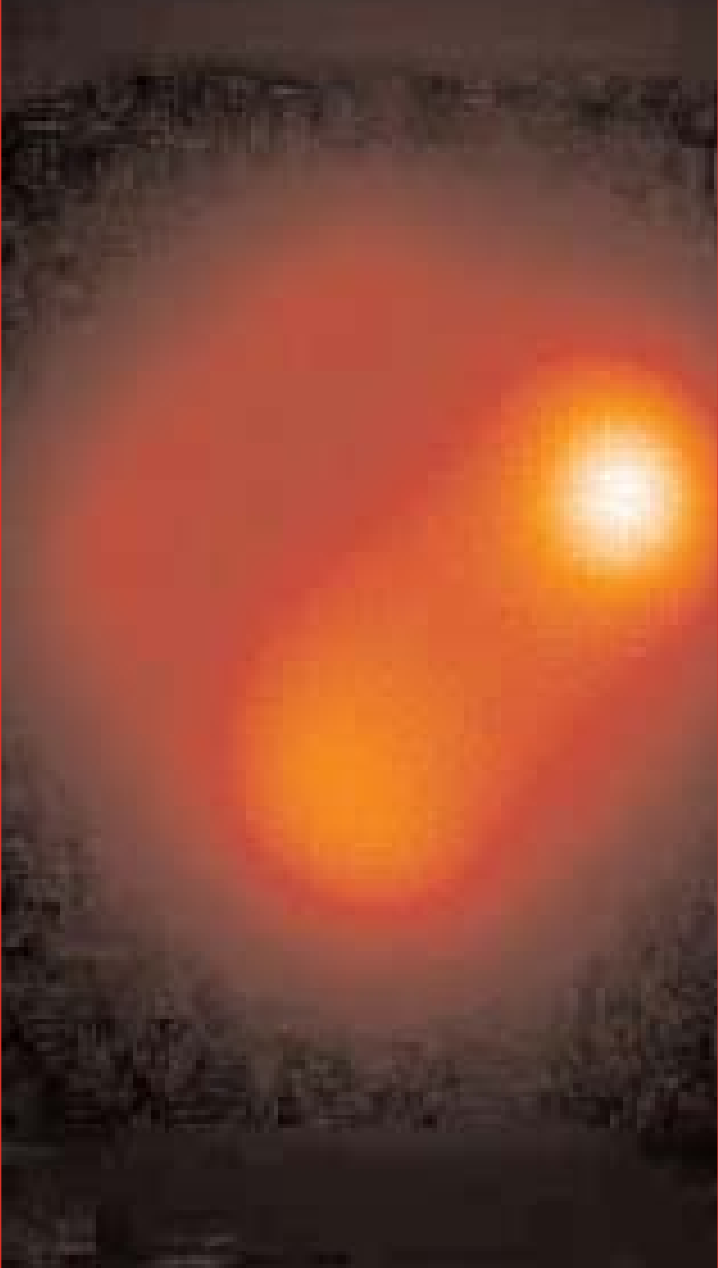


NEPTUNE OBSERVED FROM THE KECK OBSERVATORY WITH ADAPTIVE OPTICS.



**We think,
therefore we
look sharp.**

NEPTUNE OBSERVED FROM THE KECK OBSERVATORY WITHOUT ADAPTIVE OPTICS.



Space-based telescopes are expensive and hard to fix. So we were thinking that adaptive optics technology could iron out distortions in light waves caused by atmospheric turbulence. The result: earth-bound telescopes can collect images nearly as sharp as those generated by the Hubble—at a fraction of the cost. With that same knowledge, we're ushering in a new era of human eye health, with improved retinal imaging and more effective vision treatments. At UCSC, inventive ideas are as countless as the stars. If you're looking for a creative partner adept at turning innovation into application, join us at the edge.

UC Santa Cruz. Thinking at the edge.

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We think, therefore we Seal-Cam.

With only one breath, Weddell seals take astonishing 20-minute dives 400 meters down in Antarctica's icy seas. So we were thinking that a seal's-eye view could reveal how they do it, and why this talent helps maintain the delicate balance of life. We got our answer—and a new kind of reality TV—with the help of a camera-carrying seal. UCSC ingenuity is helping the world gain a better understanding of the oceans' health. If you like to support bright people and fresh ideas, join us at the edge.


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**We think,
therefore we hatch
great comebacks.**

Only two nesting pairs of peregrine falcons remained in California in 1975. So we were thinking a campus-sponsored nursery could help rescue them from the brink of extinction. Through the years, we've raised and released 950 chicks using centuries-old falconry methods to preserve their predatory instincts. Now they're off the endangered species list—a living testament to the environmental awareness and activism which continue to distinguish the UCSC community. We invite you to learn more about what your alma mater is up to. Because life is always interesting at the edge.

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**We think,
therefore we
electrify your life.**

Daniel Greenhouse, '02, was typical of the kind of student who comes to UCSC—someone looking to channel his curiosity in powerful ways. So we were thinking he'd be great in physics, and thanks to a professor's encouragement and electrifying lectures, Dan is now on his way to earning a Ph.D. We learned a lot from Dan as well. His experiments with tesla coils inspired us to add his attention-grabbing demonstrations to a science outreach program for high school students. Want a maximum voltage future? Join us at the edge.

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