



Region Graz - Pilot Action Retrobrain - “Memorbox” - Serious Gaming for Seniors

Mobility in old age is one of the main issues for seniors to remain their independence. The ageing population and an increase of diseases are leading to a cost explosion in health care. Therapeutic games can help seniors to stay fit & connected and empowers caregivers in a playful way.

With their solution “Memorebox” the company Retrobrain R&D developed an easy-to-use therapeutic gaming software solution which should

- reduces the risk of falling,
- reduces cognitive decline and
- promote social inclusion.

During the pilot action we work together in further developing the gaming content for the Austrian customer market in focusing on the phase of understanding the users needs in Austria, conceptualizing those needs together with seniors and experts and testing the product to be used more independently by seniors.

You want to know about methods we use to integrate users feedback and listen to „out of the box“ Start-ups? Join our session on 13th of July from 09:00 - 09:35 with Retrobrain R&D

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