



GAME INTELLIGENCE

Helping you play with uncanny ability and inexplicable athletic skill

by Andrew Pretty



Time well spent (from left to right)

The IntelliGym is available in a personal edition for players of all ages and abilities. More information is at www.IntelliGym.com



Everyone knows abilities like court sense, anticipation, shot selection, decision-making and game intelligence are important skills for basketball players to have. These skills are often considered instinctive—either you have them or you don't.

You can think all you want about making great plays, but without thousands of court hours to develop your basketball instincts, it just won't happen—until now.

A revolutionary training tool is now on the market that enables basketball players to dramatically improve their game-intelligence skills. In six to eight weeks of training—two to three times per week for about 45 minutes per session—developers say you can improve your decision making skills by up to 30%.

What is it? The innovative Basketball IntelliGym software program has been shown to improve real-time decision-making and execution for thousands of basketball players worldwide. The program is based on the same technology initially developed to train Israeli fighter pilots on the cognitive or brain level.

Featuring a computer-game facade, the IntelliGym trains the part of the brain which controls complex basketball related tasks including: decision making, pattern recognition, tactics adaptation and switching, peripheral vision, attention control, situational awareness, teamwork, and spatial orientation.

It strengthens the brain, just like the weight room builds muscles. What it means to players is more assists, blocks and steals, less turnovers and better shot selection.

How does it work? As the athlete manipulates simple movements on the screen (shooting ammunition at moving targets, for example), the system is busy analyzing skills and customizing a training program for the player.

Based on the analysis, the computer then designs a custom-fit training program for the athlete. The program continues to monitor progress at every stage and reacts to every improvement or setback. As the athlete progresses through the training, the system gradually introduces new building blocks as it monitors and quantifies performance. As the player

becomes more proficient, the activity becomes increasingly challenging.

Practical benefits. "Basketball is not about who runs faster or jumps higher, but who makes better decisions and fewer mistakes," says long-time NBA coach Hubie Brown. "I've been in the business for 50 years and the Basketball IntelliGym is the first training tool I've seen to actually improve game intelligence skills."

"Coaches and players are looking for every edge they can find to improve," says Danny Danker, CEO of Netania, Israel-based Applied Cognitive Engineering, the company which developed the software. "They hit the weight room to get stronger, run miles to improve conditioning, practice skills from sunup to sundown to get better, and study game film to learn about the opposition. This technology makes all of these efforts more effective by strengthening cognitive brain functions. Everything works together to develop basketball instincts, an area most people thought was inborn or learned only through court time."

"After all is said and done, the IntelliGym trains players in making the right choices," says John Capilari, head basketball coach at the University of Memphis. "For the guys that really bought in, it helped. Some guys didn't buy in and these are the same guys that make poor decisions on the court. It's that simple."

Availability. The standard edition sells for US\$99.95 and contains 19 training sessions designed for a four to six-month training cycle. The sessions train skills such as decision-making, court vision, anticipation, shot selection, team play and execution.

The gold edition sells for US\$189.95 and is intended for players committed to a year-round training cycle. In addition to the standard edition content, it includes training under extreme time constraints, emphasizing shot clock time management. ■

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