

# CogniT<sub>oo</sub>



[Profile](#)

[Scientific  
Background](#)

[Gallery](#)

[Products](#)

[Staff](#)

[Collaborators](#)

[Press](#)

[www.cognitoo.com](http://www.cognitoo.com)

CogniT<sub>oo</sub> ergo sum – without a CogniT<sub>oo</sub> I am not

*“My personal CogniToo makes me so unique”*

Your individuality as a person is expressed by your unique neural signature. Every thought, every emotion, every memory you have ever had – your identity - is represented in your brain.

Open your mind and share it with others! Make a statement and show your unique thoughts, emotions or memories of the greatest moments and persons in your life.

**CogniToo** is a company that brings together two worlds - science and arts. Experienced experts in state-of-the-art neuroscience and award winning artists work in collaboration to visualize your personal moments in the most unique fashion: The **CogniToo**, the first tattoo ever that demonstrates your brain's unique activation in an exciting and visually appealing piece of art.

[Profile](#)[Scientific Background](#)[Gallery](#)[Products](#)[Staff](#)[Collaborators](#)[Press](#)

To extract the brain's neural signaling for your private **CogniT<sup>oo</sup>** state-of-the-art functional magnetic resonance imaging (fMRI) techniques are used.

fMRI is the most recently developed form of neuroimaging and has dominated the last decade of neurosciences due to its non-invasivity and the high spatial resolution. The underlying mechanism relies on changes in blood flow of those brain areas that are active during your personal thoughts, emotions, and memories.

A **CogniT<sup>oo</sup>** (i.e. Cognition Tattoo) consists of your individual neural activation upon thinking, feeling or experiencing highly individual moments being mapped onto your skin. Depending on your theme [see products offered] your personal neural activity is modelled in a unique fashion.

[Profile](#)[Scientific  
Background](#)[Gallery](#)[Products](#)[Staff](#)[Collaborators](#)[Press](#)



**Catalogue with more motifs is currently under construction!!**

[Profile](#)

[Scientific Background](#)

[Gallery](#)

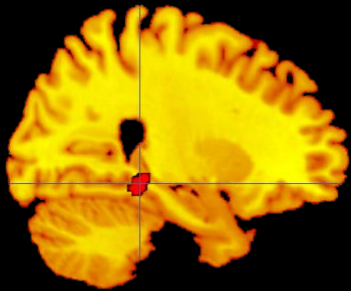
[Products](#)

[Staff](#)

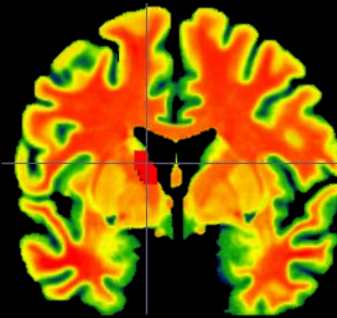
[Collaborators](#)

[Press](#)

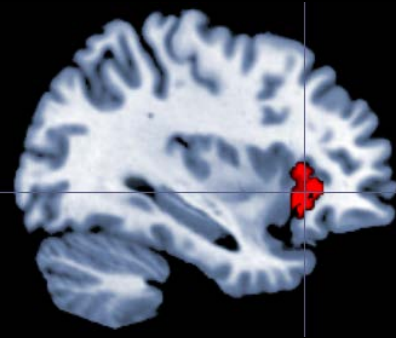
## HippoToo



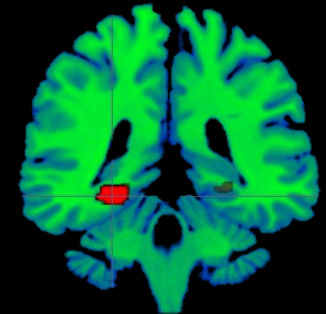
## NAccAttaq



## PainInsula



## Amystery



Prizes will be negotiated and adjusted to the individual demands. Service includes the following: airfares, hotel, consulting with the neuroscience and CogniT<sub>oo</sub> experts, personal CogniT<sub>oo</sub> selection and development of the appropriate scanning protocol, scanning (including a repeated measure), cognitooing and refreshing of the CogniT<sub>oo</sub> after a period of two weeks. Finally, you will receive a certificate guaranteeing the uniqueness of the CogniT<sub>oo</sub> with the warranty of the CEO of CogniT<sub>oo</sub> that this CogniT<sub>oo</sub> will never be re-inked or sold to another customer.

Profile

Scientific  
Background

Gallery

Products

Staff

Collaborators

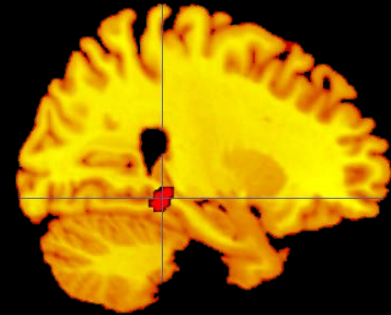
Press

## HippoToo

The hippocampus is known to reliably fire during the recall of episodic / autobiographical memory events (Strange et al., 1999; Dolan et al., 1999).

Our HippoToo product includes the following offers:

- Neural activation when recalling highly personal events such as one's marriage, the birth of one's children, successful sportive events or award winnings
- etc...



[Profile](#)

[Scientific  
Background](#)

[Gallery](#)

[Products](#)

[Staff](#)

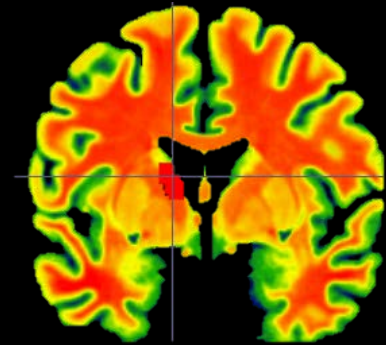
[Collaborators](#)

[Press](#)

## NAccAttaq

The Nucleus Accumbens (NAcc) is known to reliably fire in the prospect of reward, be it monetary (Knutson et al., 2001) or social reward (Spreckelmeyer et al., 2009). Our NAccAttaq product includes the following offers:

- Neural activation of the NAcc during the anticipation of pictures of one's loved one (vs. other persons)
- Neural activation of the NAcc in the prospect of receiving a kiss of one's loved one
- etc...

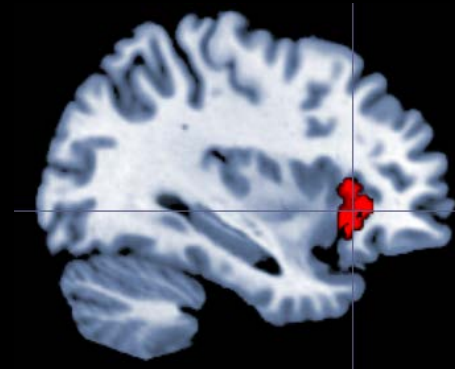
[Profile](#)[Scientific  
Background](#)[Gallery](#)[Products](#)[Staff](#)[Collaborators](#)[Press](#)

## PainInsula

The Anterior Insula is known to reliably fire during the direct perception or the empathic experience of pain, be it physical (Singer et al., 2004) or social pain (Kross et al., 2011).

Our PainInsula product includes the following offers:

- Social pain experiences: neural activation during social suffering (e.g. feeling pain when observing one's football team losing; feeling pain when thinking about one's ex-friend etc.)
- Empathy for physical pain: neural activation while observing ones loved one (vs. other persons) in physically painful situations
- Empathy for social pain: neural activation while observing ones loved one (vs. other persons) in socially distressing moments
- etc...

[Profile](#)[Scientific  
Background](#)[Gallery](#)[Products](#)[Staff](#)[Collaborators](#)[Press](#)

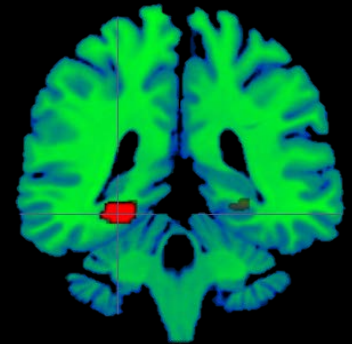


## Amystery

The Amygdala is known to reliably fire during highly emotional moments of love, fight or fear (Critchley et al., 2000; Phelps et al., 2001).

Our Amystery product includes the following offers:

- Neural activation when viewing, interacting or imagining one's children, family, friends
- etc...



[Profile](#)

[Scientific  
Background](#)

[Gallery](#)

[Products](#)

[Staff](#)

[Collaborators](#)

[Press](#)



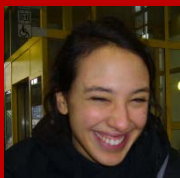
**maurice cabanis**  
ceo & co-founder  
studied art history and medicine  
specialist in failing



**frieder paulus**  
production manager  
leading expert in social cognition  
time is on his side



**stefan westermann, phd**  
vp of engineering  
research assistant in the neurosciences  
shareholder for love



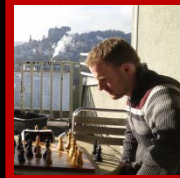
**marina martinez mateo**  
press officer  
philosopher  
slower than a turtle



**davide laneri**  
customer services department  
master in yoga robotics  
somewhere else



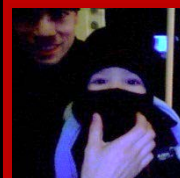
**sören krach, phd**  
cto & co-founder  
psychologist and research group leader  
authority in embarrassment



**martin pyka, phd**  
art director  
computer scientist  
chess or go, i don't know



**laura müller-pinzler**  
hr manager  
phd candidate for social neuroscience  
don't make her angry



**andreas jansen, phd**  
vp of sales  
professor at the university of marburg  
expert in german national football league



**eva neustadt**  
head of controlling and finance  
releasing books all over the world  
she is very well acquainted with the ceo

Profile

Scientific  
Background

Gallery

Products

Staff

Collaborators

Press

We work in collaboration with internationally well-known and honored tattoo specialists (Los Angeles, California). Our CogniT<sub>oo</sub> modelers have a strong background in neuroinformatics, design and art as documented by the highly recognized modelling software BrainBlend (<http://brainblend.sourceforge.net/>).

Pyka M et al (2010). fMRI data visualization with BrainBlend and Blender. Neuroinformatics. 2010 Mar;8(1):21-31.

[Profile](#)

[Scientific  
Background](#)

[Gallery](#)

[Products](#)

[Staff](#)

[Collaborators](#)

[Press](#)



[Contact](#) | [Search](#) | [Sitemap](#)

[Profile](#)

[Scientific  
Background](#)

[Gallery](#)

[Products](#)

[Staff](#)

[Collaborators](#)

[Press](#)



Section of BrainImaging (Head: Prof. Jansen)

Philipps-University Marburg

Rudolf-Bultmann-Str. 8

35039 Marburg

Germany

<http://brainresearch.de/>

[info@brainresearch.de](mailto:info@brainresearch.de)

[info@cognitoo.com](mailto:info@cognitoo.com)

Profile

Scientific  
Background

Gallery

Products

Staff

Collaborators

Press