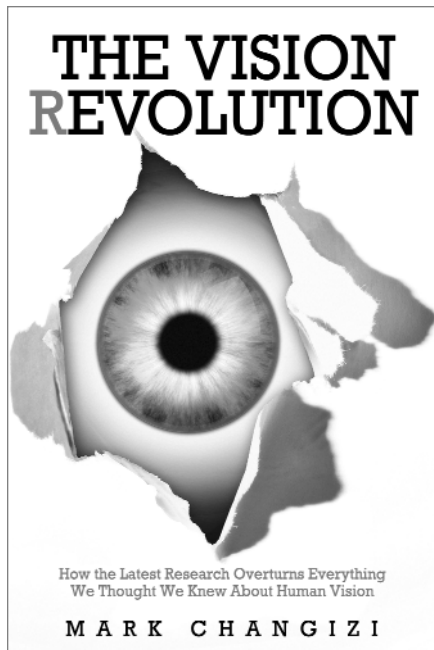


The Vision Revolution

How the Latest Research Overturns Everything We Thought We Knew About Human Vision

MARK CHANGIZI



The Vision Revolution reveals cutting-edge new research into the field of human vision from leading evolutionary scientist and neurobiologist Mark Changizi

Primates evolved binocular vision (both eyes facing forward) so that they could see in three dimensions, critical as they jumped from branch to branch. Higher primates developed color vision to better hunt out ripe fruit. Optical illusions succeed because they exploit the limitations of our visual processing. Wrong!

All of these beliefs are false, as groundbreaking research by evolutionary scientist and neurobiologist Mark Changizi now reveals. Changizi's research centers on the "why" of human vision. Why do we have binocular vision? Why do we see in color the way we do? Why do optical illusions work? And why are we able to absorb information by reading—a very new invention from an evolutionary perspective—more readily than by hearing, which we've evolved to do over hundreds of thousands of years?

The Vision Revolution answers these questions, and proves, with the detailed results of Changizi's fieldwork, that the answers are very different than traditionally believed. A radically new perspective of human vision is now emerging. *The Vision Revolution* is upon us.

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MARKETING

- ♦National campaign to science publications and media

OF NOTE

- ♦*The Vision Revolution* mentioned in the May 2008 issue of *Scientific American*
- ♦85 interior illustrations (18 full-color)

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MARK CHANGIZI is an assistant professor of cognitive science at Rensselaer Polytechnic Institute. Dr. Changizi's research has been written up in more than 75 magazines and newspapers worldwide including *Time*, *Newsweek*, *USA Today*, *Discover*, *New Scientist*, *Financial Times*, *Daily Telegraph*, *Scientific American*, *The Times of London*, *Natural History Magazine*, *Reuters*, *ABC News*, *MSNBC* and *FOX News*.