

# San Francisco Chronicle

## Business Report

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### APP OF THE WEEK 'Color Uncovered'

**In a nutshell:** Are salmon always salmon-colored? When is an orange not orange? You'll never look at color the same way again after checking out this iPad app from the Exploratorium.

**Cool factor:** The San Francisco museum of science, art and human perception created "Color Uncovered" as a hands-on tour of the world of color. You'll learn why your eyes see a blue square that isn't there, why your brain sees a stationary yellow dot move and how Rembrandt and Renaissance painters tricked audiences into seeing blues and greens. And there are several videos of people describing a color — see if you can guess which ones.

**Note:** The app is free, but available only for the iPad.

