



## NEWS & INFORMATION

### Biofeedback Gives AC Milan the “Mental” Edge Going Into Crucial Soccer Final

Berlin, Germany ---- Dr. Bruno Demichelis, world-renowned sports psychologist, addressed the BFE's Annual meeting in Berlin on AC Milan's use of the Mind Room and Sport Psychology /Sports Medicine. The MindRoom, which includes Thought Technology's ProComp Infiniti/ BioGraph Infiniti, is considered the secret weapon that helped AC MILAN defeat Manchester United 3-0 and advance to the Champions League Football final on May 23rd, 2007 in Athens, Greece. Dr. Demichelis demonstrated the remarkable increase in Heart Rate Variability that AC Milan athletes achieved, and how important all players now take this part of their training. Dr. Demichelis also demonstrated their successful use of Biofeedback and Neurofeedback to prepare for penalty kicks and 'regenerate' after a strenuous workout. Dr. Demichelis also found the time to teach 7-8 year old Berlin Footballers some secrets of emotional control using Biofeedback. (See below)





*From left to right - Dr. Erik Peper, President of the BFE, Dr. Bruno Demichelis - For 20 years the Head of Sports Science for AC Milan Football Team, Dr. Vietta 'Sue' Wilson, author of 'Optimizing Performance and Health' BFE Suite, Lawrence Klein, V.P. of Thought Technology and Luca Righetto, Italian Distributor of Thought Technology.*

Dr. Vietta 'Sue' Wilson, of Toronto, Canada, gave an hour introductory lecture on Biofeedback and Neurofeedback's use in Sport Psychology. The next annual Biofeedback Foundation of Europe meeting takes place February 19th -23rd 2008, in Salzburg, Austria <http://www.bfe.org/meeting/12th/Salzburg.pdf>

#### **BFE WORKSHOPS COMING TO MONTREAL, CANADA, JULY 9-10th**

Dr. Vietta " Sue" Wilson will be teaching her workshop, "Optimizing Performance & Health", and is renowned for her work in sports psychology since 1971, having taught biofeedback assisted self regulation at the graduate and undergraduate level; The workshop takes place from July 9-10th at UQAM (the University of Quebec at Montreal) campus <http://www.bfe.org/events.html>

**The Biofeedback Foundation of Europe is a non-profit organization located in the Netherlands. The BFE was founded to promote greater awareness of biofeedback among European health professional, and, through training workshops, educate clinicians in the use of Biofeedback and Neurofeedback techniques and technology.**

**Contact: Biofeedback Foundation of Europe  
Mark Schwartz  
[projectmgr@bfe.org](mailto:projectmgr@bfe.org)  
[www.bfe.org](http://www.bfe.org)**