The idea may seem odd, but when a standing sound wave is generated in a water filled container, a small bubble of air can become trapped at a pressure anti-node. As the surrounding pressure changes, this bubble goes through cycles of expansion and violent collapse. Surprisingly, during collapse the bubble can let off an ultra-short (hundreds of picoseconds) burst of light that can be seen with the unaided eye. Pistol shrimp and Keanu Reeves know how to generate sonoluminescence, after this talk so will you!