



IN A WORD : **SECURE.**

<http://www.wordlock.com/press.html>

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## The Key to a Good Memory is “Chunking” With Words

- Chunking puts a group of items into a single item that is easier for our brains to remember. Consider “chariot” and “iaoraht.” The letters are the same for both, but the first letter group spells a word, and thus makes one “chunk”: chariot. In the second group, we must remember a sequence of seven separate letters, because iaoraht has no ready meaning.
- A mental trick that helps chunking is to use mnemonics. Mnemonics (pronounced with a silent “m”) are clues that can help you remember something, usually by associating the information you want to remember with a visual image, sentence or word.
- Common types of mnemonic devices include visual images (using the mental picture of a salami to remember the name “Sal”), sentences (“King Paul called out for Gus and Sam” for the taxonomy: kingdom, phylum, class, order, family, genus and species) and acronyms (“FACE” for the notes on the treble music staff).
- Numbers are harder to remember than words. Professional memory experts advise you reduce the amount of numbers you need to remember. With cell phones, you can simply assign a person’s name and face to a number. For PIN numbers on bankcards, you can assign letters to the numbers and make a word you can remember.
- When given a choice, you can also buy products with words instead of numbers. There are home security systems that activate on words instead of numbers and combination locks that use words instead of numbers, both of which make it much less likely that you will get locked out of the house or your gym locker.

### LINKS

“Improving your Memory, Tips and Techniques for Memory Enhancement,”

[http://www.helpguide.org/life/improving\\_memory.htm](http://www.helpguide.org/life/improving_memory.htm) , April 28, 2009.

“A Guide to Memory,” Hawkeye Community College,

<http://www.hawkeye.cc.ia.us/faculty/lcrawford/A%20GUIDE%20TO%20MEMORY.pdf> , April 28, 2009.

Eastaway, Rob, “Remembrance of Numbers Past,” + Plus Magazine,

<http://plus.maths.org/issue31/features/eastaway/index-gifd.html> , April 28, 2009.

### About Wordlock, Inc.

Todd Basche, former VP of Software Applications at Apple, and Rahn Basche founded Wordlock in 2007 in Santa Clara, California, to create and manufacture combination locks that use letters instead of numbers. A patented algorithm maximizes the number of possible words on a Wordlock, with up to 100,000 different combinations on five letter dials. Wordlocks are made of hardened steel and come in luggage locks, bike locks, padlocks, cable locks and commercial locks. Wordlock won the Staples Invention Quest in 2004 and was named “Top 100 New Inventions” by The U.S. Patent and Trademark Office’s Invent Now America competition in 2008.