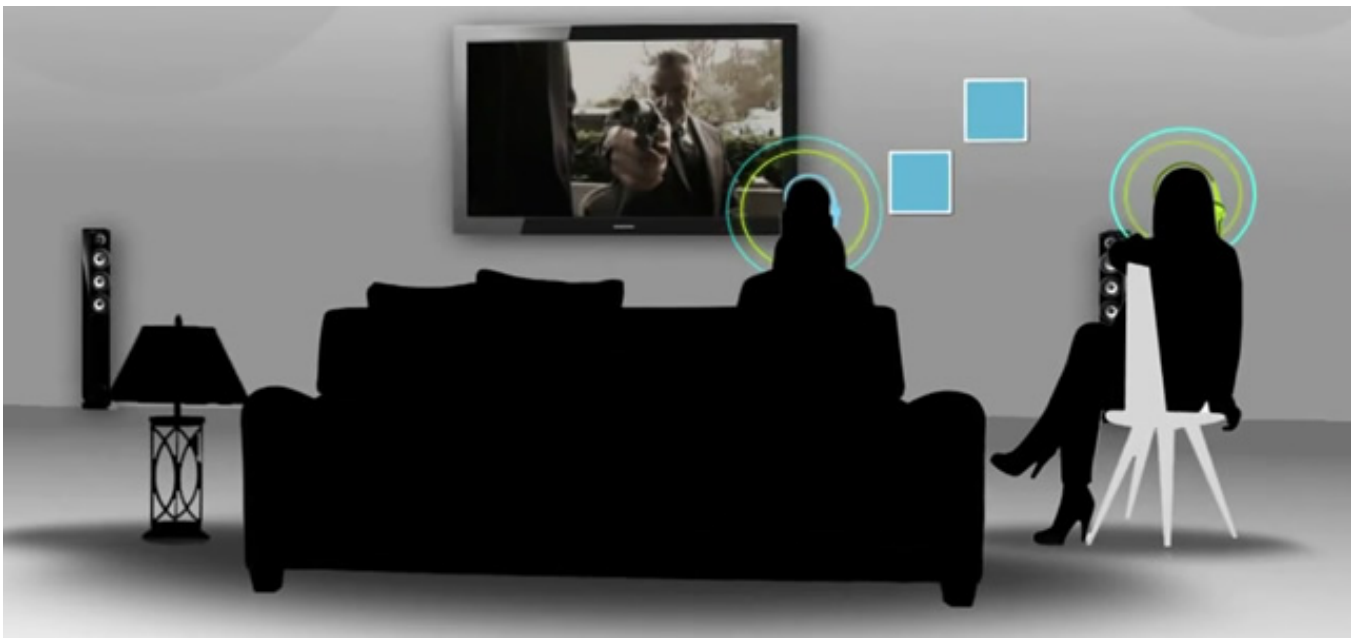
Using headset and software, users control movies with their thoughts



It's a rare movie-goer indeed who hasn't occasionally wished for a different ending to a film, but a new technology platform aims to make such sentiments a thing of the past. With a specialized headset and software, UK-based MyndPlay now lets users determine movies' outcomes themselves using just the power of their thoughts.

Billed as “the world's first mind-controlled media player and platform,” MyndPlay uses a specially designed EEG headset from partner NeuroSky to measure the wearer's brainwave signals and monitor his or her attention and relaxation levels. A free software download for Mac or Windows, meanwhile, receives that data and controls the technology. With those two pieces together, users can watch and interact with a variety of specially crafted movies, games and even emotional therapy sessions for mental wellbeing. Currently listed in the “thriller/horror” section of the MyndPlay App Store, for instance, is “Paranormal Mynd: Exorcism,” the first in a series of such films with three alternate endings and plot lines that change depending on the thoughts and emotions of the viewer. The trailer for that movie can be seen in the video clip below.

The NeuroSky MindWave headset is priced at GBP 99, while movies and other apps range in price from free to about GBP 3.49 for emotional therapy sessions. Kits are also available for researchers. Meanwhile, MyndPlay will soon be launching MyndPlay Pro, which will let users create their own interactive content and share it online; multiplayer online games and movies are in the works as well. Health, entertainment, education and app-minded entrepreneurs around the globe: one to get involved in?

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