Dr. Steve Sands  
Sands Research Inc.  
Cognitive Science Seminar  
Institute for Intelligent Systems  
October 30, 2019  
FIT 405, 4-5pm

For the tenth public lecture of the Fall 2019 Cognitive Science seminar on multimodal communication, Dr. Steve Sands will discuss his research surrounding sensory neurophysiology and cognitive neuroscience as they relate to evoked potentials and EEG data.

Dr. Sands is the Chief Science Officer and Chairman of Sands Research Inc. and an Adjunct Professor in the Department of Electrical Engineering and Computer Engineering at The University of Texas at El Paso.

After the sale of his first company, Neuroscan Inc., which became the largest supplier of EEG equipment and software to its market, Dr. Sands and his research team initiated years of research and development into the brain’s response to advertising. The result is Sands Research Inc. patent pending software (Neuromedia™) that analyzes and scores media by a target subject group’s engagement (The Sands Research Neuro Engagement Score™ or NES).