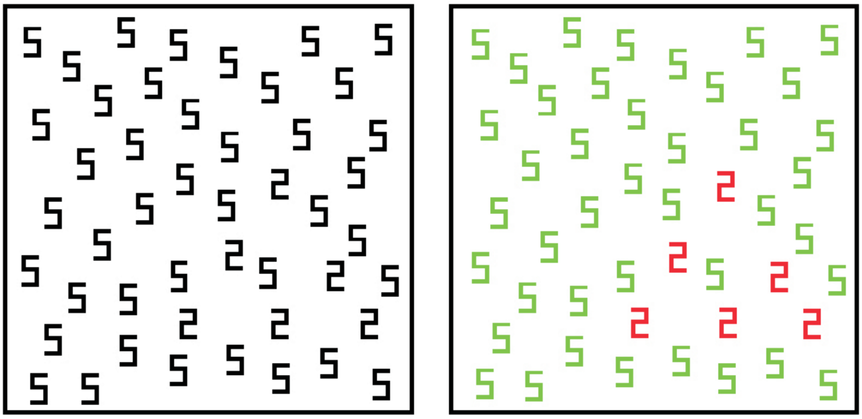

Figure 1:
Schematic representation of displays used to test whether synaesthetically induced colours lead to pop-out. Left: When presented with a matrix of 5s with a triangle composed of 2s embedded in it, control subjects find it difficult to find the triangle. Right: However, because they see the 5s as (say) green and the 2s as red, our synaesthetic subjects were easily able to find the embedded shape.

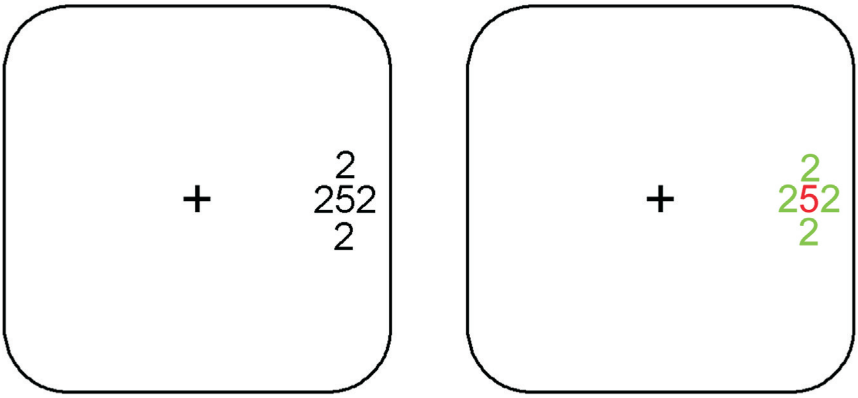

Figure 2:
A demonstration of the effect of synaesthetically induced colours on crowding. A single grapheme presented in the periphery is easily identifiable. However, when it is flanked by other graphemes, the target grapheme becomes much harder to detect. Synaesthetic colours are effective (as are real colours) in overcoming this effect.

Figure 3:
Pictorial representation of the fall off in synaesthetic colours with increasing eccentricity. Even though graphemes were scaled so that they were larger in the periphery, our two synaesthetic subjects reported that they no longer experienced colours when the graphemes were presented.

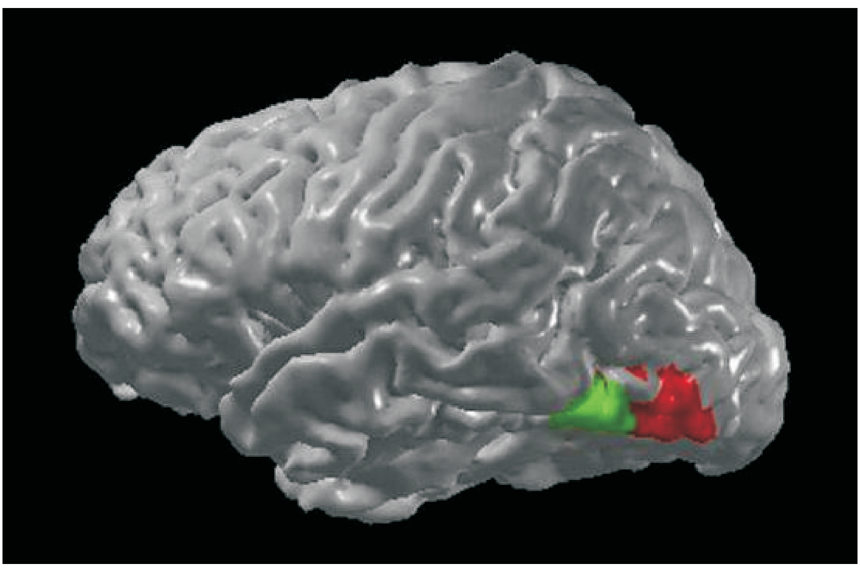

Figure 4:
Schematic showing that cross-wiring in the fusiform might be the neural basis of grapheme-colour synaesthesia. Area V4 is shown in red while the number-grapheme area is shown in green.

From:
V.S. Ramachandran and E.M. Hubbard
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A window into perception, thought and language'

JCS, **8**, No.12, 2001, pp. 3-34