

New research reveals true identity of James Bond

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Psychologists Rob Jenkins (University of Glasgow) and Richard Wiseman (University of Hertfordshire) have employed a technique known as prototyping to discover exactly how Ian Fleming envisaged his world famous hero, and will reveal their findings at a free event at the Science Museum's Dana Centre, London tomorrow evening (Wednesday 7 March).

Most people are poor at describing a face that they have in their mind, but can easily pick out photographs of faces that resemble the image in their mind's eye. Previous research has shown that blending together several pictures of a person's face creates a highly accurate image of that person. Now the same technique has been used for the first time create a photograph of a fictional character.

In 1961, Fleming listed several actors that he thought had the right facial characteristics to play Bond. Jenkins tracked down images of these actors and used sophisticated software to blend them into a single composite image.

"The image allows us to turn back the hands of time, go inside Fleming's head and see how he envisioned Bond when he was writing his novels" commented Jenkins.

"The image shows a clean-cut, classic looking face which is far more Connery than Craig" noted Wiseman. "Perhaps this is another way of resolving the question of who is the best Bond."

The same technique has applications for increasing the accuracy of eyewitness testimony for crime, and could even be used by online dating sites to help people identify the types of face that they find most attractive.

The researchers will discuss their findings at a free evening event "The Scientist who Loved Me" at the Dana Centre – the Science Museum's adults-only bar and café for discussing contemporary science, health, medicine and technology.

The event will also reveal the perfect Bond theme tune and provide an insight into the psychology of lying, looking at the signs that give away a liar.

Families can find out more about being a spy in the Science Museum's new interactive exhibition The Science of Spying which offers curious young minds and intrigued adults a unique, entertaining and educational insight into the mysterious and daring world of spying. For more information visit: www.scienceofspying.com

- **The Scientist Who Loved Me**

- Dana Centre, 165 Queen's Gate, London SW7 5HD
- Nearest tube is Gloucester Road
- Our events are open to anyone aged 18 and over. This event is free, but places should be pre-booked by calling 020 7942 4040 or e-mailing tickets@danacentre.org.uk
- People across the UK and beyond can experience live events by webcast and more on www.danacentre.org.uk

Further information and images are available from Lauren Gildersleve:

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Notes to Editors:

- 1 The Dana Centre is a collaboration between the BA (British Association for the Advancement of Science) and The European Dana Alliance for the Brain (EDAB) making it unrivalled in its expertise and depth of knowledge of scientific and technological fields. The Centre is housed in the Wellcome Wolfson Building alongside the headquarters of the BA, EDAB and Science Museum offices.
- 2 The £9.8 million building has been provided by four major benefactors – the Wellcome Trust, the Wolfson Foundation, The Dana Foundation and the Garfield Weston Foundation.
- 3 The Science Museum exists to promote the public understanding of the history and contemporary practice of science, medicine, technology and industry. It aims to inspire, educate and involve visitors. It achieves this by building, researching and caring for the national collections; and by interpreting these collections and engaging the public in the contemporary issues they raise.
- 4 The BA is the UK's nationwide, open membership organisation dedicated to connecting science with people, so that science and its applications become accessible to all. The BA aims to promote openness about science in society and to engage and inspire people directly with science and technology and their implications.
- 5 The goal of EDAB is to inform the general public and decision makers about the importance of brain research. EDAB aims to advance knowledge about the personal and public benefits of neuroscience and to disseminate information on the brain, in health and disease, in an accessible and relevant way.
- 6 Nearest tube: Gloucester Road. There is no parking at the Dana Centre (except for disabled drivers). Residents' parking restrictions apply until 10:00pm.