THE LAZER

POWERED by HANDLE FITNESS™

CONFIGURED FOR GAMEDAY

The Lazer features patented technology that develops players ball handling in a way that simulates the exact movements and skills needed to excel on the court.

Keep Those Eyes Up

Lazer forces players to keep their eyes up and focused on what's in front of them. Building this skill is crucial to success on the court.

Read and React

The Lazer requires players to read and react to the commands, helping build reaction time and court vision while improving their ball handling.

Faster Footwork

The Lazer pairs movements together that will help improve a players footwork. Giving them that one step advantage on the court.

Alter Speed - Develop Rhythm

The Lazer will have players adjusting speed and developing rhythm while practicing. Letting them smoke defenders on the court.

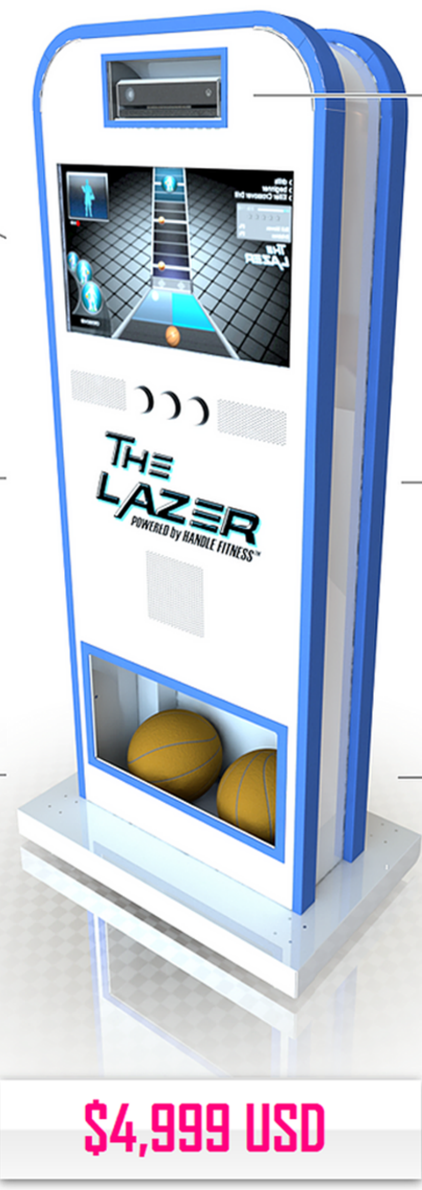
THE LAZER 900

The Lazer 900 is the ultimate trainer tool for the ultimate trainer. Made specifically for teams, training facilities, and basketball training camps, the Lazer is our most prominent product that will have your players getting better handles in no time.

TOUCHSCREEN
26" high-definition responsive touchscreen delivers highly immersive experiences

EASY-CLEAN SURFACE
Edge-to-edge polycarbonate cover is durable and easy to clean

STEADY + PORTABLE
Industrial-grade ball bearing casters mounted to a steady base allow for easy mobility



CAMERA
Cutting edge infrared camera and motion detection system ensures accurate move capture

SOLID FRAME
Aluminum frame ensures longevity and durability for years to come

PLUG AND PLAY
Simply plug in the power cord, turn on, you're ready to go.

$4,999 USD

THE LAZER 500

The Lazer 500 is made for the trainer, coach, or player who is on the go. This portable unit can easily travel and help your players develop their ball handling regardless of where you are. Perfect for basketball tournaments, traveling basketball camps, and for in home use.

$3,999 USD

THE LAZER 100

The Lazer 100 is the most portable and smallest version of the Lazer. Similar to an Apple TV or Roku, the Lazer 100 simply plugs into your TV or monitor via HDMI and is ready to go. This unit is great for facilities with a wall mounted tv and in home use!

$2,999 USD

THE LAZER
POWERED by HANDLE FITNESS™

PROUD OWNERS OF THE LAZER™ INCLUDE:

Dallas Mavericks · Utah Jazz · Indiana Pacers · Atlanta Hawks · Detroit Pistons

Kansas Jayhawks · Cal · Michigan State · Ohio State · Arizona

UCLA Bruins · San Diego State · Marquette · Lobos · Miami Hurricanes

Georgia Tech · Iowa Hawkeyes · Creighton · Florida Gators · K-State Wildcats

South Dakota State Jackrabbits · Dartmouth · Indiana · Notre Dame · IMG Academy

Kentucky · Stanford · GCU · Nagasaki Velca

THE LAZER POWERED by HANDLE FITNESS™

SCIENTIFICALLY PROVEN. OBJECTIVE RESULTS.

Are you a good decision-maker on the court?

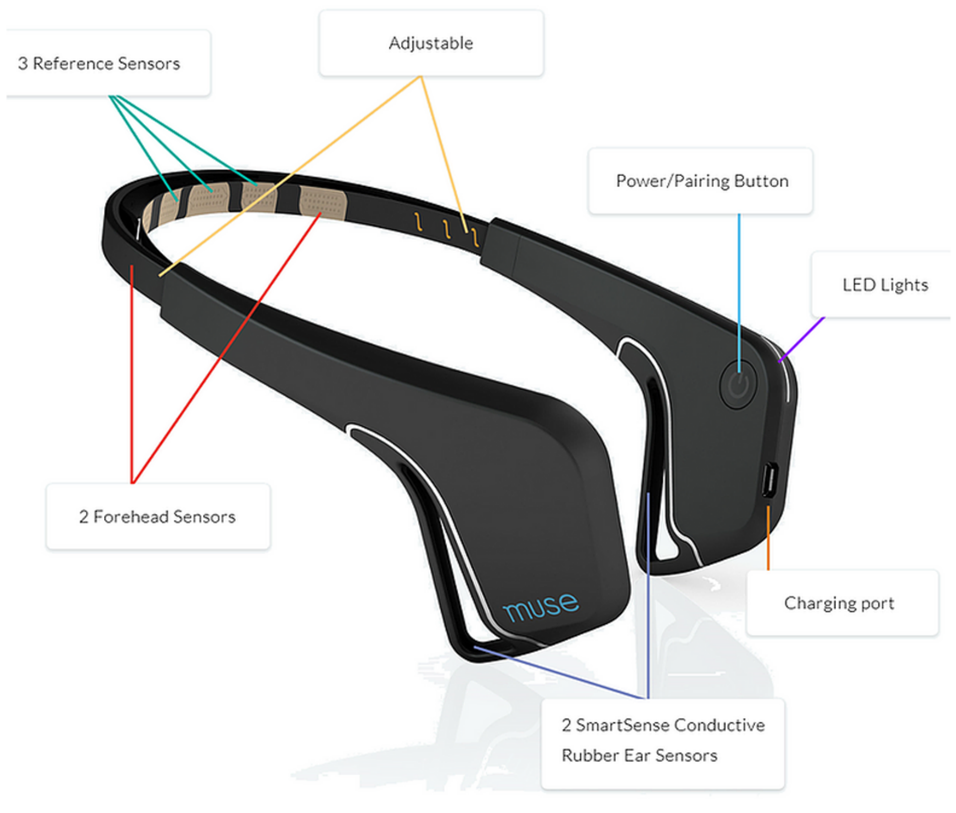
Arizona-based sports performance company *Handle Fitness®* has developed a decision training program for basketball players called **THE LAZER™ 900**. The purpose of the program is to train basketball players to make decisions quickly and correctly, similar to a game situation. The question of interest was whether training this specific skill makes changes in the brain patterning of highly skilled basketball players and whether this relates to successful decision-making on the basketball court?.

- This independent pilot study investigation suggests that the brain training patterns on The Lazer™ 900 were significantly related to decision-making both in the lab and on the court. Additional research could tease out changes over time with this type of training and compare changes in the brain with changes in performance both during Lazer™ 900 training sessions and during on-court performance.

Dr. Debbie Crews Ketterling Ph.D
Mayo Clinic- School of Biological and Health Systems Engineering
Sport Psychophysiologist at Arizona State University (ASU)

INDEPENDENT PILOT STUDY

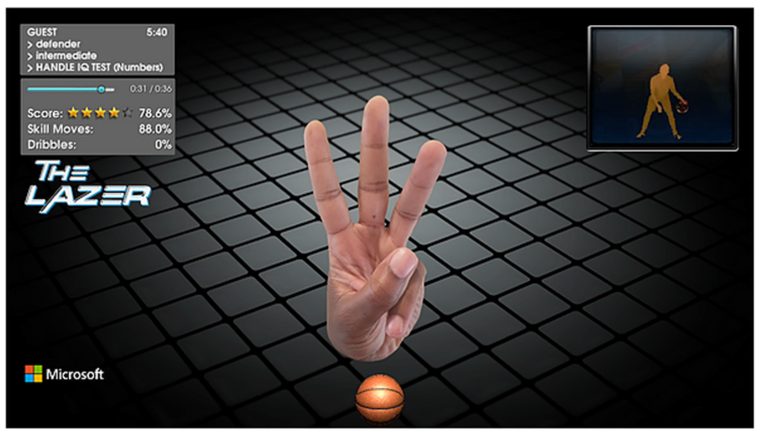
Two (2) highly skilled basketball players completed three levels of difficulty for each of three training programs in a laboratory situation and on a real basketball court. One (1) player had experience on **The Lazer™ 900** and the other player was a novice (had never completed the workouts on **The Lazer™ 900**). A Muse headset (fig. 1) was used to collect electroencephalogram (EEG) brain activity from the prefrontal area of the brain. This is called the "Executive Function" area and is responsible for making decisions regarding focus of attention, or it decides what to focus on at each moment in time. The data were collected from the left prefrontal cortex (FP1) and the right prefrontal cortex (FP2). The left side of the brain is the analytical, logical, verbal processing area and the right side of the brain is intuitive, imaginative and creative processing. EEG is measuring conscious processing; however, a measure we have developed and patented (Synergy) trains the conscious brain to engage the subconscious mind for performance (balancing the conscious and subconscious mind). 35 plus years of research indicates this to be the pattern related to best performance 1s before motion and it can be successfully trained using neurofeedback



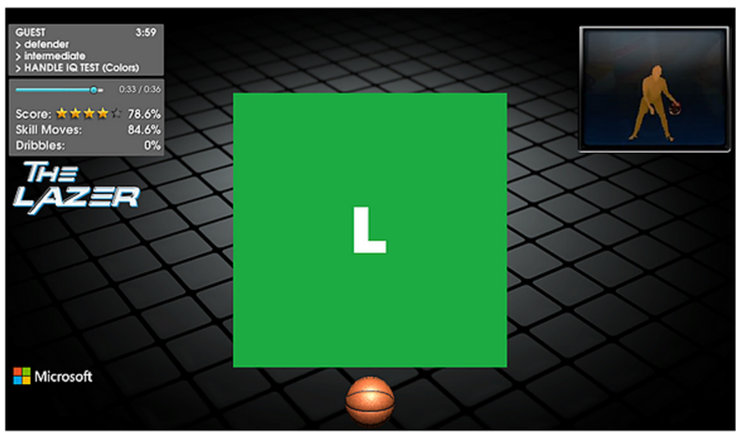
For the purpose of this investigation prefrontal brain activity on the left and right side were measured along with synergy on the left and right side of the brain before, during the training and afterwards and these measures were compared with on-court performance (basketball dribbling in the lab with **The Lazer™ 900** and decision-making while competing during the real sport). Any artifact (interference with the signals due to eye blinks or muscle tension) were automatically removed from the data prior to analysis. It was hypothesized that better performance would be correlated with higher levels of synergy. A basketball player will first go through the processing of all the incoming information and then will decide which move to make. Past research has suggested that successful decisions come from the subconscious mind and during this phase of decision making the conscious mind will be in balance or synergy (done processing).

TESTING ON THE MACHINE

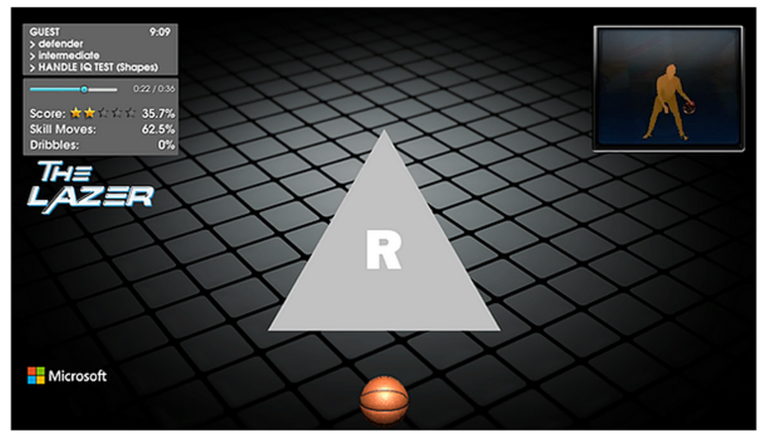
Both players completed three (3) levels of difficulty from *BEGINNER*, *INTERMEDIATE*, to *ADVANCED* over three (3) decision training programs covering NUMBERS (fig. 2), COLORS (fig. 3), and SHAPES (fig. 4) on **The Lazer™ 900** in the **Opti Brain Laboratory**.



(fig. 2)



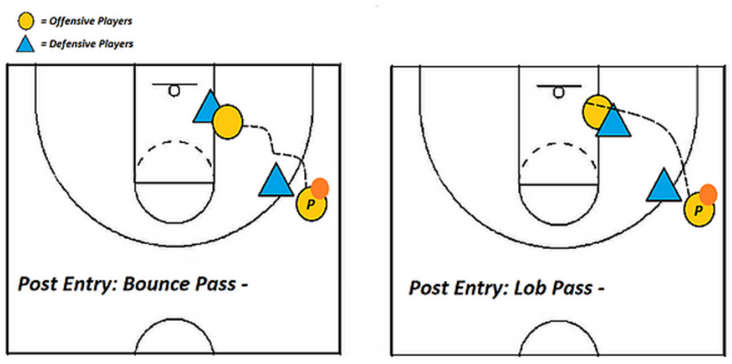
(fig. 3)



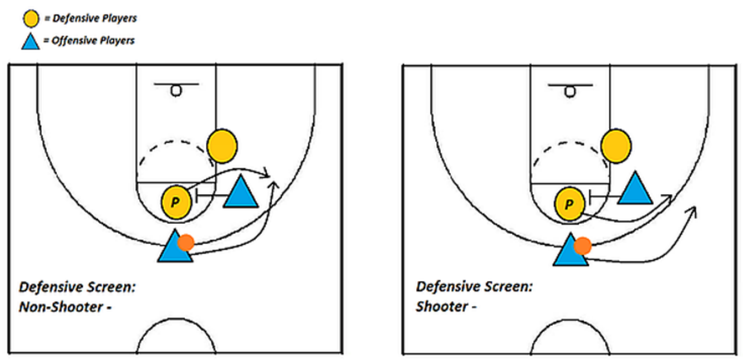
(fig. 4)

TESTING ON THE COURT

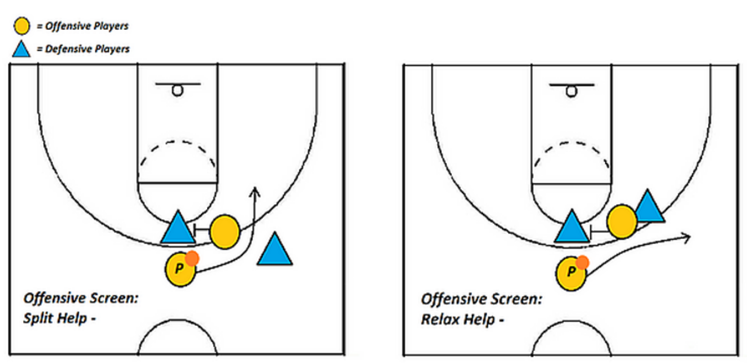
The novice player also completed three (3) decision-making tasks on the basketball court including a POST ENTRY PASS (fig. 5), READING A DEFENSIVE SCREEN (fig. 6), and READING AN OFFENSIVE SCREEN (fig.7).



(fig. 5)



(fig. 6)



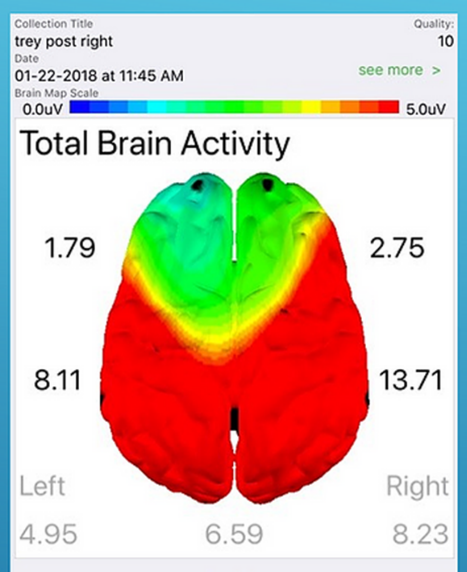
(fig. 7)

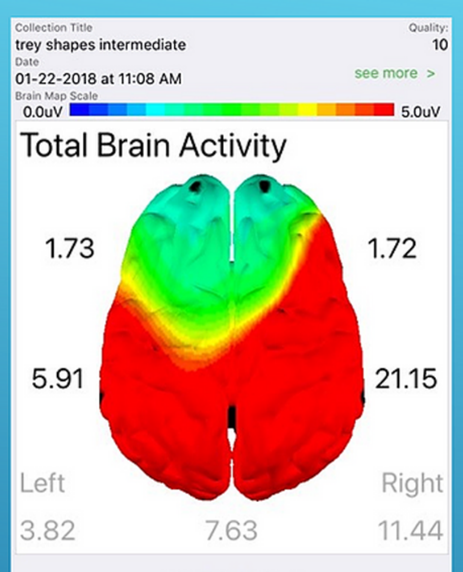
LAB RESULTS

The results of the laboratory and on-court testing were combined and indicated a significant correlation **(r = .54, p=.046)** between the performance score (p) on each task with the percentage of synergy (r) in the brain (indicating a balanced conscious brain allowing the subconscious to perform). This can be seen in the brain maps of both the novice and skilled **Lazer™ 900** basketball player, displayed in fig. 8. Interestingly, the resting Synergy measure of both basketball players also increased 2% from the pretraining measure to the posttraining measure. These results would suggest that there is a relationship between the decision skill training of The **Lazer™ 900** with the performance score of the athlete and that the athlete is creating a balanced conscious mind allowing the subconscious (automatic processing mind) to decide. There was no detectable difference between the laboratory task and the on-court tasks.

Handle Fitness®: The Lazer™ 900

PLAYER ON-COURT VS ON LAZER 900





This player was right handed and naturally more left sided (logical, analytical) in his resting brain measure (or in life). When he plays basketball he becomes more right sided in his decision making process (which is related to better performance in the research). However, when he was asked to move to the left side of the court (more challenging for him) his left prefrontal measure became dominant over his right side measure indicating he was processing more to complete the task than when he moved right. He was successful in both situations.

#LAZERFOCUSED