

HAI4M CEO Jason Chen & Renowned Brain Scientist Dr. Newton Howard Release Book on Unlocking Cognitive Intelligence

Unlocking Cognitive Intelligence advances HAI4M's mission to unite cognitive knowing with embodied action through Brain–Body–Behavior Intelligence via AI x HAI

SILICON VALLEY, CA, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- HAI4M today announced the release on Amazon of *Unlocking Cognitive Intelligence: AI vs. Authentic Intelligence*, a pioneering two-volume work co-authored by HAI4M CEO and Founder Jason Chen and renowned brain-computation and cognitive scientist Dr. Newton Howard.

Developed through the AI × HAI Lab, an affiliated nonprofit research lab of HAI4M, the book addresses three defining questions of our age: How did AI acquire cognitive “intelligence”? What still separates artificial intelligence from Human Authentic Intelligence? And can AI × HAI co-evolve toward a new form of superintelligence?

Moving from algorithms, probability, attention, emergence, and world models to embodied agency, memory, emotion, ethics, and knowing–acting unity, the book introduces a Cognitive Phenomenology of AI—a new framework for understanding not only how machines process what is already known, but how intelligence may develop the capacity to know, act, bear consequence, and become wisdom.

The book argues that the future evolution of AI must move beyond abstract cognitive intelligence toward true knowing unified with action. Intelligence cannot mature through computational scale and prediction alone; it must enter the world through embodiment, action, feedback, persistent memory, responsibility, and continuous learning. This unity of knowing and acting forms a foundation for the future of embodied AI.

“The future is not simply about making AI more powerful. It is about enabling intelligence—human and artificial—to become more embodied, responsible, and life-serving,” said Jason Chen. “AI can expand the power of knowing; Human Authentic Intelligence must give that power purpose and direction—and transform knowing into responsible action and wisdom.”

This vision lies at the heart of HAI4M's mission to build an integrated Brain–Body–Behavior Intelligence platform through its IBB framework.

IBB understands intelligence and human function as one living cycle: intention and cognition arise through the brain and nervous system; capability is embodied through movement and physiology; action unfolds as behavior in the world; and experience returns as feedback, adaptation, learning, and neuroplastic change.

For people living with stroke, spinal cord injury, Parkinson's disease, traumatic brain injury, ALS, dementia, and other neurological conditions, brain, body, and behavior do not fail separately. Intention may remain, yet the body may no longer enact what the person knows, wills, or seeks to accomplish. Recovery therefore requires more than strengthening muscles or repeating isolated movements. It requires restoring the living unity of intention, perception, bodily action, and meaningful function.

This is the essence of what HAI4M's intelligent solutions aspire to accomplish. By integrating rehabilitation robotics, immersive virtual reality, brain-computer interfaces, sensing, and AI, HAI4M seeks to help patients re-cultivate and relearn functional capability by reconnecting cognitive knowing with the body's capacity to act:

Brain intention □ Embodied action □ Functional behavior □ Intelligent feedback □ Personalized restoration

Robotics can support, guide, and progressively challenge movement. Immersive environments can give movement purpose, context, and meaning. Sensing can make bodily performance measurable, while AI can learn from each interaction to personalize what comes next. Within this closed loop, patients do not merely receive therapy—they progressively relearn how intention becomes movement, movement becomes capability, and capability returns them more fully to life.

The book therefore gives HAI4M's technological mission deeper scientific and philosophical meaning. What future AI must acquire to become truly embodied—the unity of knowing, acting, feedback, consequence, and learning—is, in a profound human sense, what patients must relearn to restore function. One illuminates the evolution of intelligent machines; the other serves the restoration of human capability.

The work brings together two complementary intellectual journeys. Dr. Howard is a leading scientist in brain computation and cognition and a distinguished professor at the Rochester Institute of Technology, having previously held academic positions at the University of Oxford, MIT, and Georgetown University. He founded the MIT Mind Machine Project and Synthetic Intelligence Lab, as well as the Howard Brain Sciences Foundation and C4ADS. His work spans computational neuroscience, comprehensive brain modeling, cognition, memory, neurotechnology, and artificial intelligence.

Chen is a visionary entrepreneur and interdisciplinary thinker, Director of the AI × HAI Lab, CEO

and Founder of HAI4M, and a lifelong practitioner and advocate of Eastern wisdom and philosophy. His work brings together global rehabilitation technology, embodied intelligence, artificial intelligence, and the wisdom traditions of Yogācāra, Daoism, and Confucian self-cultivation.

Their collaboration unites the scientific quest to understand and model intelligence with the philosophical quest to illuminate what makes intelligence authentic, embodied, responsible, and wise. At once scientific, philosophical, and visionary, Unlocking Cognitive Intelligence asks not merely how intelligent AI may become, but how knowing becomes action, how action becomes learning, and how AI and humanity may evolve together—expanding intelligence while restoring human capability.

For HAI4M, this inquiry is inseparable from its purpose: to apply the power of AI not to distance intelligence from human life, but to reconnect intention with action, restore capability through the body, and return independence, agency, and possibility to people's lives.

About HAI4M

HAI4M—Human AI for Mobility, Movement, Medicine & Mankind—leverages its global leadership in robotic and virtual-reality technologies for functional care while aspiring to build the world's leading integrated Brain-Body-Behavior Intelligence platform. Together with its affiliated companies, Hocoma AG and Motek Medical B.V., HAI4M integrates rehabilitation robotics, immersive VR, BCI, neurotechnology, artificial intelligence, movement science, data intelligence, and clinical expertise to advance neurological rehabilitation, functional restoration, brain health, and human performance.

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