

# i-BrainTech Partners with Juventus FC for North Americans Fans Tour

*Feature Interactive Event Activations on  
June 11 & June 15 in Toronto and Boston*

TEL AVIV, YAFO, ISRAEL, June 11, 2025  
/EINPresswire.com/ -- [i-BrainTech](#),  
pioneers in sports neurotechnology  
and creators of the world's first brain-  
controlled video platform for elite  
athletic training and performance,  
today announced they are partnering  
with Juventus FC, Italy's premiere  
soccer club, as part of the North  
American Fans Tour 2025.

i-BrainTech's platform is a sport-specific training game powered entirely by the mind. Through real-time neurofeedback and brain data, it offers insights into cognitive traits such as focus and motor control. This supplemental off-field training helps players increase training time without physical fatigue, strengthen neuromuscular control, refine motor skills, and accelerate return-to-play post-injury.



On Wednesday, June 11 from 10am - 4pm, i-BrainTech will have a special activation event at Juventus Village Toronto as part of the city's official [Juventus Fan Club](#). The event, at Sankofa Square, features a brain challenge booth which will challenge fans to experience an engaging hands-on experience that tests their motor skills and focus, and compete against one another using brain-controlled training technology. This all-day event will also feature exhibits from technology partners, interactive fan experiences, player meet & greets and giveaways, and is expected to draw thousands of local supporters.

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*Juventus Football Club*

On Sunday June 15 from 10am-4pm, I-BrainTech will once again join [Juventus Village in Boston](#) at Hanover St and J Fitzgerald Rd with their brain training technology challenge. The day also includes photo opportunities with Juventus legends, fan engagements and prizes.

With the support of Juventus' top-tier professional staff, i-BrainTech has developed individualized neuro-training programs designed to enhance tactical awareness, motor control, and mental resilience—three critical pillars for elite player development. i-BrainTech was named Juventus' "Innovation of the Year" in 2023, recognizing its groundbreaking contribution to performance training at the elite level.

Both events are free and open to the public.

i-BrainTech's technology has a global footprint, currently used by soccer clubs in over 12 countries across Europe and the U.S., with plans to expand into additional sports.

For a demo of i-BrainTech click here and for more info visit <https://www.i-brain.tech/>

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