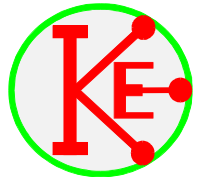


## Seeing Pink Elephants.



Stare at the elephant's body for 30 seconds and then look at the blank white screen below.



What do you see?

The eye has three types of colour cells, responding to the three primary colours of red, green and blue. Light falling on these colour cells is converted to electric voltages by the chemicals in each of the cells.

When you stare at the green elephant for some time, those cells responding to green light are stimulated and start to use up all of their chemicals. Changing the view to just a white background now stimulates all of the other colour cells where the image of the green elephant was. Since the signal from the green cells is weaker because their chemicals are exhausted, the red and blue cells produce stronger signals and so instead of seeing white a mixture of red and blue is seen. Red and blue make magenta and so a pink (magenta) image of the elephant is seen in the white space.

As the chemicals for the green cells recharge, the pink elephant will fade.

