

@ Emergent Futures | New Around the World | What Are We Writing About

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*Welcome to the end of mid April edition of What's Emerging. We hope that you all had a safe and happy Easter. As well as the usual business tips and interesting links we have an article that Paul wrote for The Age on changes to biotechnology that may impact on us living with younger and healthier bodies into our later years. A must read for all those thirty and forty something years olds out there.*

**Cheers**

*Paul Higgins, Sandy Teagle, Kim Stewart, Anitha Mendonca, Syed Muqthar, and Samantha Kyle-Little*



## Business Tips

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### PDFescape

Free PDF Editor & PDF Form Filler. [Read more...](#)

### Google Calendar's Smart Rescheduler searches for the best meeting times

The only thing worse than company meetings is trying to schedule one. A new Google Calendar Labs feature called the Smart Rescheduler brings some search smarts to the problem. [Read more...](#)

### Bringing business cards into the mobile age

Available for \$4.99 from the iPhone store, the Anytime Card application allows you to create multiple electronic business cards, edit or annotate them on the fly, communicate them to a new acquaintance by SMS or text message, and then maintain an archived record of the contact for follow-up or targeted text messaging. [Read more...](#)

### Stain solutions

The University of Illinois has gathered a large database of solutions for stains. Just what you need to address that stain on your business attire. [Read more...](#)



## What's Emerging

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### Tiny nanoparticles could deliver gene therapy through blood

Researchers have developed tiny nanoparticles that can travel through a patient's blood to cancerous areas to deliver therapy that deactivates cancer genes. The finding lends credibility to a new treatment called RNA interference, or RNAi, according to a report in Nature. [Read more...](#)

### The long-term effects of short-term emotions

The heat of the moment is a powerful, dangerous thing. We all know this. If we're happy, we may be overly generous. Maybe we leave a big tip, or buy a boat. If we're irritated, we may snap. Maybe we rifle off that nasty e-mail to the boss, or punch someone. And for that fleeting second, we feel great. But the regret—and the

consequences of that decision—may last years, a whole career, or even a lifetime. At least the regret will serve us well, right? Lesson learned—maybe. **Paul Higgins: A great post by Dan Ariely on the short and long term effects of our emotions on decision making.** [Read more...](#)

### **Murdoch finalizes paywall for two British papers**

News International, the British arm of News Corp., said Friday that two of its publications, The Times and The Sunday Times of London, would begin charging readers using its Web sites in June. **Paul Higgins: I think paid content can work out but only if it is selective - asking people to pay for news they can get from a thousand other sites cannot work out but I will be prepared to pay for in depth analysis and investigative journalism.** [Read more...](#)

### **UN body to look at meat and climate link**

UN specialists are to look again at the contribution of meat production to climate change, after claims that an earlier report exaggerated the link. A 2006 report concluded meat production was responsible for 18% of greenhouse gas emissions - more than transport. But a new analysis, presented at a major US science meeting, says the transport comparison was flawed. [Read more...](#)

### **Trial of bionic eye within three years**

Melbourne researchers have developed a prototype for a bionic eye which they hope to implant in a person within three years. [Read more...](#)

### **Scientists discover moral compass in the brain which can be controlled by magnets**

The region, which lies just behind the right ear, becomes more active when we think about other people's misdemeanours or good works. In an extraordinary experiment, researchers were able to use powerful magnets to disrupt this area of the brain and make people temporarily less moral. [Read more...](#)

### **The weird and wonderful economics of digitization**

This chart shows that since the end of WWII, prices for virtually all other types of corporate equipment have increased by about one order of magnitude (that is, one factor of 10). Over a substantially shorter time, meanwhile, computer hardware prices have decreased by about four orders of magnitude. [Read more...](#)

### **Mobile data traffic expected to rise 40-fold over next five years**

UK firm Coda Research Consultancy forecasts that in the U.S. alone mobile handset data traffic will grow from 8 terabytes/month this year to 327 terabytes/month in 2015. That amounts to a 117 percent compound annual growth rate. [Read more...](#)

### **The big brain questions**

The human brain is the most astoundingly complex structure in the known universe. Yet we are starting to unravel some of its mysteries, thanks to advances in brain imaging, genetics, stem cell research and more. [Read more...](#)

### **Mystery of great civilization's destruction revealed**

Climate change might have helped bring about the fall of the ancient Khmer civilization in Angkor, Cambodia, nearly 600 years ago, new research suggests. [Read more...](#)

### **Do "green" products cause bad behaviour?**

New research indicates that exposure to green products and the purchase of green products have vastly different effects on behaviour. Nina Mazar and Chen-Bo Zhong found that exposure to green products results in more altruistic behaviour later on, but actually purchasing green products seems to have the opposite effect: "people act less altruistically and are more likely to cheat and steal after purchasing green products than after purchasing conventional products." Via Freakonomics. [Read more...](#)

### **The iPad: Where creativity goes to die**

An interesting piece from Jeff Jarvis about the iPad and applications and the weaknesses involved with application based systems that do not allow easy sharing. I agree with some of his comments on the limitations, especially the difficulty of sharing on the iPad platform but his views that you cannot create on the iPad are

clearly incorrect as can be seen in some of the comments. It is also worth reading Umair Haque's post Apple's Strategic iParadox for a similar view from a different perspective - that of business strategy. [Read more...](#)

#### **HP chip discovery could be a tech 'game changer'**

"Memristors have the potential to turn the computing world upside down," said Dan Olds, an analyst with The Gabriel Consulting Group. "Because they are both processor and storage, they act much like synapses in the human brain. Networked together, they look to be very much faster at tasks, like pattern recognition, than conventional computers. Because of the memory aspect, they can 'learn' much better than today's systems." [Read more...](#)

#### **As Greek bond rates soar, bankruptcy looms**

As interest rates on Greek debt spiral upward again, the question facing Europe is no longer whether Athens has the political will to cut spending and raise taxes to curb its gaping budget deficit, but whether Greece will run out of money before it gets the chance to do so. [Read more...](#)

#### **Facing up to the demographic dilemma**

At the World Economic Forum's summer meeting in Dalian, China, four experts discussed the challenges and opportunities that aging populations present to business. [Read more...](#)



## What We Are Writing About

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#### **Age of Possibilities by Paul Higgins – The Age April 5th 2010**

There have been several stories in recent months describing breakthroughs in the science of ageing of the human body. A story in late October on BBC news titled "Science to stop age clock at 50" described how people in the future can realistically expect to have the body of a 50-year-old when they reach 100. [Read more...](#)