**Sleep Tracking:**

* Current market is separated into two types: EEG vs. Physical
* EEG: Neuroon (Completely dominated…..)
* Physical: Sound, Movement [e.g. body, EOG (not sure if there’s existing product)].
* Light Therapy for adapting changing of daylight
* Comment: not sure if we can come up with a better/alternative solution

**Haptic Response for VR:**

* Application: Gaming, Physical Therapy(limited)
* Current market: lots of researches, companies working on it. (e.g. teslasuit)
* Comment: not sure if we can come up with a better/alternative solution

**Neuro-marketing:**

* Understand the physiological response of different area of the brain in order to advertise or market a product

**Brain Security**

* EEG is unique in everyone,
  + similar to voice recognition, but we can do it to EEG recognition
  + Catch: “you cannot control what people think”
  + Everyone reacts with a stimulus (a picture, music, video), they also produce response different (same physical action, different neural responses)
* Using EEG to unlock door, phone -> control household item, like light, computer, TV
  + Current similar device is EMOTIV, but they do not have security lock
* Current Research:
  + Liang, Wei, Liang Cheng, and Mingdong Tang. "Identity Recognition Using Biological Electroencephalogram Sensors." Journal of Sensors 2016 (2016): 1-9. Web.
  + Yang, Su, and Farzin Deravi. "On the Effectiveness of EEG Signals as a Source of Biometric Information." 2012 Third International Conference on Emerging Security Technologies (2012): n. pag. Web.
  + Biometric recognition: https://www.youtube.com/watch?v=ue5yRqlle-M