



Portland, ME, January 10th 2022

New Service Uses Video & Sensory Stimulation to Target Symptoms of Alzheimers and Dementia

Memoro, Inc. (Portland, ME) announces the Launch of Memory Lane TV, a new streaming video & multisensory service, designed to stimulate memories in people living with Alzheimers and dementia, and reduce stress and agitation related to the disease.

Memory Lane TV translates more than fifty years of published medical research on sensory stimulation and memory activation in dementia patients into an easy to use form factor: a streaming media service. Memory Lane TV's 24-hour programming is aligned with the natural rhythm of the day, the circadian rhythm, and uses proprietary programming algorithms to target and moderate symptoms of memory-loss, including stress and anxiety, agitation, sundowning syndrome, drops in interpersonal engagement, and others.

Alzheimers is a devastating disease with no cure on the horizon. Data published by the Alzheimer's Association suggest it currently affects more than 55 million people worldwide, a number that is expected to reach 152 million by 2050 as the populations age. The association also reports that the stress of caring for Alzheimers patients is a secondary epidemic, leading to stress, health problems, and early death in care partners. And, pharmaceutical solutions often fail to bring much relief.

It was a personal experience with the human toll of this disease that inspired Founder and film-maker Alban Maino to develop Memory Lane TV. *"When my grandmother, Rosette, was affected by Alzheimer's, I searched and searched for a tool, a medicine, to help manage her symptoms, but found there were no effective options available. I delved into the published research, and slowly discovered decades of investigations into sensory stimulation and memory. Eventually I was able to construct some sensory stimulation tools based on that research that helped with my Grandmother's symptoms ... This was the genesis of Memory Lane TV."*

Memory Lane TV serves as a low cost complement to standard medical and pharmacological therapies. It can be customized to individuals or groups by tailoring the program's video, still images, sounds and aromas to the unique needs of the individuals or groups, and their care partners.

Memory Lane TV can be used in group settings such as adult care communities with memory-care units, or at home in family settings. As Diane Kibbin, director of operations at ocean View, a facility in Falmouth Maine explains, *"Memory Lane TV is a simple and cost-effective solution that is absolutely ideal in group settings for engagement and communication. We pause on particular images, we laugh together, everyone loves it!"*

At home, family members find that the service gives them a way to connect again with their loved one. Angie Hunt, who used Memory Lane TV at home with her mother, shares, *"Mother was born in Poland and loved Polka ... Memory Lane TV created a personalized film for her, filled with family photographs and home videos. Adding her favorite songs made the magic happen. We were able to reconnect with her story and her old self. This is a truly unique and mind-blowing service."*

According to Co-founder and COO, Matthew B. Murrell, preserving relationships between dementia sufferers and their loved ones is one of the most potent benefits of Memory Lane TV. *"Our service provides a shared experience that enables people living with memory loss and their care partners to come together and re-connect in the present moment."*

Memory Lane TV is available on Apple TV, Roku, Amazon Fire, and on personal devices equipped with iOS. For more information about Memoro, Inc. and www.memory-lane.tv, please see www.memory-lane.tv or contact Matthew B. Murrell (matthew@memory-lane.tv).