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Having a fit

by Michelle Beckett



London's successful bid for the 2012 Olympic Games soon encountered difficulty when the animated promotion video was considered dangerous for epileptics.

Olympic organizers say they will modify a segment of the animated video made to promote the London 2012 Olympics because they fear it could provoke epileptic seizures.

Charity Epilepsy Action said it received calls from people who suffered fits after seeing it.

The controversial section of the video showed a “diver diving into a pool which had a multi-colour ripple effect”.

All moving advertisements need to undergo a Harding FPA machine test which the television industry uses to check that images don't trigger a reaction in people with epilepsy. The London 2012 Olympic promotion video failed this test.

Epilepsy Action said the images could affect the 23,000 people in the UK who have photosensitive epilepsy.

“The brand (logo) incorporates both the Olympic and Paralympic Games, which is ironic as the latter is a showcase for athletes with disabilities” commented a spokesperson for Epilepsy Action.