

FOR IMMEDIATE RELEASE

Brain Candy Launches Full Release on Meta Quest: A VR Experience in Rhythmic Light and Perception

January 29, 2026 — Brain Candy LLC today announced the full release of Brain Candy, a virtual reality experience that uses rhythmic flickering lights, fractal patterns, and synchronized sound to create immersive perceptual experiences. Available on Meta Quest, Brain Candy transitions from early access to full release with support from Meta's partnerships team.

Inspired by neuroscience research into brainwave entrainment and visual perception, Brain Candy offers users a collection of immersive audio-visual experiences designed to influence relaxation, focus, and creative states. The project positions itself as experimental art informed by scientific research rather than medical technology. Since entering early access, Brain Candy has reached 1,990 installs on Meta Quest, with users applying the experience across creative, relaxation, and exploratory contexts.

The full release includes new DLC collaborations with musician East Forest, dream researcher Dr. Deirdre Barrett, and visual artist Symmetric Vision, expanding the range of available experiences.

"Brain Candy explores how VR can influence mental states through rhythmic stimulation," said David Lobser, Lead Creative Developer at Brain Candy LLC. "We're not creating games or traditional meditation apps—we're building immersive experiences inspired by research into visual perception, neural rhythms, and psychophysical effects that people can use for relaxation, focus, or creative exploration."

Key Features:

- Rhythmic light entrainment using frequencies explored in brainwave research
- Dynamic fractal patterns and geometric visualizations inspired by Heinrich Klüver's psychophysical research
- Synchronized binaural audio for multi-sensory stimulation
- Optional haptic feedback synchronized with visual and audio rhythms
- New DLC collaborations with East Forest (music), Dr. Deirdre Barrett (dream research), and Symmetric Vision (visual art)
- Users report highly individualized subjective experiences

IMPORTANT SAFETY NOTICE: Brain Candy features intense strobing

visuals that are not suitable for individuals with photosensitive epilepsy or similar conditions. Users should consult the warnings page before use.

Brain Candy uses rhythmic visual flicker and sound to evoke strong perceptual and attentional effects, a technique historically explored in experimental psychology, electronic art, and ceremonial practices. Each "candy" represents a unique combination of audio-visual stimulation targeting specific mental states—from deep relaxation to heightened focus and creativity.

The app has been featured at consciousness research conferences and immersive art events, including poster presentations at the International Virtual Reality Healthcare Association (IVRHA) conference in 2024, dome shows at ETH Denver 2024-2025, and performances at the Fisk Planetarium in Denver. The development team collaborates with consciousness researchers including David Glowacki and the Qualia Research Institute.

"Users report employing Brain Candy for everything from stress relief to creative inspiration," added Lobser. "Some compare it to 'the trippiest meditation app yet,' while others describe it as 'a brain massage you don't want to end.' The individual variations in how people experience the same patterns is part of what makes this fascinating."

Early user reviews highlight the app's unique positioning. "This app feels like if Realms of Flow and Tripp had a baby—on steroids," wrote one reviewer. "It absolutely nails what both those apps were trying to achieve, but with way more depth and impact." Another user noted, "Brain Candy is purpose-designed to induce altered states of consciousness... Unlike other therapeutic, meditative experiences, Brain Candy uses brute-force to drag your brain into an altered state."

Users consistently praise the app's effectiveness and value. "This is the meditation app I have been searching for," shared a daily user. "I have hundreds of Quest games and most every meditation app. This is the only app I use daily." An international reviewer added, "An original visual journey into the world of consciousness in VR... At €6, it's a nice sensory surprise to try, almost a little mental reset."

Brain Candy has been in early access since 2025, with ongoing updates and expanding content releases.

Platform: Meta Quest (VR)

Price: \$9.99 (Base App) with DLC options

Website: braincandy.app

Launch Date: January 29, 2026

Review copies are available to journalists and content creators through the Brain Candy press kit at braincandy.app/press.html

About Brain Candy LLC

Brain Candy LLC creates immersive VR experiences exploring consciousness through rhythmic audio-visual stimulation. Drawing inspiration from experimental psychology and electronic art traditions, the company develops tools informed by neuroscience research for personal exploration, creative work, and wellness applications. Based in the USA, Brain Candy LLC collaborates with consciousness researchers, musicians, and visual artists to expand the language of VR as a medium for perceptual exploration.

Media Contact:

Email: info@braincandy.app

Subject Line: "Press Inquiry - Brain Candy"

Press Kit: braincandy.app/press.html

YouTube: @BrainCandyApp

###

High-resolution images, video assets, and additional information available in the Brain Candy press kit.