

**Press Release**

**4 March 2010**

**Ask a Nobel Laureate, Albert Fert, on YouTube**

***The official Nobel Prize YouTube Channel ([www.youtube.com/thenobelprize](http://www.youtube.com/thenobelprize)) continues its Ask a Nobel Laureate series, which gives viewers worldwide the unique opportunity to put their questions to a Nobel Laureate. The latest Laureate ready to answer your question is Albert Fert, awarded the Nobel Prize in Physics 2007 for his discovery of Giant Magnetoresistance, which forms the basis of the memory storage system found in your computer.***

Nobelprize.org, the official web site of the Nobel Foundation, manages The Nobel Prize YouTube channel, and disseminates content from the vast archives gathered since the first Nobel Prize was awarded in 1901. Besides spreading information about all the amazing discoveries, achievements and inspirational stories that have been rewarded by the Nobel Prize, Nobelprize.org is now offering anyone the chance to pose their questions directly to a Nobel Laureate via the YouTube channel.

Albert Fert, Nobel Laureate in Physics 2007 is the first Laureate to participate in Ask a Nobel Laureate in 2010. His discovery of Giant Magnetoresistance has everyday applications as this technology is found in mp3 players and computers. Upload your video or text questions by visiting the Nobel Prize YouTube channel; video questions can be filmed using webcams, digital cameras or even your mobile phones. Albert Fert will answer a selection of questions and his answers will be broadcast on the YouTube channel. The deadline for submitting questions is 19 March 2010.

We have three more Laureates taking part in Ask a Nobel Laureate throughout 2010. Full details will appear on Nobelprize.org in due course.

Ask a Nobel Laureate, Albert Fert, on YouTube:

<http://www.youtube.com/thenobelprize>

For more information about Albert Fert and his Nobel Prize awarded discovery, visit:  
[http://nobelprize.org/nobel\\_prizes/physics/laureates/2007/index.html](http://nobelprize.org/nobel_prizes/physics/laureates/2007/index.html)

To view the questions and answers from the first Ask a Nobel Laureate project during 2009 with

John Mather, Nobel Laureate in Physics 2006, visit:

[http://www.youtube.com/view\\_play\\_list?p=F1A02E39EC712052](http://www.youtube.com/view_play_list?p=F1A02E39EC712052)

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#### ***About Nobel Web AB***

Nobel Web AB is responsible for [Nobelprize.org](http://Nobelprize.org), the official website of the Nobel Foundation. Nobelprize.org acts as the online gateway to the Nobel Prize and hosts a unique collection of archival material on all Nobel Prizes from their inception in 1901 to the present day. Currently receiving well over 40 million visitors a year, Nobelprize.org aims to be the best source of information and educational materials related to the Nobel Prizes, and the site offers audio and video interviews, articles and interactive games alongside coverage of Nobel Prize announcements and the award ceremonies. Building on this deep base of resources focused around every individual Nobel Prize, Nobelprize.org aims to offer extra levels of understanding, affording visitors a larger view of the history of science and exhibiting each prize within its broader context.

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