

Market: Phoenix, AZ (12)

Est. Audience: 18,336

Est. Publicity Value: USD \$597



>>> and in a health alert for you this morning if you went to the movies this weekend, you may not realize the science that goes into some of those films. science in everything, isn't there? yeah, there is. and we are not talking about the great special effects we see but rather how our brains comprehend what's going on on screen, especially in these 3d films that we see so many of these days. researchers at barrow neurological institute are trying to understand why the brain becomes blind to many simple visual experiences and able to create an illusion. by studying

what happens when the brain looks at an illusion, researchers can separate what the eye itself picks up from the brain's interpretation of what is happening. there's a lot going on, more than seeing a movie, the fundamental processes that allow us to see a movie in this rich experience of 3d are the same processes that allow us to see 3d in the world. with this 3d research, doctors hope to solve a number of medical misteries such as autism and alzheimer's. >>>

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