

Vol. 4, #3
Spring '05

AVS

Auditory / Visual Stimulation

Includes:

An Interview with George Szeless, President of Mind Gear Inc.

"The Crystalline-Matrix" by Dr. David A. Jernigan, D.C.

"Presenting a Business Model for Light & Sound" by David McLaughlin

"Light & Sound and the Positive Changes Experience" by Patrick K. Porter, Ph.D.
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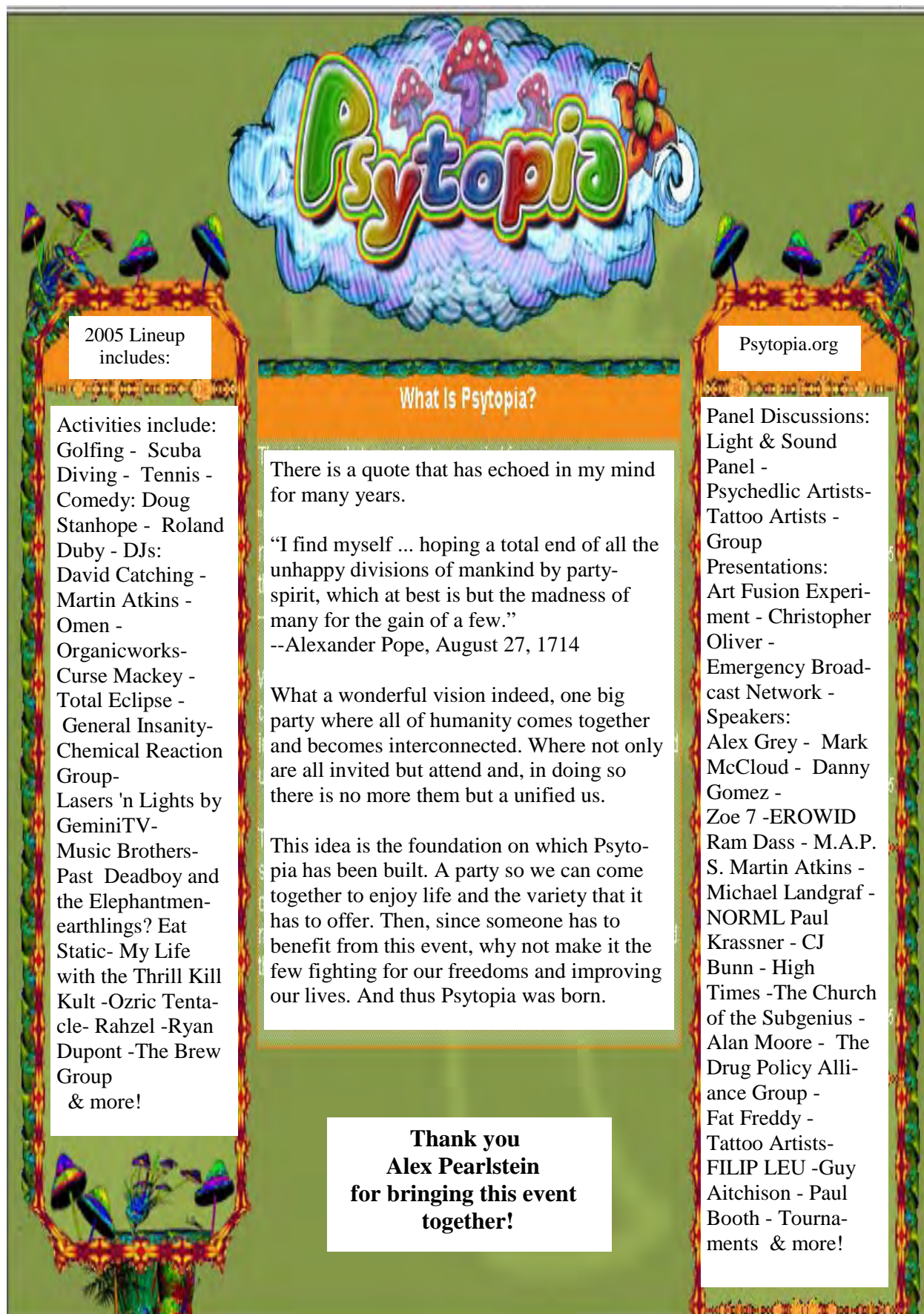
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What Is Psytopia?

There is a quote that has echoed in my mind for many years.

"I find myself ... hoping a total end of all the unhappy divisions of mankind by party-spirit, which at best is but the madness of many for the gain of a few."
--Alexander Pope, August 27, 1714

What a wonderful vision indeed, one big party where all of humanity comes together and becomes interconnected. Where not only are all invited but attend and, in doing so there is no more them but a unified us.

This idea is the foundation on which Psytopia has been built. A party so we can come together to enjoy life and the variety that it has to offer. Then, since someone has to benefit from this event, why not make it the few fighting for our freedoms and improving our lives. And thus Psytopia was born.

**Thank you
Alex Pearlstein
for bringing this event
together!**

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Cover design: created entirely by Christopher Oliver. Mr. Oliver is known in the AVS community for his talent in designing avs sessions (including sessions in the Muse#, Nova Pro, Luma-10 and 515) and musical compositions (Space Journey, L/S Voyager and Synthesizers From Outer Space). Christopher's latest work "AV3X: Digital Meditation" on DVD is the first DVD to utilize light and sound. You can contact Christopher at: www.AV3X.com.

“Joan’s Story”

By David A. Jernigan, D.C.

Joan Smith was mentally and physically drained after the creative brainstorming session with all the corporate board members regarding the additions to next year’s product line. She was glad to be alone in her office again. With an unconscious sigh, she gratefully sank back into the cushioned comfort of her high-backed leather chair, swiveling it around to face the large window overlooking the manicured lawns of the XYZ Corporation. Joan reveled in the warmth and energizing effects of the scintillating rays of sunshine streaming through her office window.

As one of the top executives in the corporation, she had been able to choose which office space she wanted. Though unable to say why at the time, she picked the sunniest office. She had strategically positioned her desk to get maximum exposure to the sun as it traveled across the sky in its daily trek to the western horizon.

Although her red hair and fair skin predisposed her to freckles rather than classic Hawaiian Tropic tan, Joan had an unreasonable need for daily sunlight on her skin. When faced with the option to eat lunch or run home and put on her bikini and sunbathe, depending upon how much sun she had gotten that day, she would often opt for the latter.

“I sometimes get frustrated with her unreasonable need to sunbathe,” complained her husband. “We can be on vacation with the family, and everybody will be ready to go do something, but she will have to sunbathe before we go.”

Joan’s home reflected the success that comes from intelligence and hard work. It was one of the largest homes in the city, but its square footage was not its most distinguishing feature. Anyone entering the home was accosted with a sensory overload of brilliant fluorescent colors throughout! It was apparent that this was the home of a “light and color junkie!”

When they built their house, Joan and her husband had worked with the architect to design a floor plan for the house that would facilitate the complete saturation of natural light. By design the home was striking in its openness. No walls would block the light from reaching the furthest corner.

Many picture windows and sliding glass doors had been strategically positioned, allowing sunlight to flood into the home and bounce off the bright greens, pinks, and blues, filling the rooms with an ethereal glow. The rooms were alive with the vibrations of photons of varying frequencies bombarding the body of anyone in the space.

It seemed that Joan’s entire life revolved, like the planet earth, around the sun.

Although an accomplished gymnast as a younger woman, health and vitality had not always been hers to enjoy. As a young mother of three, she had been stricken by Lyme disease, a bacterial infection transmitted most often by ticks, mosquitoes and other blood sucking insects.

The Lyme disease had stolen years from her life, and that at its worst she was unable to hold up her head and was in a wheelchair. MRIs were taken of the brain. The news wasn't good, a brain infarct, possibly from the Lyme disease. Literally, part of the brain was dead. Antibiotic treatments were fruitless in their simplistic and oft-hailed approach to disease treatment.

It became obvious to the Smiths that disease-focused treatments were not winning this battle. What they needed was health-restoration treatments that sought to restore the integrity of the body. An innate sense gave them a knowingness that the quality of life they sought lay in a more nontoxic and natural approach that worked with God's natural design of the body.

Call it fate, call it divine intervention, but they found what they had been praying for...a clinic with a pure approach to healing; the Somerleyton Center for Biological Medicine, in Wichita, Kansas.

The chair creaked rhythmically as Joan swiveled gently in the sunlight of her office. She reminisced over the journey that had enabled her to return to the full and rich life she now enjoyed. The journey had been full of hiccups and bumps, but she had to admit the reality of today was worth it all.

Still, there was a nagging in her heart. Although she was able to do many of the gymnastic movements and somersaults of her youth, put in overtime at the office, and juggle the family, she knew there was still something not right in her body.

Six years had passed since the nightmarish wheelchair days. There had been many return trips to the clinic in Kansas, which always made her feel better, but there was still something fundamental that was not being addressed.

She was on edge in every tissue of her body. She awakened as many as twenty times every night. And her need for sunlight was becoming peculiar to everyone close to her.

Swiveling back around to her desk, Joan decided with determination that another trip to the Somerleyton Center in Kansas was needed. It had been six months since her last visit. She knew one thing about their doctors, they were constantly developing newer and better ways to find and address the deeper issues.

Over the years, she had experienced first hand how these doctors were making giant strides, pushing the knowledge of health and healing to new heights almost on a weekly basis.

Kansas was just clothing itself in the fresh, green shades of springtime when she arrived at the clinic. The sun was shining in the amazingly deep blue sky that seems to be unique to Kansas. It was a good omen and Joan felt confident that this visit would stimulate profound changes in her body.

When her husband had called to schedule the appointment, her doctor had excitedly told him about a new diagnostic and treatment technique using, of all things...light! The doctor had just developed the technique and called it Neurophotonic Therapy. "This is not the same old, tired-out, color therapy," the doctor assured him. "We have restored the strength in the muscles of a stroke victim and stopped brain seizures, and so much more, sometimes in one treatment," the doctor had enthusiastically shared with him.

Over the years, a special bond and friendship had been formed with this doctor. It was more like visiting family than go to the clinic. It was a bond of love and trust, forged by the weathering of the worst of storms...together.

As Joan lay on her back on the treatment table, the doctor placed the Neurophotonic Therapy apparatus over her eyes. "Photons of a specific frequency and wavelength would be registered as a specific color, such as red, by the classic visual mechanisms of the eye and brain, but some of the photons would travel through her body," the doctor informed her. She was used to his lecturing to her as he treated her. Joan listened patiently, knowing from so many prior visits, that he truly loves what he does; that he loves teaching the fantastic new revelations he had uncovered since their last meeting.

He went on, "These photons travel through the tissues of the body, much like light passing through fiber optic cables. Every tissue in the body is indeed a part of an intricate web of inter-connecting liquid-crystalline pathways. We can send the photons into the body and use our technique called Bio-Resonance Scanning to monitor any problems it causes in the body. If the photons can reach all the correct destinations without interference then we won't find any problems. If the photons are not able to flow through correctly then we will see the entire body become physically, chemically, and electrically aggravated."

The doctor was supremely confident that he would find Joan's body greatly aggravated by the photon stimulation. No one he had ever tested was processing light correctly. He also knew that even with all the improvements he had helped Joan achieve through the years, there was still something he had missed...everyone had missed! This would be it, he was sure of it.

With the explanation of the basic concepts of Neurophotonic Therapy finished, he proceeded with the testing.

To his shock and barely contained incredulity each frequency of photon stimulation resulted in no detectable aggravation to Joan's body! This can't be happening, he thought to himself. No one has ever passed this test so well.

One of the other staff doctors was observing the test, and through what can only be described as divine inspiration, interjected, "Test her with the Bio-Resonance Scanning for a blockage or interference at the top of her head."

Joan caught herself holding her breath, as a glimmer of hope returned that maybe this new treatment could help her after all.

The doctor tested for blockages at the top of her head. Immediately, the sparkle came back in his eyes and an appreciative smile was sent to his colleague.

Joan immediately related the story of the brain infarct to the doctor; a fact that had been forgotten by the doctor over the course of time. The doctor enjoyed one of those “Eureka moments” that are so blissful, when just for a moment all is right in the world.

Using the latest technological advancement in cold laser therapy, the Erchonia® Frequency-modulated low-level laser, a non-cutting and non-burning laser, the neurological and photonic blockage and interference was cleared in a matter of minutes.

Once more the Neurophotonic Therapy apparatus was placed over Joan’s eyes. For a moment everyone held their breath, but the results were evident. Joan’s entire body’s circuitry began to short-circuit! The doctor was in heavenly bliss to have uncovered this huge issue. What might have seemed a scary situation to others, he was elated about, since he knew exactly what he needed to do to correct this problem, now that it was revealed in all its ugliness.

Over the next two hours, photons of varying frequencies were sent into the body setting off aggravations which the doctor efficiently and rapidly corrected as they occurred.

Joan listened as the doctor explained how each of the various remedies and treatments he was doing worked by realigning the liquid-crystalline pathways, what he called the crystalline matrix. “Some of the treatments”, he went on, “provide the body with anthocyanidins, which are plant-based pigments, the color from fruits and vegetables. The body uses these pigments to correctly process and conduct light through the crystalline matrix.”

With the correction of each photonic aggravation, Joan could feel an increasing sense of calmness settling into her being. She was fascinated and slightly frightened by the fact that every photonic (color) stimulation would initially throw her body into a mass of quaking and quivering nerves and muscles, but when corrected, the same color would be like food to a starved body! Many times it would take half an hour for her body to get “filled” with the color it had been blocked from receiving for so many years.

The doctor explained, “Your body uses light as a nutrient. Indeed, light is the glue that holds all of the atomic particles and molecules together. The eyes are the most crystalline structure in the body. They provide the primary and greatest pathway for light to flow into the body’s organ circuits. Primarily due to your brain infarct, the only light your body could receive was the small amount of light it could get from the secondary photoreceptors in your skin. You were literally starving for light! This is why you have been craving sunlight on your skin for so long. This is also likely why you picked such intense colors to decorate the inside of your house. Your body needed intense color stimulation on the skin to feed the tissues.”

“Does this have anything to do with why I wake up twenty times a night?” Joan asked. “Let me put it this way.” the doctor replied, “If you put a plant in an absolutely dark room, you can give it all the water and fertilizer it needs, but it will still die.”

He went on, “Research has shown that if you do the same thing to a person, first they will go insane, and then they too will die. If it hadn’t been for your constant pursuit of sunshine on your skin, you would have possibly died. As a matter of fact, you likely wake up twenty times a night, just so that you don’t die in your sleep.”

The treatment room was filled with joy and celebration by the end of the visit. Joan felt as whole and sound as she had in years. Unanimously all were thankful to God, in His faithfulness. All were awed by the mastery with which God designed the human body to heal itself if given half a chance.

“It is interesting” said the doctor, “the Bible tells us that God made us in His image. In the book of Genesis, it says that Adam was clothed in light. And later in the book of 1st John, it says that God is light. Isn’t it fascinating that what we thought was a metaphor is actually reality?”

Joan had only been home a few days when the doctor called to check on her progress. With a song in her heart and a smile in her voice she gladly reported that she was sleeping soundly throughout the entire night and waking more rested. But that was not the only improvement, her mind that had felt like a car going 70 miles per hour in first gear, was finally able to cruise and relax. Her sun-craving was easing. Best of all, she knew in her heart that she had a sense of wellbeing, strength, and vitality that she had not known for many years. She knew a new chapter in her life was beginning. She would be able to leave the illness in the pages of the past for good.

The Crystalline-Matrix

The fiber optic human!

There are two primary functions of the eye. One is to translate the electromagnetic vibrations of light into patterns of electrochemical impulses that are transmitted to the brain. The other function is to provide an entry point to access the “fiber optic” network that provides light/photons as nutrients to every tissue of the body. It is this fiber optic-like network, otherwise known as the body’s crystalline-matrix upon which we will be focusing.

Every single tissue in the body is now known to be a liquid crystal. The crystalline arrangements of the molecules making up the tissues of your body are what we call the crystalline-matrix. These liquid crystals are now known to be the rule, instead of the exception in all forms of life. Crystalline arrangements of tissues are also the rule in the human body. Research has determined all living tissue, whether the body’s tissues or the molecular structure of microbes are made up of these unique molecular crystalline structures.

These living, pliable crystalline structures are capable of creating, transmitting and receiving laser-like bio-photons (energy packets of light, generated by the tissues of the body) for the purpose of communication between tissues and molecules. You can think of this liquid crystalline-

matrix as an intricate fiber optic network, since it does indeed transmit the bulk of the information throughout the body, via light, called biophotons.

The Crystalline matrix pathways connect every aspect of the human being to its internal and external environment. These pathways therefore enable the body to adapt at virtually the speed of light to changes in and around the body.

The crystalline-matrix enables your body to instantly change its shape in subtle ways, in order to adapt to changes in your internal and external environment. You don't realize it most of the time, but your body must constantly adapt to everything that is vibrating around you – the lights in your room; the computer; the music playing in the background; the person or people in the vicinity; the alignment of the planets. Everything vibrates in and around you. 60 trillion cells in the human body all of which must communicate at the speed of light in order to maintain your reality.

Just imagine, your body is constantly morphing or changing shape, literally at the speed of light, in reaction to your thoughts, medicines you took, food you ate, and in reaction to all the changes in your internal and external environment!

In fact, our body's ability to adapt and transmit information is clocked in at less than a hundred-trillionth of a second. To put this speed into perspective, if each trillionth of a second contained the equivalent knowledge gained in one whole second, it would represent the accumulated knowledge gained over the course of 32,000 years! It is this author's belief that each of us has the neurophotonic information imprinted in the light, and flowing through your crystalline matrix, of the experiences and knowledge of the universe from the beginning of time!

The following text seeks to provide supporting evidence, most of which comes from peer-reviewed scientific work, and some original arrangements of thought by the author, all leading towards the realization that you truly are a light being and light can be used to stimulate the regeneration of tissue. But before we can talk about stem cells of light, we must cover some fundamentals of just how the crystalline matrix functions; how we can test it; and how it can be treated and maintained.

Testing the Movement of Light through the Body

There are three forms of light movement in the body, externally generated light entering the body, as in sunlight, low-level lasers, and color therapies; internally generated light, as in molecule to molecule and cell to cell transmissions; and internally to externally transmitted light, as in human to human and human to world transmissions. (e.g. Callahan 1975, Popp et al 1981, 1992)

Most people have been taught that external light (photon) is amplified and converted into an electrochemical nerve impulse in the eye, which is transmitted through the optic nerve to the brain where the image of what is being looked at is generated. Don't worry, this is still correct.

What we are talking about is how light is *also* transmitted through the eyes and skin through special photo-receptors designed to let light enter into the body, relatively unchanged. These photo-receptors function as a gating system in combination with anthocyanins, which are plant-based pigments that help filter and process the movement of light into and through the body. Even the foods you eat feed the body with photons that are stored in the sun-ripened fruits and vegetables.

Photons are the energy packets of light. The colors that we perceive are simply photons of varying wavelengths. The movement of light through the body is such a new revelation that this author felt the need to come up with a simple explanation and to develop a method of testing and proving that light truly does flow through the body. However, the crystalline matrix and biophotons are far from needing more scientific proof. The research to date is irrefutable. For those who are interested in learning more, I am providing an extensive bibliography listing pages of peer-reviewed research articles that go into much more scientific detail than this article is designed.

As we saw so dramatically in the story of Joan Smith, light of specific frequencies (colors) will travel through the eyes to specific “fiber optic,” bio-crystalline, molecular pathways to stimulate specific tissues and organ systems. According to Mae Wan Ho in her scientific and inspired book, *“The Rainbow and the Worm”* when any organism is stimulated with light, it causes an immediate local effect, but it also causes a systemic effect. This is why each color of light in the Neurophotonic Therapy caused every metabolic reaction, every hormone, every muscle, and every organ system to collapse instead of just the heart circuit.

When colored light, such as green is viewed, it travels pathways that specifically stimulate the heart, arms, circulation, the wisdom teeth and various other tissues. When we say the heart is stimulated, it means the molecular structures of the heart increased in energy from the photons. Research by Alfred Kastler, Ph.D. may help document exactly what happens when an organ is stimulated with the medical use of colored glasses for therapy.

Alfred Kastler, Ph.D., (1902-1984), a French physicist, was awarded the 1966 Nobel Prize in physics for his work in developing methods that used light of specific photon frequencies (colors) to manipulate the energy levels of electrons in atoms. His work to my knowledge has never before been applied in biophysics the way I am postulating here.

Dr. Kastler’s theory of, “Double Resonance”, which he developed in the late 1940s, states that when you apply a specific frequency of a beam of light, which is carefully selected to excite the electrons of atoms to a higher energy level, the electrons of which are now called excitons, that when the excitons of atoms return to their unexcited state, they emit energy in the form of LIGHT!

One of the primary goals in our medical use of color therapy in humans is to restore any loss of integrity in the bio-crystalline photon pathways. There are several testing techniques used to determine the integrity of these liquid-crystalline pathways in humans. One of the simplest being to have a person wear colored glasses, such as green glasses. The theory being that the green light (photons of the specific frequency that is green) entering the eye, actually passes

through the physical eye via the optic nerve, gaining access to distant tissues of the body, via the Muller cells of the eye directly into the microtubules of the extracellular matrix and crystalline matrix.

It is well recognized that light passes via the eye all the way to the back of the brain to the pineal gland, which has been well documented to contain photoreceptors. The light metabolism and movement through the body is a radical new concept in science, since all previous research on the eye and vision have been addressing the electro-chemical aspects of vision, with virtually no admission that light travels throughout the entire body.

After a few minutes of wearing the glasses they are instructed to take the glasses off. The specific crystalline pathways that have an affinity to the frequency of the color green are known to be open and working when the patient is able to see an "after image" of a different color, in this case the color red. What Dr. Kastler called "Double Resonance" may be why this after image is created.

In other words, when we use specific colors (frequencies) in color therapy, the frequency excites the atomic and molecular structure of the specific organ and tissues targeted by that color, which when the color therapy light is turned off the atomic and molecular structure returns to its less excited or new excitation state. When the tissue comes down from its excited state it emits its corresponding light frequency (color) unique to the tissue's molecular characteristics and specific to their energy level.

Normally only one in four excitons will release a photon when an electron and a hole come together, and the other three are released as heat. However, with a deeper understanding of biological processes we can see how we have very good conditions where virtually all the excitons can emit photons instead of heat. It is this author's belief that the hypothalamus is ultimately responsible for "doping" these molecular reactions, possibly through neuropeptide mechanisms. The hypothalamus regulates the core temperature and is the "thermostat" of the body.

To quote the Nobel-prize winning, Albert Szent-Gyorgyi, PhD, "The proteins (and virtually every tissue) in the body are semiconductors. If a great number of atoms be arranged with regularity in close proximity, (*as in the body's liquid-crystalline matrix*) single electrons cease to belong to one or two atoms only, and belong instead to the whole system. A great number of excited electrons may travel a certain distance." (Emphasis added)

The nice thing about semiconductors is that they can act as amplifiers, switches, oscillators, and such as needed. Much of the body's liquid crystalline matrix (LCM) is made up of silica, a semiconductor that has an energy gap between its lower, filled electron states (this is the valence band) and its upper, unfilled electron states (the conduction band). In the laboratory as well as in color therapy, as a tissue is sufficiently stimulated, the excited electrons "travel" leaving behind positively charged "holes." These "traveling electrons" find the unfilled upper conduction band. When the color therapy stimulation is removed, virtually all of the electrons (excitons) drop to the lower state and re-occupy the holes. In almost all of cases the majority of

excitons emit photons of visible light as they fall down a level, into the holes. Still, when the body needs heat the hypothalamic neuropeptide “doping” of the reaction will cause some of these excitons to release heat, instead of photons, which is a good thing for the body, which needs to maintain its temperature within an optimal range. The thyroid hormones may also play a role in doping the chemical reactions in order to increase the speed of metabolism yield heat.

In a healthy body, under the correct conditions photon production has a theoretical efficiency of nearly 100 percent, due to the large angular momentum of electron rotation as they interact with the spin of other electrons. “Liquid crystals reflect different wavelengths of light depending on the orientation of its molecules.” (Microsoft Encarta Encyclopedia, 2003) In the body, tissues and organs have unique molecular structures. Based upon this science we see that the uniqueness of the various tissues molecular structure, be it the liver, heart, lungs..., will absorb, emit and reflect back through the body’s crystalline pathways, the color frequency unique to its molecular structure.

The wavelength of the photons determines its color. In the case of an after image, the color red being seen after taking the green glasses off is red due to the size of the energy gap of the emitting tissue substance. It is known that stimulating the body with the color green specifically stimulates the heart, among other specific tissues. Therefore, the heart, having a completely unique molecular and atomic structure than any other organ or tissue of the body, must have a unique photon frequency range that it responds to most strongly.

Disease is the result of a disturbance in or collapsing of the bio-crystalline pathways of the body. This author theorizes that all of the best natural healing methods work by influencing and manipulating these pathways in the body. It is the opening up of and maintaining the integrity of these bio-crystalline-fiber optic pathways that restores and ensures the long-term health of the human body.

The optical properties of any liquid crystal can be manipulated by subjecting the liquid crystal to a magnetic or electric field. Doing so changes the orientation of the liquid crystal’s molecular structure. A dramatic example of this is seen in a case where the author had a middle-aged woman who was able to regain full use of a previously paralyzed leg, foot and toes, within 30 seconds of applying a strong positive ceramic magnet over her sacrum and another over the thigh. The magnetic therapy resulted in a restoration of the ideal orientation of the bio-liquid crystalline matrix, which led to the reorientation of the optimal tissue molecular structure, and the realignment of the lines of tensegrity. Once this occurred, the effect instantly restored normal function throughout the bones, nerves, meridians, muscles, tendons, ligaments, and connective tissues. This is made possible because every tissue of the body is made of bio-liquid crystals. So now we see that not only can light photons (color) and sound manipulate the liquid crystalline matrix of the body, but also magnetic and electrical fields as well... sounds like alternative medicine is firmly supported by mainstream science!

It is likely that future research will verify that this knowledge will lead to the manipulation of gene expression in the treatment of disease. Especially in light of the fact that we already

know that diagnostic ultrasound, such as is used on many pregnant women, causes genetic mutations after repeated exposure. We also know that color, being a much higher vibration than sound, has consequently a greater potential to have a therapeutic impact upon the human body.

So when you receive a Chiropractic adjustment, take a homeopathic remedy, eat high energy, sun-ripened, organic foods, use Magnetic Resonance therapy, meridian therapy, when you are maintaining a happy heart, or living and operating within God's light and love, all will have direct and potentially lasting effects on the liquid crystalline matrix of your body. On the other hand, when you subject your body to toxic drugs, surgeries, radiation, or eat energetically dead "junk" food, harbor anger, fear, unforgiveness, and live in a synthetic-dominated world, it will also impact the crystalline matrix of the body...in a negative way. Every treatment or medicine is going to either enhance or harm this matrix. So do you still want surgery, and toxic pharmaceuticals? Choose your medicine well!

Through the years doctors and scientist have focused upon the easily measured electrical and chemical aspects of the human body. However, what was not realized until now is that the electrical and chemical aspects of the body are dependent upon and preempted by the light/photon mechanisms of the body's crystalline matrix, something not so easily measured by conventional methods.

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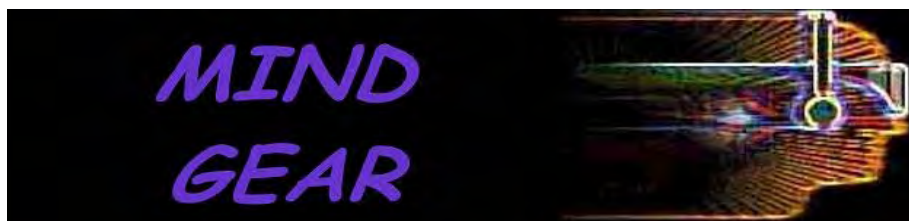
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Neurophotonic Therapy is trademarked, and its scientific foundations were originally researched, developed, and reported by Dr. David A. Jernigan, D.C. This is copywritten material by Dr. David Jernigan and should be referenced accordingly.

An Interview with George Szeless

President of Mind Gear, Inc.



George, please share with our readers a little about yourself, your background and education:

“I was born in Budapest, Hungary from which my parents and I escaped during the Hungarian Revolution in 1956 and immigrated to the USA, finally settling in Cleveland, Ohio. After graduating from Ohio State University with a Mechanical Engineering degree I relocated to Baltimore, Maryland, and began my career working for a Fortune 500 company.

By 1980, it became clear to me that I was not cut out for corporate America and had begun preparing myself during the previous year for what I believed would be the next great business opportunity....selling Personal Computers. I applied for and was granted a dealership for APPLE Computers and opened my first retail store “The Logical Choice” in 1980. Within 5 years I had

In 1987 I sold the business and semi retired for a couple of years while I surveyed the landscape looking for my next venture. Then one night I was watching CBS News “Nightwatch” at 2:00 in the morning and they were demonstrating the “synchro-energizer”, which was the original light and sound system that had to be operated manually and which fascinated me immediately. I still remember thinking “I bet that thing works!” and that is where I left it. I just mentally filed it away as a neat gadget and pretty much forgot about it for over a year. As luck would have it, I was still looking for my next venture when over a year later I again was watching CBS News “Nightwatch” and they were running a repeat of that exact same show. I was even more intrigued this time around and thought to myself that maybe, just maybe, “somebody” is trying to tell me something. So the next day I set out to try to find out all I could about light and sound technology and to make a point of actually trying one of these machines.”

1. What was your first experience with a light and sound instrument like? When was that and which instrument did you use?

“My first light and sound experience was in 1988 with a product called the “Neuropep” , which was an audiotape based light and sound machine made by a company called *Mega Dynamics* in Los Angeles, which was started and run by a mad scientist type guy named Ted Alsup. He modified an “auto reverse” boom box so that all 4 audio tracks of a tape would be read at once. Two of the tracks contained normal audio music while the remaining two tracks contained an audio signal that was decoded to drive the lights. It was kind of like an early “audio strobe” for audiotapes. Even though it was primitive by today’s standard, the experience literally blew me away! I was amazed at the colors and mental imagery that I experienced. I knew right then and there that I wanted to be involved in bringing this technology to the public.”

2. When did you realize you wanted to manufacture light and sound instruments? How did the name "Mind Gear" originate?

“Immediately after trying the “Neuropep”, I contacted Mega Dynamics to inquire about becoming their exclusive distributor and made arrangements to fly out to LA and meet with Ted to discuss becoming the exclusive distributor for his products. I was totally unprepared for what I found. Ted was literally working out of his bedroom/workshop with a small office set up in another room. He was totally disorganized and overwhelmed with orders he could not deliver. When I asked him about becoming a distributor for his product he responded that what he really needed was someone to run his business since he could not deal with all the customer complaints and request for refunds due to his inability to fulfill all his orders. He asked me if I

would be willing to move to Los Angeles and become his business partner and I said I would.

So I moved to LA and tried working with him for 6 months, during which time I became convinced that this was a very viable business but that we were not compatible business partners. Additionally, coming from a computer background, I knew that I could develop a microprocessor based light and sound system that was needed to compete against InnerQuest in this fledgling new business and set out to do just that in 1989.

Interestingly, the name Mind Gear originated during my “Logical Choice” days, years before I had even heard of light and sound. In 1983-1984 I produced one of the very first computer education videotapes to teach customers how to use the original spreadsheet “VisiCalc”. During its production I came up with the name *Mind Gear* to be the Logical Choice, Inc subsidiary under which we would market our educational videos. Unfortunately, by the time the video was completed, Lotus had launched the next generation of spreadsheets called 1-2-3 and all the work and MONEY went down the drain as VisiCalc sales became extinct virtually overnight. So 5 years later when I discovered light and sound I immediately knew that *Mind Gear* had to be the name and that maybe I had had a premonition all along and just did not know it. LOL.“

3. How often do you personally experience a light and sound session? Any favorite? Do you simultaneously utilize other modalities such as eeg/neurofeedback or tactile stimulation and motion during sessions? Do you combine music with your sessions?

“In the beginning I would literally spend hours a day doing light and sound sessions for spiritual development, creativity and relaxation. I have always used music or psychoacoustic tapes from Acoustic Brain Research, HPP or the Monroe Institute during my light and sound sessions. I think using music and/or psychoacoustic tapes are essential for the maximum enjoyment and benefit of light and sound technology. For the past few years I have cut back and now use the Zen Master about 3-4 times a month. The only other modalities that I have used during a light and sound session have been massaging chairs and Don Estes’s Vibrasound bed. Both are excellent additions to the light and sound experience, which I highly recommend to anyone who has the opportunity to do so.”

4. What's your definition of the perfect light and sound instrument? What would the lightframes be like?

“For years now I have wanted to develop an mp3 based light and sound system. I would love to have a light and sound system built into a 60GB IPOD with wireless headphones and Ten

Color “smart” RGB glasses that could have its color controlled by the built-in programs.”

5. What considerations should someone new to light and sound take into account when purchasing their first light and sound instrument?

“Beside cost, first time users should look at the product features and versatility, ease of use, and the warranty and return policy of the manufacturer.”

6. What are the main differences between Mind Gear instruments and those of other light and sound manufacturers? Why should a customer consider purchasing a Mind Gear system?

“Mind Gear is the only manufacturer in the world that offers an integrated portable CD player with a light and sound system. The *Zen Master* is the most compact and full-featured system made today. The integration of a light and sound system with a CD player means that the user no longer has to carry around an external sound system to enjoy the benefits of adding music, spoken word or psychoacoustic sounds to their sessions. No need for ungainly wires to connect. We are also one of the oldest remaining manufacturers having been in business for over 15 years. We have a ‘no questions asked’ 30-day money back guarantee and a lifetime warranty on our PR-2X system along with a 1-year warranty on our Zen Master. We are also the only manufacturer to include a 3-set CD free with all of our systems.”

7. In 1991, the late Rob Robinson of InnerQuest International told me the majority of his light and sound instruments were purchased by overseas customers. Do you see more of a balance between domestic and export sales today? How many light and sound instruments do you believe are sold annually - roughly? Over the years, approximately how many Mind Gear systems have been sold?

“We currently run very close to 50/50 when it comes to domestic vs. international sales. Because of the industry’s past history with the FDA declaring these instruments as “medical devices” and their subsequent demand for halting all sales of these devices, we have for many years limited our marketing domestically and have tried to stay under their radar by focusing

more on developing our international dealers. Recently however, I have made the decision to increase our visibility domestically and you will be seeing more Mind Gear promotions targeting the US market. Regarding our sales level, all I will say without giving away strategic information is that we literally sell thousands of units a year and have sold in the tens of thousands over the years.”

8. You have participated in many research studies utilizing light and sound instrumentation. Is there one study in particular that left an indelible impression on you? Could you describe this study?

“Although it is difficult to choose just one study, there was a program conducted a few years back that added credibility to light and sound technology in general, and in particular, validity to the effectiveness of Mind Gear sessions.

The Behavioral Science Services Division of the Los Angeles Police Department allowed Michael Landgraf to utilize our PR-2X instruments with their 911 Emergency Operators to determine if light and sound stimulation would be a beneficial and cost-effective approach for promoting relaxation in this highly stressful environment.

Under the supervision of the Divisional Psychologist for the 911 Operators, Michael set up a program in which all three shifts: morning, afternoon and graveyard, could participate in this voluntary relaxation program. Alpha and Theta sessions from the PR-2X were utilized, and the NeuroLink was incorporated to measure each operator's left and right brain state, body temperature, GSR and heart rate. These measurements were taken before, during and after each session.

In the beginning, we had hoped for perhaps 15 participants. Within hours of posting the sign up sheet, we had 45 operators more than willing to experience light and sound. This positive, yet completely unexpected response from operators wanting to participate, caused us to expand our efforts so all who wanted to be involved, could be involved.

Without going into particulars of the types of stressors that 911 Operators face each minute they are on the job, it is safe to say that these individuals are a rare, giving, and hard working group that face daily responsibilities many of us could never handle. Having to make split-second decisions that could mean the difference between life and death is a stressor that calls for incredible coping skills. It was our hope that introducing 911 Operators to the PR-2X, and showing it's effectiveness through real-time measurements recorded via the NeuroLink, would enable these individuals to improve on their ability to cope while simultaneously inhibiting the adverse effects that stress creates on our mental, emotional and physical well-being.

Upon completion of this program, the participants were asked if light and sound would be a viable source for coping with daily stressors associated with their duties and if they felt light and sound was personally beneficial to them. All respondents gave this technology high marks in

it's effectiveness as a relaxation tool and all felt that light and sound stimulation should be made available to 911 Operators.

Now if light and sound could be so openly accepted and helpful in a high stress occupation such as being a 911 Emergency Operator, imagine how helpful it can be for those of us whose daily responsibilities do not include having to make life and death decisions..."

9. What do you believe are the most important issues facing the light and sound industry today?

"To me the issues really haven't changed much in 15 years. Namely, raising the awareness of the general public to this technology, which brings with it the liability concerns of seizures produced in people that have never had one. I am surprised that the awareness level in the general public of this technology is almost as low as it was 15 years ago."

10. What do you see the future of light and sound being?

"I see the technology developing where light and sound systems will be marketed in a more "solutions and benefits" approach such as a "stop smoking or lose weight," answer to peoples problems similar to what the Positive Changes Hypnosis Centers are trying to accomplish. I would love to see light and sound proven effective for offering benefits to people suffering from Alzheimer's, strokes and other mental conditions and believe that one day these applications will be more accepted."

For those of you who would like to contact George Szeless, he can be reached at: Mind Gear, Inc., 829 Callendar Blvd., Painesville, Ohio, 44077. 800-525-MIND(6463); 440-354-5159; Fax:440-354-8790 or by visiting: www.mind-gear.com



The Mind Gear PR-2X that was utilized in the 911 Emergency Operators Relaxation Program.



“Mind Gear”—The Professional Choice in Light & Sound

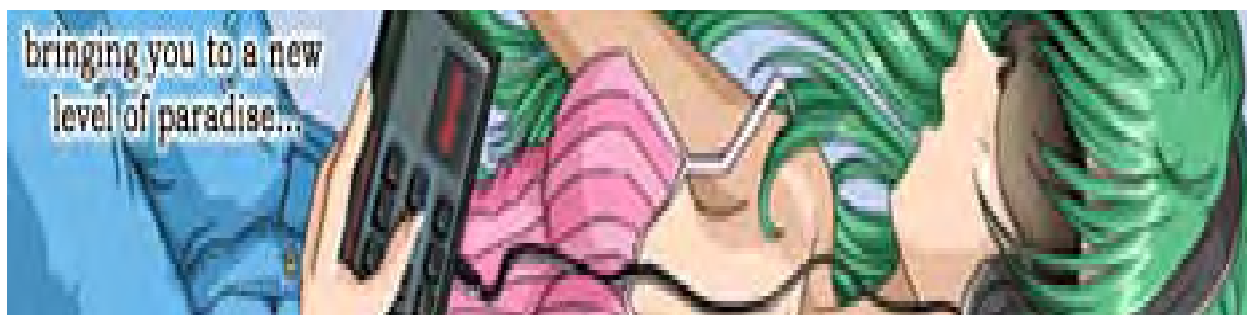
Mind Gear , Inc., is looking for qualified businesses and individuals who are prepared to bring the finest in light and sound instrumentation to your area and beyond, and to help you become established as a qualified Mind Gear light and sound representative.

If you are a member of the medical, educational, fitness, business, government or entertainment communities and are looking for new avenues to assist your clientele while increasing your income; or if you find yourself at a crossroad in your life, searching for a fulfilling endeavor that will help others and bring emotional and financial satisfaction to you, then consider this an open invitation that just may change your life.

This is an opportunity open to everyone, not just residents of the United States, but world-wide. There are no start up fees, there are no mandatory amounts of product to stock. We are a dealer-friendly manufacturer that works for our dealers, helping you meet the specific needs of your customers.

Our wholesale discounts are one of the best, if not the best, in the light and sound industry. Our retail prices are very competitive. Our dealer service is second to none. We are a growing company and invite you to grow with us.

If this sounds like an invitation you would like to learn more about, please contact Michael Landgraf at: 818 / 831-7931 or to receive our Mind Gear product catalog, please email: michael@mind-gear.com



Light & Sound and the Positive Changes™ Experience

By Patrick K. Porter, Ph.D.



It was a balmy winter day in Phoenix in 1987. My education was nearing completion and I was eager to start my own hypnosis practice. I had only one problem. I knew nothing about running a business. My college courses had not taught me how to get a new enterprise off the ground. I paced the floor, turned to my dad and sighed. “We need a partner,” I said. “We need to hook up with someone who knows how to run a business.”

My father and I were having one of our many discussions about hypnosis. That’s when Dr. Paul Adams’ name came up. While living in Michigan, Paul had been a mentor to my dad. We also knew that he had a thriving multi-location hypnosis practice in the Detroit area. Dad said that Paul was scheduled to visit his parents in Phoenix later that month. I urged my dad to call him to set up a meeting. During Paul’s visit, we struck a deal to help him open an office in Phoenix.

A Strange Gadget

On a scorching summer day shortly after the grand opening of Positive Changes in Phoenix, I attended a hypnosis convention in Las Vegas, Nevada. I was rushing to the next event when a strong female voice called out to me. I turned to glance at the woman who was standing in front of a booth; an odd electronic device was perched on the table behind her. I had intended to wave her off, but the strange gadget made me stop to take a look. The woman was Linnea Reed. Behind the booth sat her partner, Larry Gillen. The device was called the Sensory Input

Learning System (SILS). One of my early loves was electronics, so my curiosity was piqued. “Would you like to go for a ride?” Linnea asked.

“Sure,” I replied.

I was directed to sit back in a lawn chair. Linnea handed me a set of earphones and sunglasses equipped with small lights. “I’ll let you go about ten minutes,” she said. “Just close your eyes and have a great trip.”

Not knowing what to expect, I settled into the chair and closed my eyes. Within moments my senses were assailed with flashing lights and rhythmic tones. I immediately felt a sense of relaxation and wellbeing wash over me. Yeah, I thought, I could get into this.

By the time the session ended, I was blown away. I had never before felt so relaxed. I didn’t want to move. “Come on,” came Linnea’s voice. “The group is about to take a break. You need to get up.”

“That was the most amazing ten minutes of my life.” I said.

“Ten minutes? That was more like 45 minutes. You seemed to be having such a good time, I decided to let you keep going.”

“Wow! It seemed to go that fast.” I snapped my fingers. “I’ve got to have one of these machines. How do I go about buying one?”

“Well, you’re in luck, I happen to sell these things... and they’re only \$10,000.”

My heart sank. As a new business owner, it might as well have been \$10 million. Yet I had never let money stand in my way before. I simply had to own one of these amazing devices. The wheels in my mind began to turn.

If You Want Something Badly Enough--

Upon returning home, I learned that Linnea and Larry were looking for venues for promoting the SILS. It was an amazing machine, but with one drawback, it required someone of knowledge to program the transitions. I knew if I could get Stan Futko, a chiropractor from whom I was leasing office space, to try the device, he would feel compelled to buy it.

I set up the meeting and sent invitations to the Positive Changes client list and Dr. Futko’s patients. Over the course of two days, we had over 100 people experience the SILS. All but a handful enjoyed the experience and wanted to know when they could do it again. Stan Futko was convinced. He purchased the SILS and I operated it.

The Adventure Begins

My father, an old school hypnotist, thought the use of such a machine was crazy. He was, after all, the renowned hypnotist, Dr. Michael Porter. With the help of the SILS, however, our business grew rapidly. In a few short months we were looking at opening an additional location in Scottsdale, Arizona. One hitch was that we didn't have a second SILS. My father came up with a solution. I would continue using the SILS, and he would use his metronome or hypno-disk.

While this arrangement worked well for me, it caused my father considerable grief. Positive Changes was a stop smoking clinic at the time. We specialized in helping people kick their habit in 60 minutes or less with a guarantee that if they returned to their smoking habit, we would see them for free until they stopped. With the SILS I was getting such outstanding success that my office was producing higher revenue and I was working a third fewer hours than my father. My clients, who were using hypnosis combined with light and sound, were getting far better results. My father swallowed his pride and agreed to pay the price for a second SILS machine.

\$10,000 is a Huge Sum!

I located Larry and Linnea and they informed me that they had started their own business in Scottsdale, Arizona called Light & Sound Research, Inc. Their new clinical model would sell for only \$5000. The wheels in my mind started to turn. I promoted a training in Light & Sound and raised the money to invest in their growing concern. Positive Changes was starting to take off and I had big plans.

The Long Wait

Although Light & Sound Research had a great story; they were slow in producing the clinical equipment I required. I scheduled a meeting with the other investors to determine the status of the machine. They demonstrated a small prototype of a personal light and sound system. It had ten preset programs. Struck by a flash of inspiration, I asked, "Can you build me a couple of those? I'll test the programs with my clients." I envisioned using this prototype with a standard mixer to create my own clinical light & sound hypnosis system.

The Test that Became a Business Boom

Not only did the Positive Changes clients love the program and get great results, many asked to purchase a system for use at home. Since it looked as though I would not be receiving my clinical machines any time soon, I asked them to build me a handful of the proto-type units to sell to my clients. Linnea and Larry both thought I was crazy, but they agreed with my proposal. They were shocked when I came back a few weeks later and asked for ten more. It was a breakthrough that built an industry.

The Consumer Electronics Show

Light & Sound Research, Inc. grew rapidly with its new business model and Positive Changes continued to sell the units through its centers. Toward the end of year two, sales were up to 20,000 units a month. We were convinced it was time to take this technology to the Consumers Electronics Show. While other vendors were using beautiful women to lure people to their booth, we simply created a sign that offered free rides. Attendees were amazed to see nine people in lawn chairs, seemingly sound asleep, while a rock band boomed in the background. The sight was so unusual that a photo of our booth appeared on the cover of the following day's convention news. We sold over 100,000 units. Light & Sound had hit the big time.

How Do You Sell an Experience?

A few months passed and orders slowed. Then the bottom fell out. Circuit City and other mainstream vendors were returning units by the palette load. What happened? The units had sat on shelves, ready to deliver healing benefits, but no one understood the potential. A few weeks later I received a phone call at my office in Scottsdale. Light & Sound Research, Inc. would close its doors forever. I was shocked. A few months earlier I had witnessed such promise. Over the next three years Positive Changes would sell the bulk of the inventory. Once it was gone, what would we do?

Who Could Create the Right Light & Sound System Better than Us?

Over the next 13 years we worked with a variety of vendors. I tested every machine ever to hit the market. They all made claims to superior research and the best parts. After using light and sound technology with over 50,000 clients, I knew that all units were not created equally. At Positive Changes, we didn't necessarily need the best machine or bells and whistles. We needed a machine that was effective, safe and affordable to our clients. In 2003, we decided to develop our own Pathfinder™ Relaxation System, which features 12 preset programs, blue LEDs and AudioStrobe®. The unit was an instant success. Each of Positive Changes centers averaged sales of 10 and 20 units per month.



Internal Research Changed the Positive Changes Program

In late 2004, we decided to test a hypothesis. What would happen if we gave clients a Pathfinder unit at the start of their program? The results were astounding. With the Pathfinder, the clients were more inclined to use their hypnosis processes at home and were less likely to quit the program (a major challenge when working with weight loss clients). Those clients participating in the in-house study who used the machine every day were getting better results than those who just used the machine twice a week in the office. The big problem now was the cost. We went back to our designer with the idea of building a unit that used only the AudioStrobe® system. That's when the Pathfinder II™ was developed. At a retail cost of only \$99 we could affordably deliver light and sound technology to the thousands of active clients Positive Changes is servicing across North America.

AudioStrobe Revolutionized our Hypno-Acceleration System

I developed programs specific to weight control, stop smoking, pain control, sports, Hypno-Delivery™ and Mind-Over-Cancer™ to mention a few. I have been busy in my studio remixing over 240 hypnosis tracks with this powerful technology, which I can program to sync perfectly with each process. As an example, if clients want to improve their ability to learn, I encode my Accelerated Learning Series with the best protocols for accomplishing this.

Light & Sound and the Future

As the Positive Changes franchise expands, I believe light & sound technology will hit mainstream in the foreseeable future. In recent years feature stories about Positive Changes have appeared in national publications including the **Wall Street Journal** and **Inc.** and **Entrepreneur** magazines. Every reporter is drawn to the light and sound technology. Now if anyone out there can devise a way to get rid of all these wires, I will feel as if I've reached light and sound nirvana.

*Patrick K. Porter, Ph.D., is the founder of Positive Changes Hypnosis® the only national franchise using hypnosis and light & sound technology. He is the author of the award-winning book, **Awaken the Genius – Mind Technology for the 21st Century** and 300 other books or CDs. To learn more about Positive Change,s please visit our website at www.positivechanges.com.*

“Presenting a Business Model for Light & Sound”

By David McLaughlin

Publisher's note: For several years, from the United States, to the Middle East and currently in

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Mexico, David McLaughlin has been introducing light and sound to those in need. For those of us fortunate to call David our friend, as well as colleague, we have learned much from his sharing of experiences. David is one of the few 'anthropological' light and sound therapists who realizes having knowledge of the cultural and social values of an individual can play a major role in the success or failure of using light and sound, and that targeting session frequencies to help those from one culture may not be as effective when applied to those from another cultural background.

David shares this article with you as a possibility of what could be, rather than as a 'cut-and-dry' approach applicable to all. Successfully marketing "light and sound" can be attained through the utilization of one basic approach, but that approach should be adapted to best meet the understanding and needs of each particular market:

***'Bringing it to the people' should not be an option;
it is the objective; that is where it has a function !***

I would like to share some ideas on a business-model that could manifest into a healthy market growth along with a considerable increase in revenues coming back into the industry, at all levels of participation. This, conceivably, could *all* be accomplished through bringing AVS to the street *professionally*.

I see light and sound as a classic example of technology being way ahead of the words and applications available to attach to it; nothing seems to fit but everything seems to work and everybody seems to be right,

... so why isn't more happening?

... Light and sound, in its' simplicity, is quite complex.

This might be one of the main reasons why it is so difficult to raise venture capital. The venture capitalists can't get a handle on it. Maybe by packaging the modality in a drug-free, stress management, business opportunity plan, the money-people might understand it more clearly and receive it more positively. Venture capitalists are more familiar with the Kinko's and Weight Watchers business model than a L&S modality. This business-opportunity format, with its higher projected figures, in reality, would be more to everybody's liking. There is no doubt in my mind that when such a program hit's the street *professionally*..... it will soar!

I hope that my personal overview on this issue, might be of some assistance in this effort.

Observing and participating within the short marketing history of AVS, I do not believe that L&S will ever be a successful mass marketed product, nor an impulse-purchase, stand-alone modality.

Zygon proved that.

Although they did the *right thing*, strictly from a mass marketing point of view; nice presentation, proper advertising budget, slick packaging, and they attained an interesting distribution over a short period of time. However, it did not work because they did it for the *wrong reason* ... fad-fast bottom line ... and adios amigos.

The Zygon debacle was a dismal failure in that it created no sustainable market penetration. They were trying to skim a mythical market-share from a market that had not quite yet been hatched.

I had the good fortune to be assisting Dr. Rayma Ditson-Sommer back when the NeuroLink people were requesting her evaluation and advice for their product before going to market. This was my first exposure to L&S being merged with other modalities; the NeuroLink combined with Larry Shultz's IMS.

The synergism between these modalities was dynamic and the coaching techniques could be innovative, varied and fun, while the results were amazing ... and through it all, the L&S remained the star of the show, and the client was the winner.

This NeuroLearning protocol has been my business model ever since.

How does it play?

Initially, the prospective client receives their no-cost 'Stress Test and Evaluation' session, and promptly sign's up for 10 sessions to be taken within a 4-5 week period of time, with a discount for full payment up front. After that time, they are given the opportunity to resign-up for an additional 10 sessions at a discounted price, perhaps coming back once a week or every other week for a tune-up. The client is encouraged to bring a friend or family member to share in their sessions. This is a good generator for new clients and it's kind of fun.

As a part of each session, the client experiences the magic of L&S, and then, on to their interaction with the neurofeedback, once before and once after their session; this seems to help the client to verify and recall the *changes* that they are *feeling* and it enables them in the anchoring of that '*feeling*'; while the IMS is the neutrino for the integration.

Hypothetically, let's say that a NeuroLearning-type program, similar to this, *is* the AVS go-to-the-street business model, how do we get the 'story' out to the public? One way that I know of, for sure, on how to get people involved in telling the 'calm and relax' story consistently, enthusiastically and to live it day by day, is to show them how to make some money while enjoying their adventure.

The franchise, distributorship, or satellite-office *label* is a perfect business-opportunity model for a pilot-program to bring the packaged AVS program to the street.

Again, *hypothetically*, based on this NeuroLearning-type business model. Do we not have a proven turnkey program, process and protocol?

Now, who do we get to invest in this business opportunity?

The soon-to-be franchisees will initially be from the Health Professional genre: massage, weight loss, acupuncture, stop smoking, upscale beauty salons, flower therapy, fitness centers, cranial sacral, stress management, hypnotherapists, NLP, and therapists of all kinds, etc.

If you check the world's yellow pages it presents quite a potential market.

This Health Professionals group is a natural for a proven, drug-free, stress management business opportunity, such as this. They have an existing business operation and a clientele that is in one way or another looking to relax and feel better about themselves.

The AVS protocol is not just another technique for them; it is a method to a mind-set. So, it becomes an adjunct function and they are not competing with themselves.

How are we protected from the bad guys?

By telling the truth. Call the venture the 'Art of Relaxation', (AR), or anything else, a rose is a rose. It would be a far stretch for *any* authorities to get upset over trained, certified professionals teaching people to relax and feel better about themselves, even if it is accomplished *naturally*. The 'AR' is clearly not a medical procedure...it is simply a Learning Process.

This marketing approach does not overlap or step-on any of the industry's on-going marketing policies; distributors will still distribute, researchers will still research, practitioners will still practice and doctors will still doctor. The big difference will be felt from the gradual ember that will *glow* into a grass-roots awareness, and consequently, it will generate a *genuine* demand for the L&S modality.

It may never replace Tylenol for a headache, but people seem to be impressed when they *learn* that they don't *need* to have a headache.
Everybody wins!

So, what will these satellite-operators receive for their
\$40-\$50,000. initial investment???

They will receive the standard 'Art of Relaxation' package:

Physically:

- The L&S equipment needed for the 'AR' protocol, including small units for the clients to use for their homework and these small units can be purchased or rented. These Personal Learning Instruments are to be utilized for the clients' *assignments* as prescribed by the 'AR' protocol. These small units can also be traded-in on an upgraded L&S unit at any time.

- Neurofeedback equipment, it's a shame that NeuroLink pulled out of the market, it was unobtrusive with it's finger probes, highly interactive and fun for the clients to practice their 'before and after session' mental-gymnastics. There has to be something similar to the NeuroLink on the market, or make one. It is a key tool for the client in the 'AR' process. (*Enter Journey to the Wild Divine System?*)
- The Integrative Motion System. This is the silent partner in the triad. Where would Curly and Moe be without Larry? The IMS is a most integral part of this 'team-modalities'. The costs of these units would come more in line if there were 10 orders a month.
- The franchisee will receive all of this equipment and explicit instructions on how to use them.

Now, the new franchisee will be indoctrinated into

The standard 'Art of Relaxation' Training Program

- After the check has cleared, the home office will assign a certified 'AR' training-professional to the new operator's place of business for a week of training. The training will be hand's-on and revenues generating. They will be working within the new-operator's established client base. The 'AR' trainer will also make sure that the equipment is set up properly and that everybody involved is trained in the 'AR' protocol. *Everybody involved* could be an assistant or assistants that the operator chooses to be certified in the 'AR' process, because the operator will, in some instances, still have his or her regular clients to attend to.
- The 'AR' home office will make available to the new-operators: 'AR' certification, seminars, certification renewals; upgraded training will be made available for ADD, ADHD, if the home office agrees that the operator qualifies, sports achievement training, etc., etc. And all of these activities will be revenue producing.
- The operator *must* have an unlimited access of communication to the 'AR' headquarters. This will be initiated through website or telephone and it is available to them for questions that might arise in their daily line of activities. They will receive their monthly newsletter, special announcements, and they, as part of their 'AR' protocol, will be encouraged to furnish feedback on the apparent miracles that they are experiencing.
- This 'in action' type of operator-feedback will be invaluable for the manufacturers, in order for them to, more logically, make their modality adjustments and changes based on a market-driven demand.
- Overall, the operators must feel that they are a team member of a professional organization, and that they are an important cog and a professional in the 'AR' wheel ... because they are! ...

- *Norman Rockwell* it, the bad guys have always had a problem stepping-on a grass-roots up-rising.
- The 'AR' team needs a *motto* to rally around:

'We believe that it is necessary for each of us to help everybody to discover the best that is in them'.

Can't get much *grass-rootsier* than that.

Now we are down to where the 'rubber hits the road'!
Revenue generating time in this beginning-to-be-not-so-hypothetical
marketing odyssey.

The 2 day 'Art of Relaxation' business opportunity seminar.

A little research history first:

It was a few years ago that I was running this franchise track through my mind, *again*, and I was stuck on the mechanics of the procedure.

It was in London and there was an announcement that a 2-day Subway Sandwich business opportunity meeting was going on in the hotel where I was staying. Divine Intervention!

I figured that if Subway already had 13,000 distributors around the world, at about \$60,000 a pop, that I could certainly learn something. I was a bit concerned though, how it could possibly take 2 days to learn to slap some salami on a bun and then heat it.

It was amazing, this was ShowBiz. The whole performance was choreographed and the timing was impeccable. They had a presenter that was professional and upbeat; a good energy. He was a bit like an Anthony Robbins with a couple of dollops of Nyquil and a smaller smile.

First there was a perfunctory discussion about nutrition, opportunity and location sites, with slides of current successful Subway sandwich operators. Talk about 'cookie cutter', if it wasn't for the different *manager-of-the-month* smiles behind the counter, you would swear that it was the same Subway kitchen.

Meanwhile, there were hosts and hostesses who were mingling with the potential 'new-operators' who, by this time, were busily gouging themselves with a variety of Subway Sandwich delights that were prepared right before their very eyes.

Sheer Marketing and Sales hype, and very well done. The hosts and hostesses were not into idle chatter, it was clearly all about qualifying and financing. These pre-qualified guests were there to discuss business and the potential of getting started right away. It was like a time-share closing room and nobody complained because they knew that they were there to look at a business

opportunity.

The second day was the same energy. It started with a very simple but dramatic blackboard presentation: property, income, profits, tax hedges, leveraging, etc.; then, ‘are there any questions’? ‘no’, ... have another Subway-snack and let’s fill out these Subway financial statements and let’s see *how* we can put a deal together.

The most amazing question on their Subway application was; ‘do you have anyone in your immediate family with real property that would consider a second mortgage in order to help get you started and become a member of the Subway team’? I was impressed!

Unfortunately, my assigned hostess was not so impressed, as I explained to her, very simply, that I would not be interested, at this time, because I didn’t think that sandwiches were good for you. In all of her training on *how to overcome objections*, this one stumped her.

She eventually related to me that the host and hostess sales team would take these credit applications and shop them around to the different fiduciaries to see if they could put the deal together, because they worked on commission.

I experienced the *game*, and it was great Sales/Marketing drama, however, it seemed to me that one would have to sling a hell of a lot of meatballs to ever make a dent in their initial investment. Perhaps I missed something.

Back to:

The 2 day ‘Art of Relaxation’ business opportunity seminar.

- The ‘AR’ seminar will be a Sales and Marketing function!
- Goal: to develop a *marketing-mind-set* of ‘AR’ certified and trained professionals with a business opportunity attitude. The presenter will also be the sales *closer* and he will orchestrate the pace of the presentation. He is also in charge of the hosts and hostesses, who are his sales and training team. The prospective client will be well informed and have all of their questions answered. They will also be given financing options and assistance in procuring their investment revenues.
- 1st day: the ‘AR’ presenter will warm the audience up with the welcomings, introductions, overviews, market evaluations, goals, and projections. He will emphasize the business opportunity that is going to unfold in front of them in the next 2 days. Simple.
- The meat of the presentation, to fill the entertaining/selling/training/learning part of the day, is the hands-on participation. Our *guests* will be coached by *experiencing* and *practicing* the exact ‘AR’ program and protocol that they are going to purchase. Taking turns with the modalities, asking questions, enjoying and learning their new craft.
- The presentation room will have 3 complete modality-stations (L&S, neurofeedback, IMS) for 15 prospects. Everybody gets to actively participate in this sales/learning classroom.

This is where the sale is made.

- The first day will fill the clients with the ‘AR’ *wow* and a lot of questions to be asked on the second day. Then it is *not* a matter of *closing* the client, but it is figuring out a payment process.’
- *Yes ma’am, I do believe that there is a discount for writing a check today!*
- Good Marketing is just an attitude!

It appears to me, from afar, that the AVS industry has gathered an interesting group of people with considerably different perceptions of what to focus-on, first. The above ‘Art of Relaxation’ scenario was merely to flesh-out what, I assume, everybody knew anyway.

I managed a time-share project in Mexico. It was not unusual for a North American to plunk-down \$50,000, and all they were really doing was renting time and space with no real guarantees or equity. It is all in the Marketing.

I just hope that this example might help to spark an idea in the industry’s’ taking of the ‘next step’. This ‘next step’, what ever it might be, should be primarily based upon helping people to learn to relax and feel better about themselves. Everything else will take care of itself.

The other day, as I was trying to corral my thoughts, and I was running my personal L&S movie backwards, *whoof!* I had to chuckle. I realized that we, the industry, are all in the same boat; just pulling on different oars and we all get fatigued because we do not have a compass.

This *overall* situation reminded me of my unusual relationship that I have established with my refrigerator: I open the door and *then* remember that I’ve got to get a *bulb*, but, not to despair though, because the shelves are bursting with jars, bottles, sauces, catsup’s, mayonnaise’s, jalepinos, tobascos and dressings galore. It is a virtual cornucopia of colors, textures, designs, shapes and sizes. I look about, scan the interior, smile assuredly and then close the door. I am *somehow* satisfied and comforted by the fact that if I ever do get some real food; I have plenty of *stuff* to put on it.

The L&S modality has an aura about it.

About 15 years ago I had my first L&S experience. I was living in Puerto Vallarta; I arranged to have a Synetic System (now known as Mindplace) unit brought down to me from the U.S. I wanted it for my own use. I was majoring in altered-states at the time, and I was totally convinced that the L&S modality would be a lot less expensive and much healthier for me than the modalities that I was currently researching. I was hooked!

In my international research program, armed with my L&S unit, I have put the glasses on thousands of heads in some far away and fairly interesting arenas. Most of the sessions were in a

NeuroLearning-office setting; the majority of the sessions were voluntary, and I only ran into only one or two rather harrowing experiences. In my book, L&S has a superior major league batting average.

L&S is something that people enjoy whether they want to or not.

We might keep in mind, that in packaging this ‘calm and relax’ format, that this *is* the doorway to penetrating the enormous potential of the drug-free, stress /relaxation market.

The AVS industry could grow and develop, rather quickly, into a professional nationally and internationally recognized marketing entity. Then, with these credentials, the AVS community would be getting into a position to start collecting and scooping-up some of their fair share of the billions of dollars of revenues that is currently being left on the drug dealers table, simply because the public does not have an option like this available to them.

It dawned on me that I don’t ever recall having been saddled by an altruistic paradigm before.

I have wondered many times, what in the world am I *NeuroLearning*-it for?

I am pretty sure that the addiction *must-somehow* be being fueled by the energy that I receive, and the gratitude that I hear, feel and see on the faces of the students that have passed their exams because they learned to relax and balance-out a little-bit; or, maybe, it’s the gal that has slimmed-down and lost 20 pounds. She’s feeling good about herself, almost like she *belongs*.

Perhaps it is the depressed individuals who learn how to relax and begin to feel useful to themselves again. It could be the golfer who learns to calm-down and shave a couple of strokes off of his score, and, many times, off of his ego; he’ll probably be nicer to his family. Maybe it’s the people conditioned to migraines or insomnia, by learning to feel a little relaxation, it gives them more comfort, and a whole new outlook on their life.

Could be that these are some of the reasons.

I guess, also, that it is pretty nice to feel that everybody who leaves my consultorium is feeling a little bit better about himself or herself than when they came in.

If I had to pinpoint *potentially* the main reason for this insanity, I think I could.

It would most likely be the *non-integrated* kid; this is the one that comes into my consultorium and is ricocheting off the 4 walls and making contact with and touching every object in between. You know that he feels an itch that he just can’t seem to scratch, but nobody seems to understand.

His mom is smiling courageously through exhausted eyes that are filled with confusion, because she doesn’t know what to do. She doesn’t want to put him on meds, as the good doctors

and the teachers recommend, however, there didn't seem to be any other option.

I personally view this *type* of stress as a family affair. So, mom gets her goggles and listens to a little 'comfort through calmness; *'relax mom, you have earned it'*.

Now, I get to watch, again, another youngster go through his metamorphosis.

He is wiggling and squirming; just trying get outside of himself for a couple of minutes. Then, gradually, as if by some unseen force, and in slow motion, his little body starts to calm down; there is still a little squirm, but no more wiggles.

This is the best part: at one point, the body language totally changes and his feet straighten, while his whole body seems to take on a process of settling-in; he aligns and seems to be getting taller as the tension goes away. I feel that he is reaching for his elusive safe-spot, as he promptly drops-off into his very needed and deepest *relax and calm*, he's worn himself out and he's down for the count.

I feel at this point, that he is recharging in preparation to deliver some more of that dynamic energy that he has been so unselfishly sharing with his entire *outside-world*. Poor little guy, he will never know or understand that it is not his fault; it's all happening because his *inside-world* just isn't *connected*.

At this time, even though *there is still a long-long way to go*, I get a little glimmer of hope that he could be ok, and that, just maybe, *we* might be *instrumental* in helping him to develop into a happy, productive, and useful human being.

Well, I guess that I have answered my own question about my addiction to it and the insanity of it. It just feels real good.

The quality of my practice started to nurture when I took myself out of the equation. My thinking went, attitudinally, *from* being a 'bi-lateral, hemispheric, whole brain, integrated Neuro-Learning' *mind-set*, to a, 'do you feel better', 'good'! Now, 'let me show you how to keep that feeling', *protocol*.

As a matter of fact my current protocol is very similar to the 'AR' example that we discussed earlier, and it seems to be quite effective. I am even considering trying it out myself.

The AVS industry is definitely *World Heavy Weight Champ* material in the drug-free 'relax and calm' category. I believe that in order for us to get to become a stronger contender though, perhaps it is prudent that we should make an effort to learn that '*when we find ourselves up to our 'glutes' in alligators, we must try to remember that our original objective was to drain the swamp*'.



“Two of David’s clients in his Mexico City office.”

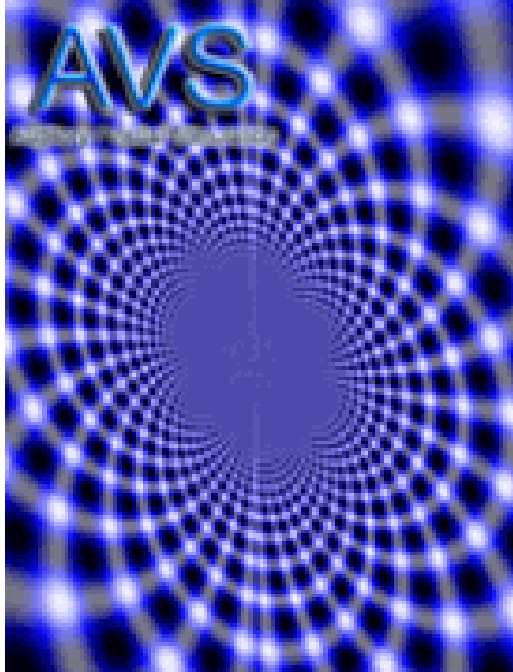
Those of you who would like to contact David McLaughlin directly, please email: ndm20@hotmail.com or contact Michael Landgraf at the AVS Journal.

Product Review: “The Journey to Wild Divine”

Stress. There’s not a human on the planet that doesn’t face the challenge of dealing with it. Sometimes it can be an incredible motivator, a stimulus for growth and creativity. But more often than not, stress pressures the body and leads to some form of illness or disease. Whether it’s hypertension, migraines, depression, anxiety, chronic fatigue or another ailment, stress takes its toll on both physical and mental well being. Typically, the quest for a cure involves a doctor, a trip to the pharmacy, and the unrealistic expectation of instant relief.

As alternative medicine has become mainstream, there’s newfound acceptance of a more holistic, spiritual approach to health and healing. Consider that the subject of meditation graced the cover of super-conventional *Time* magazine in August of 2003. Health insurance companies all over the country have been forced to cover or at least offer some compensation for alternative therapies. Natural food stores, organic farming, yoga studios, Chinese medicine pharmacies, homeopathy offices and massage therapy businesses are all growing at rapid rates. Obviously, people are seeking some sort of alternative to the long-standing tradition of standard western medicine.

There is a vision for a new course of action for medicine in the 21st century, and Deepak Chopra, M.D., a pioneer in the field of spiritual healing and mind/body wellness, is helping to lead the charge. Chopra, along with a unique start-up company called The Wild Divine Project, are pioneers in the development of mind/body games for health.



All AVS Journals are FREE!

Now you can learn what is currently happening in the light and sound community, along with reading about the latest products to hit the market, without having to spend a cent. It is the AVS Journal's way of helping you maximize your understanding of AVS / light and sound technology in the most cost-effective manner possible.

Free downloads of all AVS Journals are available at:
www.Mindmachines.com & www.MindAware.com.

Fossil Phil's "Light, Sound & Fun" Coloring Book

For all of you who have children that enjoy coloring books, "Light, Sound & Fun" is a FREE 49 page coloring book featuring Fossil Phil that will provide hours of coloring entertainment for your children. It is something Fossil Phil wanted to make available for kids and is an excellent way for your children to have fun and learn about the advantages of using light and sound technology!

Download your free Fossil Phil Coloring Book at:
www.Mindmachines.com & www.MindAware.com.

Light, Sound & Fun

**The Original
Light & Sound Coloring Book**



Grab Your Crayons and Enjoy Light & Sound!

The Fossil Phil Way



In this new alternative or holistic medical scenario, a person would walk out of the doctor's office without a prescription for medication, but instead with a prescription for a form of biofeedback or yoga or maybe breathing exercises – some type of therapy that actually teaches the body to heal itself and prevent its detrimental reaction to stress. Even more incredibly, imagine walking out of your doctor's office with a prescription for daily play of an entertaining computer adventure game. A video game that actually employs the science of biofeedback and features characters that help people learn proven techniques for enhancing the mind-body connection through meditation and yogic breathing.

Sound far-fetched? Well, it exists. It's a three-part series called *The Journey to Wild Divine* and Chopra couldn't be more enthusiastic about his recent collaboration with it. "*The Journey to Wild Divine* will give you an intimate experience of what happens in your body and your mind and in your soul and spirit. It's a great way to unfold your full potential and glimpse the field of infinite possibilities," said Chopra.

As one of the alternative medicine movement's most ardent advocates, Deepak Chopra has educated people about relationships of body-mind-spirit as one continuum of consciousness for over 25 years. He has written more than 25 books on the subject that have been translated into 35 languages. He is also the author of more than 100 audio- and videotape series, including five critically acclaimed programs that aired on public television. In 1999, *Time* magazine selected Chopra as one of the Top 100 Icons and Heroes of the Century, describing him as "the poet-prophet of alternative medicine." Chopra currently serves as CEO and founder of The Chopra Center for Well Being in La Jolla, California.

Integrating biofeedback as a tool to gain access to the mind-body connection allows a person to "see" how their body is responding to certain stimuli. It is scientifically proven to have a powerful, positive effect on a person's emotional and physical well-being. Biofeedback teaches people techniques used to alter brain activity, blood pressure, muscle tension, heart rate and other critical bodily functions.

"I see a future in which the technology for bio-regulation (or biofeedback) will be used to enhance innate healing abilities. And it will, in fact, become a replacement for pharmaceutical agents in many stress-related disorders," Chopra said.

Chopra is prominently featured in Part II of the series, *The Wisdom Journey*, scheduled for release in September 2005. He plays the character Rama, a spiritual guide within the game who supports and coaches players in their quest for enlightenment. Ultimately, as a player completes his or her journey, Rama will give them a gift – he will reveal the 15 principles of healing explained in Chopra's current bestseller, *The Book of Secrets*.

The Journey series is a unique product that sits on the very edge of a radical convergence of consciousness, technology, and entertainment. Part one, *The Passage*, (available now) introduces the user to techniques used to attain mind-body wellness. It is truly an "Inner-Active" computer adventure that beckons players to take a step into an imaginative, mythical journey toward enlightenment. Through the innovative hardware platform made up of the game's "Magic Rings" and "LightStone," a person's home computer becomes an amazing biofeedback tool that interprets the player's thoughts, feelings, breath and awareness into animated events on the screen that enable you to reduce stress through self-discovery and spiritual awakening.

The Journey to Wild Divine's biofeedback hardware measures skin conductance level (SCL) and heart rate variability through the three "Magic Ring" sensors gently attached to a player's fingers. The measurements are registered through the "LightStone" and fed back through more than 40 unique biofeedback "events" within the game. Characters within *The Journey* help people learn techniques to control the body's reactions. By increasing, decreasing or synchronizing body rhythms, through methods like the "Heart Breath," they quickly learn to master the events and progress in the game. The knowledge gained through the experience helps enhance personal growth and well being and can easily be applied to real-life situations outside the game.



The Journey to Wild Divine is the brainchild of PhD biomedical engineer Kurt Smith and animator/developer Corwin Bell. Smith had already created five high-technology companies, two of which are now owned by Medtronic, Inc., the largest medical technology company in the world, providing 60-65 percent of all the cardiac devices that go into people's bodies. At the end of his tenure there, he began studying integrative and alternative healthcare in the medical

system and saw how difficult doing anything revolutionary in that area was. “As I looked for my next step after leaving the corporate world, the question that motivated me was, ‘How can

we provide integrative healing tools and services to people in an effective way,’” asked Smith. “I came to believe that the answer lay in entertainment-based channels.”

Then, as Smith pursued another of his passions—rock climbing—he unexpectedly stumbled upon what would become the key product of a new company. While climbing with his neighbor, Bell, in Eldorado Canyon outside Boulder, Colorado, the two started discussing their lives. Bell, a computer graphics artist, game creator, and instructor at the Art Institute of Colorado, told Smith about an idea he’d had to combine a computer game with biofeedback in order to help people get in tune with themselves and transform their lives.

“Wow, I thought. Here’s an entertainment-based model that can benefit people by providing both preventative and integrative care,” Smith said. Bell joined forces with Smith’s new company and put together a team to create the game.

“It seems to me that we’ve lost the inner technology—the mystical mind/body connection—that was known to the ancient sages and shamans (or yogis),” says Bell. “I’ve always wanted to find a way to re-integrate those teachings into our daily lives. That’s what we tried to do with Wild Divine. Users can actually experience mystical states of being through their own mind-body control. In the game it looks like magic, and it is—but magic of the gamers own making.”



“The journey that Corwin has developed is very profound,” Smith says. “He’s been working on it for years. When you combine his quest for inner knowledge with current computer graphics capabilities, the effect is mind-blowing. I’ve seen people sit down with the game and have transformational experiences. There’s really nothing that approaches it on the market today.”

For more information or to purchase the Journey to Wild Divine, which sells for \$159.95, email: store@mindmachines.com.

Light, Sound and the 515 CD: “Not Just Another Sleep Aid”

“My wife has had a severe insomnia problem for about 7 years. We’ve tried everything: herbs, light therapy, over-the-counter sleeping aids, melatonin, and a lot more. We’ve read experts’ books on what causes insomnia, and we’ve followed the guidelines for trying to resolve it. My wife is a very light sleeper, and once she awakens in the middle of the night has serious difficulty getting back to sleep.

At your suggestion we purchased a light and sound instrument and also the 515 CD. We’ve had more success than with anything else we’ve used in the past. Sometimes its difficult to find the right frequency to help her get to sleep, but we nearly always succeed, and sometimes in a very short time period. I’ve done some novice programming of my own and have found that a 3-minute ramp from low beta to the delta-theta range with a 2 Hz offset works very well. We’ve also had success with the delta track on the 515 CD, and with several of the programmed sessions in our light and sound instrument.

We appreciate your help and recommendation to use these tools, with which we hope to totally resolve the insomnia problem with more practice. Incidentally, I also find that using the alpha track of the 515 CD just feels good throughout the day while I’m working at the office.”

- H. E., Oklahoma

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As the Publisher of the AVS Journal, I realize the majority of you are personal users of light and sound equipment that have interests relating to, but not the same as, professionals in the light and sound community. Many of you are artists, others musicians, and most of you enjoy unique products that cannot normally be found at your local mall, if indeed you do patronize such humungous sales locations. It is for this reason that I invite you to personally visit this website—**Tripatorium.com**. It is operated by **Alex Pearlstein**, who has devoted hundreds of hours putting together **Psytopia**, the Festival coming to Jamaica this Summer with all profits going to charity. Please visit this uniquely interesting website, you may end up bookmarking it!



RGB Hex Triplet Color Chart

Many of you who use the ALLcolor Visual System have asked if there is a chart available that will tell exactly what percentage of red, green and/or blue is needed to attain a specific color. For this reason, we have provided the following information:

Here are two websites that currently offer RGB Hex Triplet Color Charts presented in an easy to understand format:

<http://www.tayloredmktg.com/rgb/>
http://www.web-source.net/216_color_chart.htm

There are several websites that provide this information. If you would like to find a site that best meets your specific needs, then go to msn.com and do a web search. Use keywords such as RGB Color Chart, and you will be amazed by the number of sites that appear on your search result.

The following is an explanation of the RGB color codes:

Using an RGB Hex Triplet chart and the numbers that appear next to each color will enable you to set the ALLcolor control console 'sliders' at the exact setting to achieve the specific colors you want.

Colors are identified by using six digits: 2 for red, 2 for green and 2 for blue. The numbers must be in RED. GREEN, BLUE order to be correct.

[] RR GG BB (RR=red; GG=green; BB=blue)

FF = 255 = 100%

CC = 204 = 80%

99 = 153 = 60%

66 = 102 = 40%

33 = 51 = 20%

00 = 0 = 0%

As an example, for "Brown" the number next to it in the color chart is: 996600. This tells you the following: 99 (red at 60%) 66 (green at 40%) 00 (blue at 0%).

Should you have further questions or concerns regarding RGB-based colors, please contact Michael Landgraf at: www.Mindmachines.com.

A Light & Sound Dealer's Responsibility: "Helping Professionals"



"Approximately three years ago, I heard from various sources that Biofeedback was changing dramatically, especially in the Light/Sound arena. After researching this not so known and/or visible application of Neurotechnology, I spoke with Michael Landgraf of MindMachines.com, a company in Granada Hills, California. I had no idea of what that contact would bring. Michael educated me in that he patiently explained the potential of L/S, and advised me as to what equipment would best work for me were I to decide to add Biofeedback to my practice. Based upon Michael's uncanny knowledge of L/S and its applications and his exceptional perceptiveness, I ordered my first equipment from him. How that affected my practice and those who began to apply this technology would require more than this epistle to define adequately. In short, Biofeedback became the modus operandi for my business. When seemingly all of the options ran out for certain disorders/disabilities, the application of Biofeedback, amazingly, gave new life to a few very severe conditions. Anxiety disorders, pain management, certain compulsive behaviors no longer had a dead end at the Pharmacy. Biofeedback opened a whole new approach to the management of such dilemma. So much that the results attained are so remarkable that it lends the question of credulity. Unjustly so. Light/Sound works. And the results are long lasting and in most cases permanent. (Anyone wishing to discuss or explore some of the achievements attained as a result of Biofeedback by my clients may call me or email me.)

Beyond doubt, those who became whole as a result of this technology, should certainly thank Michael Landgraf and not just me. Michael convinced me to take a step that has affected lives that were once hopelessly enmeshed in the never ending tail chasing that seems to follow conventional medicine. For that, we all thank him and will continue to seek his expertise and knowledge as long as he is able and willing to provide it. Thanks Michael."

Richard Bennett, Ph.D.
The Biofeedback Resource Center

Dr. Bennett can be reached at: genedoc1@msn.com.

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