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Shionogi to launch business involving brain activation through sound stimulation

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To develop services based on the integration of dementia care into daily life



Japan-based Shionogi & Co., Shionogi Healthcare & Co. and Pixie Dust Technologies, Inc. (PxDT) have entered into a business partnership agreement to launch a business involving brain activation through sound stimulation.

Based on the Partnership Agreement, Shionogi Healthcare and PxDT will proceed with discussions toward commencing the sale and promotion of "products for ordinary households that use sound", with the aim of beginning sales in spring 2023. PxDT will work on the development of this product, Shionogi and PxDT will continue their joint research on"brain activation and improvement of cognitive function through sound stimulation".

One of the characteristics of cognitive dysfunction is reported to be a decrease in certain rhythmic activity (gamma waves) in the brain.· Since December 2021, Shionogi and PxDT have been collaborating on the development of new services focusing on changes in brain rhythmic activity caused by sensory stimulation, based on the concept of "enabling long-term intervention and dementia care by naturally stimulating the five senses in a way that is integrated into daily life."

While conducting that research, they identified "sounds" that may intensify certain rhythmic activity (gamma waves) in the brain. They are currently working to build further evidence to underpin the development of services through "sound," such as natural processing of TV sounds and music to enhance brain activity for specific rhythms.

Image caption- (L-R)- Hiroyuki Kobayashi, Vice President of New Business Promotion Department, Shionogi & Co.; Satoru Yoshimoto, President of Shionogi Healthcare & Co.; Taiichiro Murakami, Representative Director of Pixie Dust Technologies, Inc.; and Yousuke Miharu, Corporate Officer, Senior Vice President of Integrated Disease Care Division, Shionogi & Co.