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## Extra Links Mid October 2010

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

Welcome to the extra links of What's Emerging mid October edition of What's Emerging. Please. We hope you continue to find the newsletter both entertaining and useful and please feel free to forward it to anyone you think might find it useful.

Cheers

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

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### What we are writing about

Book Review: The Upside of Irrationality – The Unexpected Benefits of Defying Logic at Work and at Home by Dan Ariely

Those of you that have been receiving our newsletter for a while will know that we are big fans of Dan Ariely. You can see our review of his previous book Predictably Irrational on our website click [here](#). One of the most important ways to improve how we think about the future and how we act in the light of that thinking is to understand better how our biases and thinking processes work and skew our thoughts about what might happen. In this book Dan Ariely gives some great examples of these processes. [Read More...](#)

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### Business Tips

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

### What's Emerging

Texting bans may add risk to roads

The Highway Loss group theorizes that drivers try to evade police by lowering their phones when texting, increasing the risk by taking their eyes even further from the road and for a longer time. [Read More...](#)

Researchers using rat-robot hybrid to design better brain machine interfaces

A strange creature, half robot, half rat, has been seen scuttling across a laboratory in Japan. It's RatCar, a rat-vehicle experiment that scientists hope could lead to improved mobility for people with disabilities. [Read More...](#)

### Cisco to sell videoconferencing box for the home

Cisco said that the "umi" device, pronounced "you me," will include a camera and a TV set-top box and will be controlled by a remote. It will give consumers such features as the ability to retrieve video messages left for them when they're not at home. [Read More...](#)

### Aiming to learn as we do, a machine teaches itself

Since the start of the year, a team of researchers at Carnegie Mellon University — supported by grants from the Defense Advanced Research Projects Agency and Google, and tapping into a research supercomputing cluster provided by Yahoo — has been fine-tuning a computer system that is trying to master semantics by learning more like a human. [Read More...](#)

### For neurons to work as a team, it helps to have a beat

When it comes to conducting complex tasks, it turns out that the brain need a rhythm. [Read More...](#)

### Amazon to sell 5 million Kindles this year, says analyst

Amazon is likely to sell about 5 million Kindle e-readers this year and 11.5 million in 2012, according to Barclays Capital analyst Douglas Anmuth. [Read More...](#)

### How globalization is bad for the world economy

Evolutionary theory predicts that globalization should increase the risk of recession and slow recovery rates, a phenomenon borne out by real data, say econophysicists. [Read More...](#)

### U.S. military orders less dependence on fossil fuels

With insurgents increasingly attacking the American fuel supply convoys that lumber across the Khyber Pass into Afghanistan, the military is pushing aggressively to develop, test and deploy renewable energy to decrease its need to transport fossil fuels. [Read More...](#)

### The post-singularity future of astronomy

Astronomy could be the first discipline in which the rate of discovery by machines outpaces humans' ability to interpret it. [Read More...](#)

### The new world order

Tribal ties—race, ethnicity, and religion—are becoming more important than borders. [Read More...](#)

### Apple is grabbing mobile ad share from Google, Yahoo, Microsoft and Nokia

The pie chart at right is somewhat premature, given that it is IDC's best guess --of what the \$500 million U.S. mobile advertising market will look three months from now. But it's an indication of how the winds have shifted. Apple (AAPL), which had 0% share of the market before it bought Quattro Wireless in January. [Read More...](#)

### Revealed: Wind farm power twice as costly as gas or coal

The true cost of Britain's massive expansion of wind farms has been revealed. It costs nearly twice as much to generate electricity from an offshore wind farm as it does from a conventional power station, a scientific report has concluded. [Read More...](#)

### Leave money in real places for your foursquare friends with Gifi

Imagine that you check into your favourite coffee shop on Foursquare and moments later you get a text message informing you that a friend has left you \$3 at that location, along with a personal message that he wants you to have a latte on him. [Read More...](#)

### Genetically altered trees, plants could help counter global warming

Forests of genetically altered trees and other plants could sequester several billion tons of carbon from the atmosphere each year and so help ameliorate global warming, according to estimates published in the October issue of BioScience. [Read More...](#)

### Earth-like planet can sustain life

"Personally, given the ubiquity and propensity of life to flourish wherever it can, I would say that the chances for life on this planet are 100 percent. I have almost no doubt about it," Steven Vogt, professor of astronomy and astrophysics at University of California Santa Cruz. [Read More...](#)

## DARPA looks at young minds for new ideas

Seeking New Defense Robots, DARPA Gives Fabrication Technology To High Schoolers.

[Read More...](#)

## Splitting the check as easy as 'bumping' phones

The newest version of an iPhone app from PayPal attempts to take the pain out of splitting the bill. [Read More...](#)

## Jaguar C-X75 electric supercar scoots to 60 in 3.4 seconds

When running solely on battery power it can go 68 miles, which can be extended via two micro gas-turbines, spinning at 80,000 rpm, that generate enough electricity to extend the range to 560 miles (900 km); and produce just 28 grams of CO2 per kilometer from the car's plug-in charge capability. [Read More...](#)

## Ancient streetview

Now Google can take you to the historic pavements of Pompeii and Stonehenge. [Read More...](#)

## Google outlines mobile trends at advertising week DC's ADWKDC

Google's latest find is a 500% growth in mobile search from 2008 to 2010. By 2011, smartphone use is projected to surpass that of today's common feature phone, says Nix. By 2013, Google predicts 50% of all web traffic will be mobile. Nix notes that mobile transactions on PayPal, which is owned by eBay, have increased by 20% in 2010. [Read More...](#)

## Notre Dame and Wyoming scientists genetically engineer silkworms to produce artificial spider silk

A research and development effort by the University of Notre Dame, the University of Wyoming, and Kraig Biocraft Laboratories, Inc. has succeeded in producing transgenic silkworms capable of spinning artificial spider silks. [Read More...](#)

## Unmanned airplanes coming to a terminal near you

Unmanned airplanes have almost become another branch of the military, dropping bombs, spying on terrorist camps and even threatening enemy aircraft in Iraq and Afghanistan. Now government and aviation experts are planning to make room for more robot aircraft over domestic skies. [Read More...](#)

## Cairn energy strikes oil in Greenland

The success of a massive deep-water drilling rig operated by Cairn Energy, a Scottish company, could mean that the world's newest oil-and-gas rush is underway, this time in one of the globe's most remote, rugged and pristine locations. [Read More...](#)

## Heat-Harvesting nanomaterials

Engineers have long dreamed of harvesting waste heat from a microchip or car engine and turning it into usable electricity. But thermoelectric materials, which convert heat into electricity, have never been efficient enough to move beyond a few niche applications. Now researchers at Caltech have demonstrated new materials that could boost the efficiency of thermoelectric devices. [Read More...](#)

## Study identifies more than 1 million ocean species

The US\$650m Census of Marine Life (COML) project has announced the culmination of its work, concluding that the deep is home to more than a million species – of which less than a quarter are described in the scientific literature. [Read More...](#)

## Mapping the brain on a massive scale

Scanning 1,200 brains could help researchers chart the organ's fine structure and better understand neurological disorders. [Read More...](#)

## The global debt clock

The Economist's interactive overview of government debt across the planet. [Read More...](#)

## Google TV will revolutionize television once viewers understand it

**Paul Higgins: Good post on what Google TV might mean "Watching television is one of those near-sacred experiences that some people just don't want to disrupt - especially with something like Web content. Do you really want tweets or Facebook updates flashing across the screen during a action-packed movie or a laugh-out-loud sitcom?"**

**Probably not."** [Read More...](#)

Students to get emails from washing machines

High-tech washing machines which contact users by EMAIL when the cycle is complete have been installed at a string of British universities. [Read More...](#)

Chrome's use triples, Firefox holds steady, and Internet Explorer drops still dropping

The numbers, from web tracker StatCounter, indicate that Firefox's growth is at a standstill (not bad, but not great news for Mozilla), Internet Explorer's share has dropped below 50% (bad news for Microsoft), and Chrome's share has over tripled in the last year (great news for Google). [Read More...](#)

World Bank opens more datasets, challenges developers to build apps

As part of its 2010 Annual Meeting, to be held October 7 and 8, the World Bank is making several announcements that point to the organization's support in open data and what it calls an "open development agenda." The World Bank is increasing the number of datasets it makes available. And it is also announcing its first worldwide app-building challenge Apps for Development. [Read More...](#)

Google cars drive themselves, in traffic

Anyone driving the twists of Highway 1 between San Francisco and Los Angeles recently may have glimpsed a Toyota Prius with a curious funnel-like cylinder on the roof. Harder to notice was that the person at the wheel was not actually driving. [Read More...](#)

Tunable, stretchable optical materials

Active metamaterials might be used in solar cells that change properties with the weather. [Read More...](#)

Implanted fuel cell powered by rat's body fluids

In a medical first, the device made electricity from inside a living animal. [Read More...](#)

Berkeley tele-immersion lab developing 3D video conferencing

New tele-immersive technologies could be the future of video conferencing. The technology allows users to share a 3D environment with other individuals from a remote location. [Read More...](#)

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Address: Level 27 | 101 Collins Street | Melbourne | VIC 3000  
Phone: +61 3 9018 7917 | Fax: +61 3 9012 3580 | [emergentfutures.com](http://emergentfutures.com)

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