

FOR IMMEDIATE RELEASE

Brain Candy Launches Full Release on Meta Quest: A VR Experience in Rhythmic Light and Perception

Brain Candy is a virtual reality experience that uses scientifically grounded techniques such as rhythmic flickering lights, fractal patterns, and binaural beats that have been shown to create consciousness altering effects. Since entering early access, Brain Candy has 2000 installs on Meta Quest, and maintained 4.5 stars, with users reporting a wide variety of use cases including relaxation, energy, hypnosis, meditation, and sensory play.

The full release includes new DLC collaborations with musician East Forest, dream researcher Dr. Deirdre Barrett, and visual artist Symmetric Vision, expanding the range of available experiences.

"Brain Candy explores how VR can influence mental states through rhythmic stimulation," said David Lobser, Lead Creative Developer at Brain Candy. "We're not creating games or traditional meditation apps, we're building immersive experiences inspired by research into visual perception, neural rhythms, and psychophysical effects which can be tailored for different uses."

IMPORTANT SAFETY NOTICE: Brain Candy features intense strobing visuals that are not suitable for individuals with photosensitive epilepsy or similar conditions. Users should consult the warnings page before use.

Key Features:

- Rhythmic light entrainment using frequencies explored in brainwave research
- Dynamic fractal patterns and geometric visualizations inspired by Heinrich Klüver's psychophysical research
- Synchronized binaural audio for multi-sensory stimulation
- Haptic vibrations synchronized with visual and audio rhythms
- New DLC collaborations with East Forest (music), Dr. Deirdre Barrett (dream research), and Symmetric Vision (visual art)
- The effects are highly variable, and Brain Candy supports a wide variety of use cases

Brain Candy uses rhythmic visual flicker and sound to evoke strong perceptual and attentional effects, a technique historically explored in experimental psychology, electronic art, and ceremonial practices. Each "candy" represents a unique combination of audio-visual stimulation targeting specific mental states, from deep relaxation to heightened focus and creativity.

The app has been featured at consciousness research conferences and immersive art events, including poster presentations at the International Virtual Reality Healthcare Association (IVRHA) conference in 2024, dome shows at ETH Denver 2024-2025, and performances at the

Fisk Planetarium in Denver. The development team collaborates with organizations focused on research into consciousness and altered states such as Sensoria, the Qualia Research Institute, and the Cyberdelic Nexus.

"Brain Candy was inspired by professional flicker light devices like the Lucia and Roxiva, which cost hundreds to tens of thousands of dollars," said Lobser. "I wanted to make these consciousness-altering experiences accessible through affordable VR technology."

Users report employing Brain Candy for everything from stress relief to creative inspiration. Some describe it as "the trippiest meditation app yet," while others call it "a brain massage you don't want to end."

Brain Candy has been in early access since 2025, with ongoing updates and expanding content releases.

Platform: Meta Quest (VR)

Price: \$9.99 (Base App) with DLC options

Website: braincandy.app

Launch Date: January 29, 2026

Review copies are available to journalists and content creators through the Brain Candy press kit at braincandy.app/press.html

About Brain Candy LLC

Brain Candy LLC creates immersive VR experiences exploring consciousness through rhythmic audio-visual stimulation.. Drawing inspiration from experimental psychology and electronic art traditions, the company develops tools informed by neuroscience research for personal exploration, creative work, and wellness applications. Based in the USA, Brain Candy LLC collaborates with consciousness researchers, musicians, and visual artists to expand the language of VR as a medium for perceptual exploration.

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Subject Line: "Press Inquiry - Brain Candy"

Press Kit: braincandy.app/press.html

YouTube: [@BrainCandyApp](https://www.youtube.com/@BrainCandyApp)

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High-resolution images, video assets, and additional information available in the Brain Candy press kit.