

# THE BRAIN

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Made with love in Barcelona, Spain. Inspired by Colorbind for iPhone.

## PARIETAL LOBE

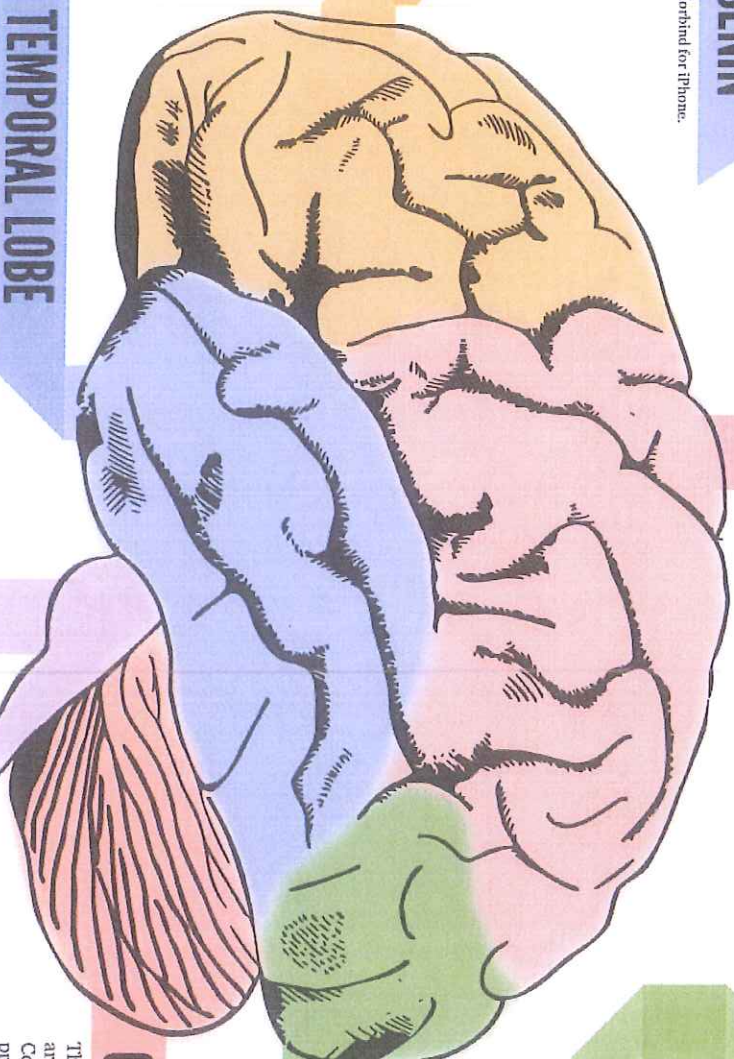
The Parietal Lobe plays an important role in integrating information from several senses. Also processes spatial orientation, some parts of speech, visual perception, and pain and touch sensations.

## OCCIPITAL LOBE

The Occipital Lobe is the visual processing center of the brain. It contains most of what is referred to as the "visual cortex". It is also the part of the brain where dreams originate.

## FRONTAL LOBE

The Frontal Lobe deals chiefly with cognition and memory. Ability to concentrate, judgement, consequence analysis, problem solve, plan, personality (including emotional traits).



## TEMPORAL LOBE

The Temporal Lobe is the chief auditory receptive area and contains the Hippocampus, which is the chief region where long-term memory is formed. Also deals with high-level visual processing (faces & scenes).

## BRAIN STEM

Serves as brain's warning system and sets alertness level.

## CEREBELLUM

The Cerebellum chief function are motion-related activities. Contributes to coordination, precision, accurate timing, but does not initiate movement. Regulates fear and pleasure responses, and some cognitive functions such as attention and language.