



Press Release

LBS Esports within LBS Kreativa Gymnasium in collaboration with Interactive Productline using Mindball Esports, a new method and tool for training, tracking and analyse focus in order to increase performance of Esports athletes.

Professionals within Esports increasingly adapt training methods from traditional sports. Today you pay attention to physical training, nutrition, sleep and mental training such as focus capacity as well as training game skills and strategies. Together with Interactive Productline LBS Esports wants to explore how focus awareness can influence Esports achievements.

“We are curious to see if the focus training, and in general the awareness of focus in our students can improve their game play performance and make them feel in control even in stressed out situations. We are looking forward to work with Interactive Productline who has a long-time experience of producing focus training products appealing to the younger generation” says Johan Lyckaro, Headmaster at LBS Kreativa Varberg and responsible for LBS Esports.

Esports is a new emerging sport. Competition is fierce; wannabees, Esports athletes and teams are looking for new methods of training to excel. To be focused and keep focus is crucial to make the right decision in the right second.

“Mindball Esports is the very first focus training tool designed for the Esports market. In Esports you need to address the high adrenalin but still composed, focus. And you need to provide a training tool that entertain, day after day of training. We have made sure to do so. Additional feedback from the students and experienced coaches at LBS Esports will be much appreciated”, says Bitte Hanell, CEO and founder of Interactive Productline.

“Mindball has the potential to become a real game changer for kids’ performance in the classroom as well as focus training for Esports athletes”, says Lotta Nordeng, Head of Communications at LBS Kreativa

Mindball Esports will be released in autumn 2019. Beta versions are available from June 2019.

About LBS Kreativa Gymnasium

LBS Kreativa, founded 1993, is a part of AcadeMedia group, the largest private educational provider in Northern Europe with 56 200 students in ground and gymnasium schools. The Esports education will be provided at eleven schools next semester. The Esports education will graduate 500 students per year within five years.

About Interactive Productline

Interactive Productline, founded 2002, then being one of the first companies producing commercial products with EEG¹. About 40 million people around the globe have since tested the ability to focus using Mindball. The company switched to software focus training products in 2017.

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¹Electro Encephalon Graphs – a method for reading, interpret and provide feedback on brain signals.