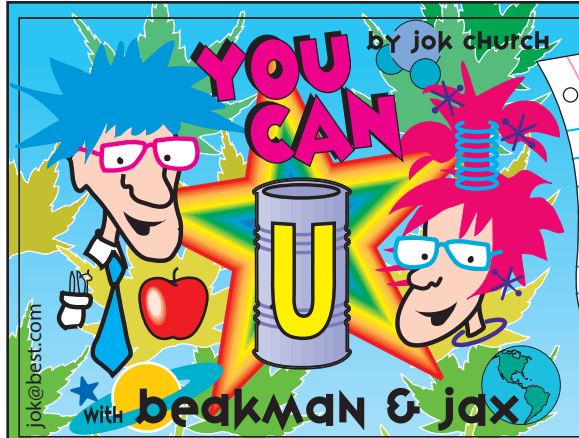




EMBARGOED  
 Until Release Date



Dear Beakman,  
 How do Magic Eye posters work? How are they made?  
 Alex Davy  
 London, Ontario

Beakman or Jax  
 P.O. Box 30177  
 Kansas City, MO 64112  
 Question, name & address

**experiment #1**  
 WHAT YOU NEED: Your sweet self  
 WHAT TO DO:  
 Hold the comic about 12 inches from your face. Look at the 3 dots. Get all peaceful and centered and let your eyes cross slightly. Let the 3 dots turn into 5 dots. The trick here is to let your eyes cross while still holding the image in focus. Being peaceful and quiet helps this a lot. Let your gaze drift downward away from the dots. You'll notice that the big

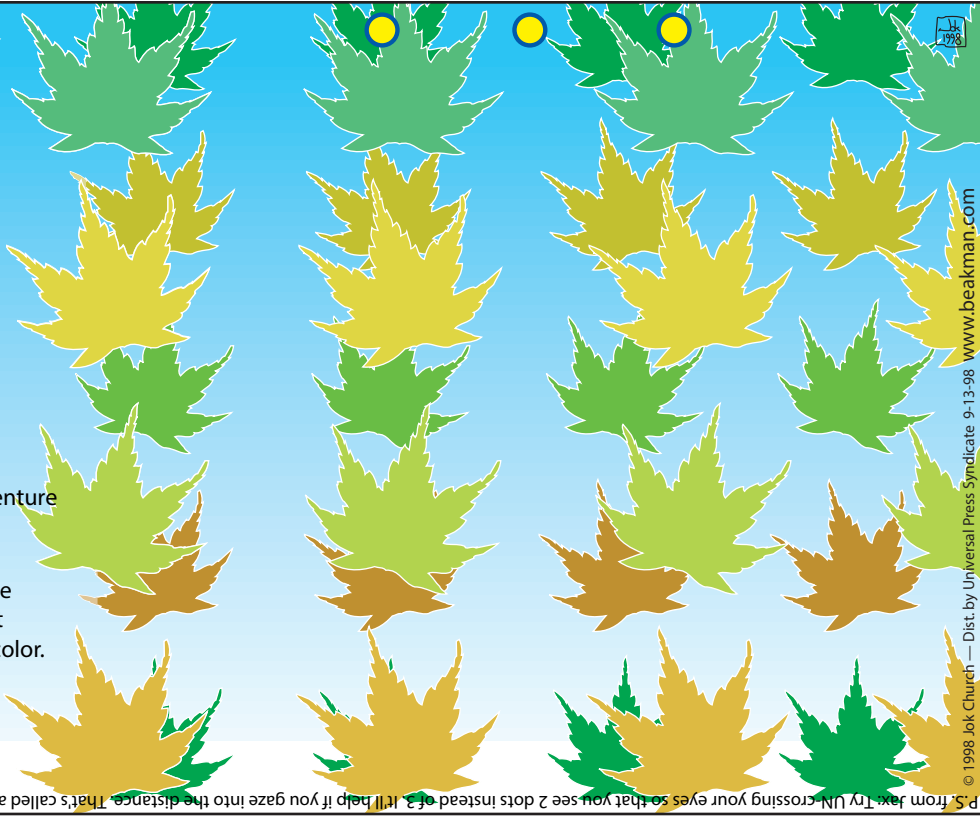
leaves are floating about 2 inches on top of the little leaves. Or are they?  
 WHAT IS GOING ON:  
 The repeating pattern of the big leaves is different from the repeating pattern of little leaves. When you cross your eyes, you're duplicating both patterns. But now they don't match anymore. The only way your brain can make sense of the new image is to move the little leaves backward. Then it makes sense.

Dear Alex,  
 Those posters and comics work because our brains like things in patterns. When we see a pattern that doesn't make sense, we force it into a form that does make sense.

Magic Eyes™ are computer-generated visual noise in repetitive patterns. But the computer messes with the repetition, and that tricks your brain into adding depth to the picture. Once depth is added to height and width, You Can see images — usually images of things like whales or birds.

*Beakman*  
 Beakman Place

It also turns this newspaper into an adventure in 3-D.  
 In the 1960s a psychologist named Bela Julesz experimented with 3-D images. He was trying to see if humans could detect distance without the clues of form and color. He made pictures of visual static. Our brains turn that static into images because it's the only way those pictures make sense.



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P.S. from Jax: Try UN-crossing your eyes so that you see 2 dots instead of 3. It'll help if you gaze into the distance. That's called averted view, and it's how you look at Magic Eye™ posters.