

# What's Emerging?

The latest news and information ...

We help you think about the future so you can act today ...

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## Extra Links August 2010

### Welcome to the extra links of August edition of What's Emerging

Our apologies for missing the mid month edition but between Paul being on holidays for two weeks and then sick with a cold/bronchitis for three weeks and Sandy still on maternity leave we had to make some choices about priorities for clients and work life balance. To make up for the missing newsletter there are a few extra links than normal. As promised the new website is now up and running ([www.emergentfutures.com](http://www.emergentfutures.com)) and the graphic design layout is aligned with our Tumblr Blog ([www.emergentfutures.tumblr.com](http://www.emergentfutures.tumblr.com)) and our Twitter page ([www.twitter.com/futuristpaul](http://www.twitter.com/futuristpaul)). Please get back to us with comments about the new look and layout – the best feedback will win a \$100 book voucher and a random comment will also be selected for a \$100 book voucher. We hope that you continue to enjoy the newsletter and find it useful in your work and thinking. As always there are extra links on the website that we could not fit into the newsletter.

Cheers

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

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### What we are writing about

Cognitive Surplus: Creativity and Generosity in a Connected Age by Clay Shirky

Clay Shirky sets out a startling statistic in this book. That the connected population of the world watches over a trillion hours of television a year and that only 1% of that time is the amount of attention that could be spent creating one hundred projects each equivalent to the size of Wikipedia. A lot of the rest of the book is essentially a framework for looking at what could be done with that 1% and why people are willing to contribute into joint projects. [Read More...](#)

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### Business Tips

Our business tips are in our main newsletter please click [here](#).

### What's Emerging

Dew bank bottle provides water in harsh climates

Designer Kitae Pak brings hope and smile to those who are deprived of water. His revolutionary design concept called the "Dew Bank Bottle" is designed to make it easy for people to get

water in harsh climates. [Read More...](#)

### Computer chip implant to program brain activity, treat Parkinson's

An international team of researchers led by Dr. Matti Mintz at the University of Tel Aviv is working on a biomimetic computer chip for brain stimulation that is programmable, responsive to neural activity, and capable of bridging broken connections in the brain. [Read More...](#)

### Using light, intel confirms data will be sent wayyy faster in the near future

Intel has announced a prototype technology capable of moving data at 50 Gbps, comparable to sending an entire HD movie in one second. [Read More...](#)

### Seeing the world with new eyes: Biosynthetic corneas restore vision in humans

A new study from researchers in Canada and Sweden has shown that biosynthetic corneas can help regenerate and repair damaged eye tissue and improve vision in humans. The results, from an early. [Read More...](#)

### Study: Food label users have better diets

NEW YORK — People who read food labels such as the Nutrition Facts Panel, ingredient lists or serving size are more likely to have healthier diets than those who do not read labels, according to a new study appearing in the August issue of the Journal of the American Dietetic Association. [Read More...](#)

### China tops U.S. in energy use

Asian Giant Emerges as No. 1 Consumer of Power, Reshaping Oil Markets, Diplomacy. [Read More...](#)

### Don't hold your breath waiting for electric cars

**Paul Higgins: Some really interesting questions on electric cars and the road blocks for adoption.** [Read More...](#)

### The future is another country

Despite its giant population, Facebook is not quite a sovereign state—but it is beginning to look and act like one. [Read More...](#)

### Stopping crime before it starts

Sophisticated analysis of data can sometimes tell police where criminals are headed. It's academic now, but the LAPD plans to get involved. [Read More...](#)

### Medical schools can't keep up

As Ranks of Insured Expand, USA Faces Shortage of 150,000 Doctors in 15 Years. [Read More...](#)

### China pours billions into electric cars, hybrids

China, that contradictory land of coal, smog, and renewable energy, may be on the verge of leadership in another green technology sector: electric and hybrid vehicles. The Chinese government announced today a plan to invest up to \$15 billion in a state-run venture that will research, develop, and generate standards for upcoming hybrids and EVs. [Read More...](#)

### Tiny radio antennas could replace building wiring

A new study has found a way to implement wireless monitoring technology in buildings with uses ranging from climate control to health and safety applications by tapping into heating, ventilating and air-conditioning (HVAC) ducts. [Read More...](#)

### The future of TV is not on cable

The \$100 cable bill is dead; the cable industry just doesn't know it yet. What killed it wasn't just a combination of ad-supported online video sites and cheap subscription video services, but a fundamental inability on the part of TV programmers and cable companies to reach the next generation of consumers. [Read More...](#)

### To sense dangerous chemical threats, Darpa looks to the butterfly

Sometimes, you just can't beat nature. That's the lesson learned by Darpa, which has decided to grant \$6.3 million to a group led by GE Global Research that's looking to the humble butterfly for inspiration. This group is seeking a new, better sensor to detect chemical threats. [Read More...](#)

### Debt crisis just beginning, Morgan Stanley says

The investment bank warns in a report Wednesday that the sovereign debt crisis is far from over -- and won't end till deeply indebted rich country governments give holders of their bonds a good soaking. [Read More...](#)

### India tries using cash bonuses to slow birthrates

Sunita Laxman Jadhav is a door-to-door saleswoman who sells waiting. She sweeps along muddy village lanes in her nurse's white sari, calling on newly married couples with an unblushing proposition: Wait two years before getting pregnant, and the government will thank you. [Read More...](#)

### Building a cloud out of smart phones

Google's MapReduce algorithm turns a bunch of cell phones into a self-contained cloud computing environment. [Read More...](#)

### Going further on the same tank

While General Motors and Ford have made progress in retooling their gasoline engines to make them more fuel-efficient, Chrysler has lagged. Now Chrysler hopes to catch up with the MultiAir technology, which it claims will increase fuel economy by 25 percent. [Read More...](#)

### Phone numbers are dead, they just don't know it yet

Is it conceivable that one of our greatest inventions, the phone number, is about to face extinction? [Read More...](#)

### An implantable antenna

A prototype silk biosensor could someday alert doctors to signs of disease. [Read More...](#)

### A 'kill switch' for rogue microbes

A new type of genetic switch gives bioengineers better control over microbes. [Read More...](#)

### Mars technology creates self-dusting solar panels

Self-cleaning technology developed for lunar and Mars missions could be used to keep terrestrial solar panels dust free. Dust deposits can reduce the efficiency of electricity generating solar panels by as much as 80%. The self cleaning technology can repel dust when sensors detect concentrations on the panel's surface have reached a critical level. [Read More...](#)

### The fading glory of the television and telephone

Just 42% of Americans say they consider the television set to be a necessity, according to a new nationwide survey from the Pew Research Center's Social & Demographic Trends project. Last year, this figure was 52%. In 2006, it was 64%. [Read More...](#)

### Is blackberry the new palm?

24th August: As famous (or infamous?) former analyst Henry Blodget notes, Wall Street analysts are usually the last to warn of an impending train wreck -- since when they cut a stock rating to "sell," they both burn their relationship with the company and burn clients who own the company's stock. But last week several analysts threw in the towel and downgraded Research In Motion. [Read More...](#)

### 'Never-before-seen material' can store vast amounts of energy

Using super-high pressures similar to those found deep in the Earth or on a giant planet, researchers from Washington State University (WSU) have created a compact, never-before-seen material capable of storing vast amounts of energy. [Read More...](#)

### Residents who live near public transportation live healthier, longer lives, study finds

A new report, released by the American Public Transportation Association, which surveys current research has found that people who live in communities with high-quality public transportation drive less, exercise more, live longer, and are generally healthier than residents of communities that lack quality public transit. [Read More...](#)

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