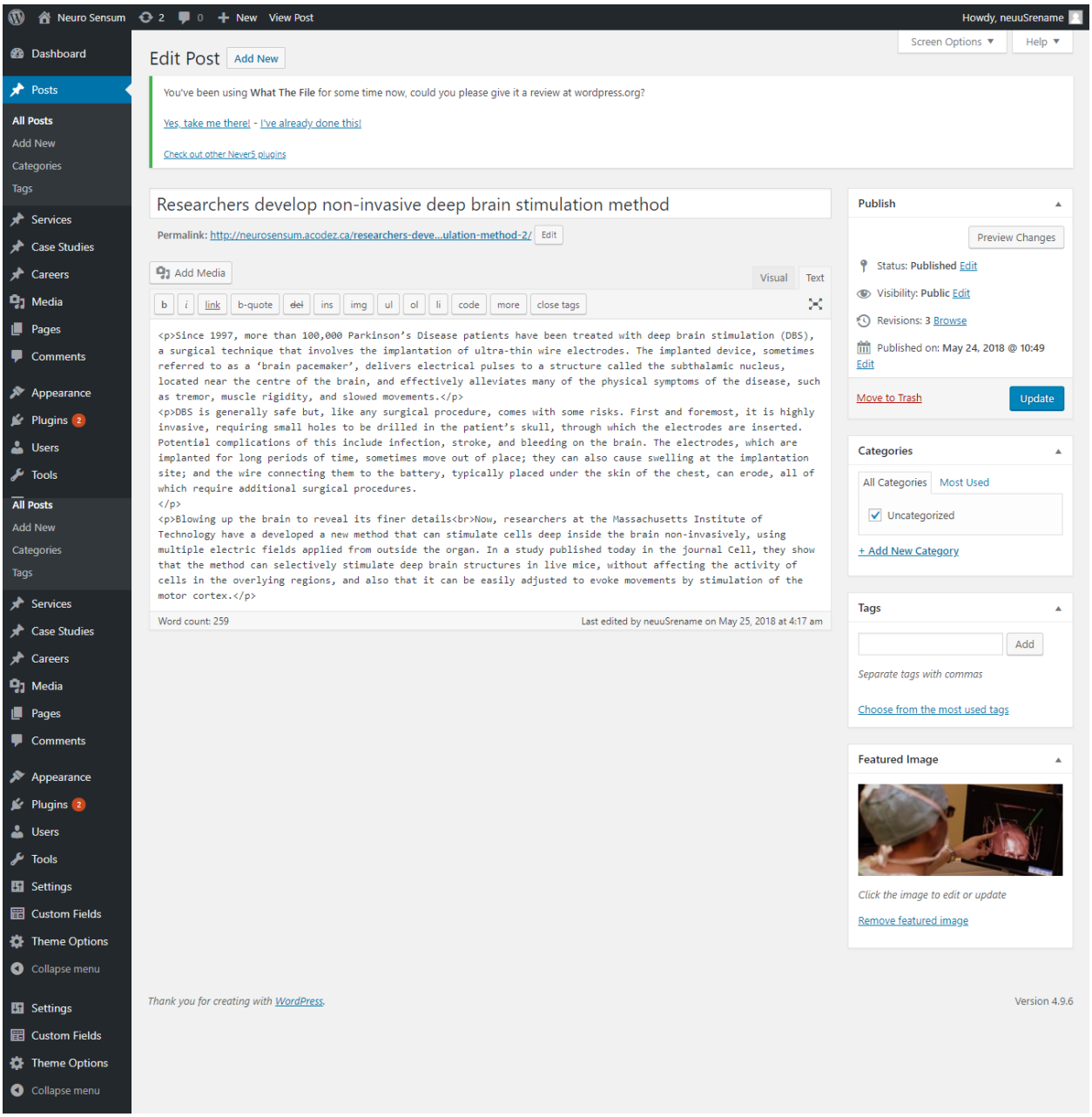


Once you have added the contents, you can save the same by clicking the Blue button (**Publish**) on the top of the screen

Editing existing blog post

Path: Backend of website >> Posts >> All Items

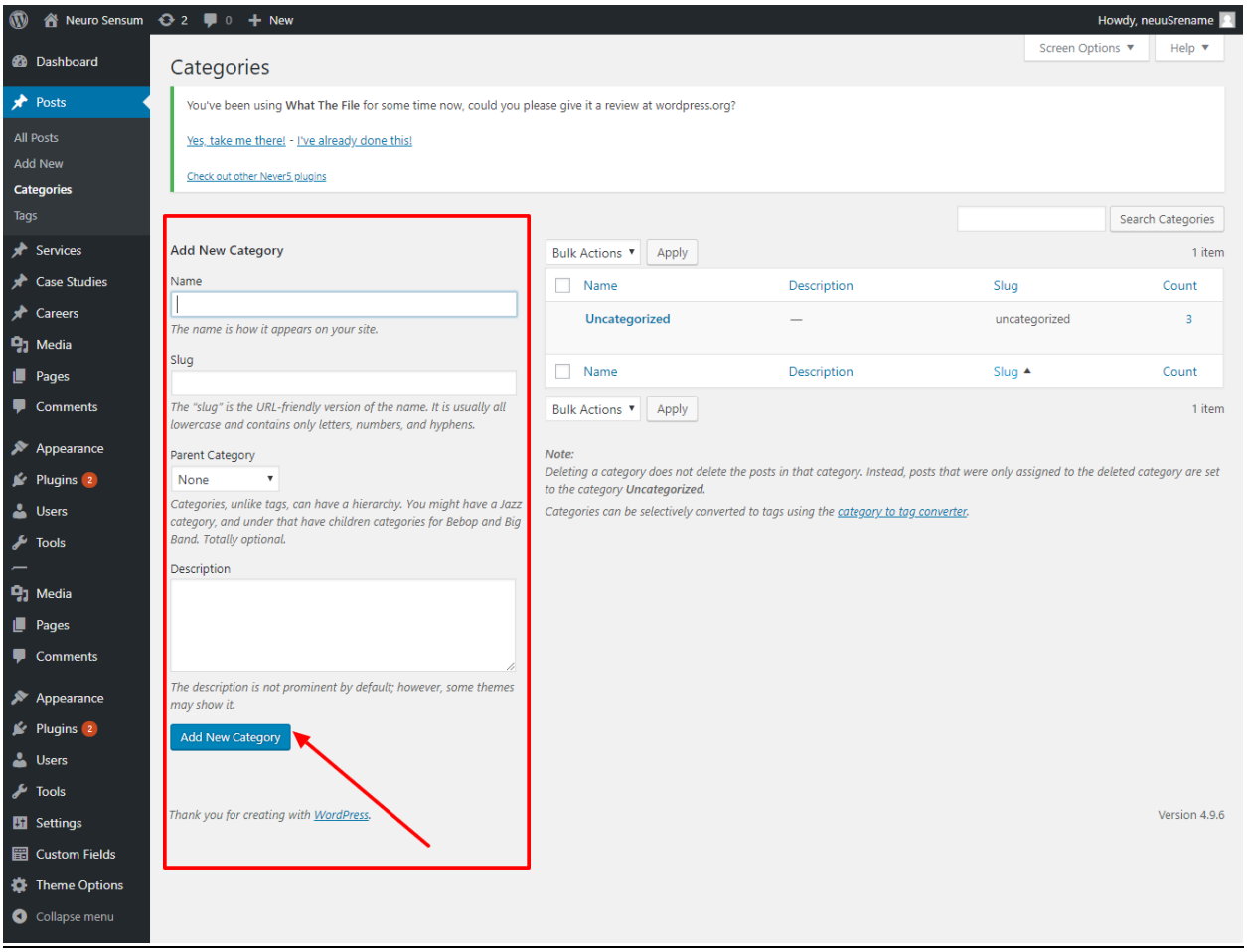
Click on the corresponding post you wish to edit



Once you have done the changes, you can save the same by clicking the Blue button (**Update**) on the top of the screen

Adding a new Category

Path: Backend of website >> Posts >> Categories



Once you have done the changes, you can save the same by clicking the Blue button (**Add New Category**)

-Thank You-