

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

What's Emerging?

The latest news and information ...

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Extra Links May 2010

Welcome to the extra links of June edition of What's Emerging

As we talked about in our last couple of newsletters we are going through a re-branding and re-design process for our newsletter and our websites. This newsletter format is part of that change. We have also changed the [Tumblr](#) site and [Twitter](#) site. Before we finish the redesign of the website we would like feedback from our readers/followers so please send us any views that you have at info@emergentfutures.com and we will take them into account when finalising the website. The week before last Paul wrote an article on the supermarkets and how they are destroying their own innovation systems. This article received the most public feedback we have had since our original oil article in 2006 (which you can read [here](#)), with lots of emails and phone calls. Some more details can be seen below in our What are we Writing About section.

Cheers

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

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What we are writing about

The week before last Paul wrote an article on why the supermarkets are killing their own innovation base. At issue is the fact that the major supermarkets, in response to high quality offerings on one side, and low cost alternatives on the other are moving to a higher quality self branded product and in the process reducing short and long term returns for their supply chains. This will mean less incentive and resources for suppliers to innovate in new products. The article is entitled "Coles and Woolies take things from bad to wurst" and was published in the Sydney Morning Herald and The Age and can be read [here](#).

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Business Tips

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

What's Emerging

MotoCzysz E1pc electric motorcycle

Is the 2010 MotoCzysz E1pc the world's most advanced electric motorcycle? Writing in Popular Science, Wes Siler — editor for Hell for Leather magazine — says yes, adding that the race-

ready bike offers 2.4 times the torque of a Ducati 1198 and 10 times the battery capacity of a Toyota Prius. [Read More...](#)

Energy saving A/C conquers all climates

The U.S. Department of Energy's National Renewable Energy Laboratory has invented a new air conditioning process with the potential of using 50 percent to 90 percent less energy than today's top-of-the-line units. [Read More...](#)

World Cup Fever sends Internet usage to record levels

The day's traffic far exceeded the previous record of 8.5 million vpm, which was set when Barack Obama won the U.S. presidential election. [Read More...](#)

Nigeria's agony dwarfs the Gulf oil spill. The US and Europe ignore it

The Deepwater Horizon disaster caused headlines around the world, yet the people who live in the Niger delta have had to live with environmental catastrophes for decades. [Read More...](#)

Retina transplants from stem cells

Scientists have created a three-dimensional, retina-like structure out of human embryonic stem cells that they hope could someday serve as a retinal transplant for people with macular degeneration and other diseases of the retina. [Read More...](#)

Japan's prime minister warns that debt could bring a crisis like that of Greece

Japan's newly installed prime minister startled the nation by warning that it could face a financial crisis of Greek proportions if it does not tackle its colossal debt. [Read More...](#)

A decade later, genetic map yields few new cures

Ten years after President Bill Clinton announced that the first draft of the human genome was complete, medicine has yet to see any large part of the promised benefits. [Read More...](#)

We'll make you a star (if the web agrees)

Bravo, the network, which finds and tests stars in much the same way that consumer products companies develop and market shampoos and mascaras, has done its homework. [Read More...](#)

Genetic testing can change behavior

Preliminary evidence suggests people respond more strongly to genetic risk. [Read More...](#)

New scientist follows garbage in the UK

TrashTrack is an initiative by the MIT's Senseable City Lab to understand the challenges of waste management in urban areas in order to build more efficient and sustainable infrastructures in cities. [Read More...](#)

Big ag slows climate change

Advances in high-yield agriculture over the latter part of the 20th century have prevented massive amounts of greenhouse gases from entering the atmosphere, according to a new study led by two Stanford Earth scientists. [Read More...](#)

World's first plastic antibody works in mice

Antibodies made entirely from plastic have saved the lives of mice injected with bee venom – the first time such a strategy has worked in live animals. [Read More...](#)

Nokia gives Q2 profit warning

While it is still a global leader in smart phones, it's struggling to compete in the expensive segment with rivals such as iPhone-maker Apple Inc. and Research in Motion Ltd., which makes BlackBerry handsets. [Read More...](#)

NAB launches iPhone app after success with NAB's iPad app

NAB is seeing a huge appetite for mobile banking, with 170 per cent growth in usage over the past six months [Read More...](#)

Now we're reaching "peak water"

THE planet is far from running out of water, but many countries are beginning to exhaust the local supplies they need to maintain agricultural productivity and ecosystem health. [Read More...](#)

Another great post by Kevin Kelly

There can be no expertise in innovation.....unless there is also expertise in demolishing the ensconced [Read More...](#)

Robot shares march higher amid China labour concerns

Share prices for Tokyo-listed industrial robot makers have been marching steadily higher since labor disputes forced production shutdowns at southern Chinese plants supplying parts to Honda Motor Co. [Read More...](#)

Study identifies proteins that extend life span in worms

Researchers at the Stanford University School of Medicine have identified a new group of proteins involved in determining the life span of laboratory roundworms. Blocking the expression of one member of the group can extend the worm's life span by up to 30 percent. [Read More...](#)

More bets against cash-strapped states

The price to insure against a default on Illinois general obligation bonds jumped to an all-time high Thursday. The state, which is facing a deficit that amounts to half its annual budget, has had its rating downgraded by both Moody's and Fitch. [Read More...](#)

Experts warn climate change is beginning to disrupt agriculture

With the added environmental stresses of climate change, prices of staple crops could double. [Read More...](#)

Dating, pirate-style

The Pirate Bay, formerly a site for pirated movies, music and software, is trying to recover from its recent legal woes by launching a dating site. It will rely on a system of "social trust," allowing members to vouch for each other. [Read More...](#)

Darpa taking fire for its cyberwar range

Two years ago, the White House and the Pentagon launched a massive, secretive \$17 billion effort to shore up the nation's defenses, and assigned Darpa a crucial role: build a replica Internet — a "National Cyber Range" — that could not only be used to test out information attacks, but could "emulate human behavior on all nodes," as well. [Read More...](#)

Public sees a future full of promise and peril

Many Americans see dramatic scientific and technological advancements on the horizon, with big developments in medicine, engineering, space travel and computers. However, despite the widely anticipated scientific breakthroughs — including the elimination of fossil fuels and gas-powered cars. [Read More...](#)

Finding smells that repel

If you're one of those people whom mosquitoes tend to favour, maybe it's because you aren't sufficiently stressed-out. [Read More...](#)

IBM brings hyper-reality video to Wimbledon iPhones

IBM announced this week that it further developed a mobile application launched last year with the ability to actually view video of live games. IBM's "Seer" mobile app for iPhone and Android handsets now has the ability to stream video from on and off court based on where the user is standing. [Read More...](#)

Implantable electrodes target pancreatic cancer

Researchers use electric fields to get cancer drugs directly to tumours. [Read More...](#)

A health insurer pays more to save

As an insurer, Geisinger now pays the salaries of extra nurses in doctors' offices, whose full-time job is to help patients with chronic diseases stay on top of their conditions and, ideally, out of the hospital. [Read More...](#)

Cellulosic ethanol slashes emissions

ETHANOL produced by Project Liberty, US biofuel company Poet's first planned commercial cellulosic ethanol plant, will reduce carbon emissions by 111 per cent over gasoline, an independent lifecycle analysis shows. [Read More...](#)

'Imaginary' interface could replace screens and keyboards

For example, people can manually draw shapes and select points in space that have programmed functions, such as a power switch or a "send" key, for example. [Read More...](#)

A big victory for user generated content

Judge Stanton ruled that web services that have infringing material in them must respond to take down notices but do not have to proactively weed out their services of all infringing material. [Read More...](#)

Suspended animation is no longer a pipe dream

A research scientist in a Seattle cancer laboratory has discovered the secret to reanimating organisms that had been frozen to a temperature below survivable limits. [Read More...](#)

Yike bike

YikeBike is a statement about using smart technology to solve the problems of our increasingly congested, polluted, stressful cities. It is the first commercial expression of the mini-farthing concept. [Read More...](#)

Exxon Valdez: How that disaster destroyed the economy 20 years later

In late 1994, Blythe Masters, a member of the J. P. Morgan swaps team, pitched the idea of selling the credit risk to the European Bank of Reconstruction and Development. The deal was so new that it didn't even have a name: eventually, the one settled on was "credit-default swap." [Read More...](#)

'Psychedelic' genes in corn could increase crop, biofuel yields

Scientists from Pennsylvania State University have identified new genes in corn that could increase crop yields and biofuel potential. [Read More...](#)

Go veg to save the world, says UN

ANOTHER UN agency has again reached the conclusion that the world should move away from dairy and meat consumption and toward a more grain- and vegetarian-based diet to save the environment. [Read More...](#)

Deformable liquid mirrors could revolutionise astronomy

Liquid mirrors are cheaper and easier to make than glass ones. A new prototype shows how they can also make adaptive optics systems.. [Read More...](#)

Smartphones drive gains in U.S. mobile navigation

The study found that 14 percent of mobile users in the U.S. accessed maps on their devices in April 2010, as the mobile map audience reached 33.5 million users, up 44 percent from the previous year. [Read More...](#)

Student entrepreneurs share their 'intelligent' innovations

At a Churchill Club event held in Mountain View, Calif., five young inventors explain their creations, which include a flower-shaped solar device, an eco-friendly one-wheeled motorcycle, and a website that helps users to discover if their crush has a crush on them. [Read More...](#)

Scientists create 3D models of whole mouse organs

Yale University engineers have for the first time created 3D models of whole intact mouse organs, a feat they accomplished using fluorescence microscopy. The team reports its findings in the May/June issue of the Journal of Biomedical Optics. [Read More...](#)

Yes, people still read, but now it's social

THE point of books is to combat loneliness," David Foster Wallace observes near the beginning of "Although of Course You End Up Becoming Yourself," David Lipsky's recently published, book-length interview with him. [Read More...](#)

Geothermal plant gets funding

DOE funds will help finance construction of a geothermal facility using advanced technology. [Read More...](#)

Predictive analytics now offered as a college major

Predictive analytics technology has been around for more than a decade, but many businesses are just starting to embrace the potential of leveraging data to detect patterns that suggest future events. Now, it may be soon possible to hire professionals with degrees specifically in this area. [Read More...](#)

Computers learn to listen, and some talk back

"Our young children and grandchildren will think it is completely natural to talk to machines that look at them and understand them," said Eric Horvitz, a computer scientist at Microsoft's

research laboratory. [Read More...](#)

Moore's Law reaches its limit with quantum dot amplifier

Moore's Law, the central driver of our age, is based on the idea that circuit lines can be drawn ever-closer together. But there has to be a limit. The atomic scale. You can't make a circuit smaller than an atom. [Read More...](#)

Apple out to patent solar touch screen

Although Apple has yet to release a solar-powered gadget, its engineers clearly see the potential for solar power in multitouch devices, such as the iPhone and iPad. . [Read More...](#)

One in five Android apps could represent data threat

One in every five apps available in Google's Android Market give third-party applications access to private data, according to a new study from security vendor Smobile Systems. [Read More...](#)

Pigs may provide breast cancer answers

UNIVERSITY of Illinois researchers believe the pig may hold answers for scientists studying breast cancer, a disease that kills 500,000 women worldwide each year. [Read More...](#)

Rosetta stone

A wireless headstone interacts with a mobile device or cell phone providing current and future site visitors with an exciting discovery of information about the owner. [Read More...](#)

Breakfast demand bolsters foodservice sector

Breakfast accounted for nearly 60% of the restaurant industry's traffic growth over the past five years, according to The NPD Group, a market research company. [Read More...](#)

Man infects himself with (computer) virus

Dr. Mark Gasson, a cybernetics expert at the University of Reading, deliberately infected himself (by way of an RFID chip implanted in his wrist) with a benign computer virus. This was part of an experiment designed to show how implantable bionic devices are susceptible to computer viruses. [Read More...](#)

Internet overtakes newspapers for ad revenue

THE internet is poised to overtake newspapers as the second largest U.S. advertising medium by revenue behind television, according to a PricewaterhouseCoopers (PwC) report. [Read More...](#)



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