

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

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*Extra links that we couldn't fit in this month's newsletter...*



## What's Emerging

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### **Dawn of the Anthropocene Epoch? Earth has entered new age of geological time, experts say**

The Age of Aquarius? Not quite -- It's the Anthropocene Epoch, say the scientists writing in the journal *Environmental Science & Technology*, and they add that the dawning of this new epoch may include the sixth largest mass extinction in Earth's history. [Read more...](#)

### **AdMob registers 50% market share for iPhone OS based on smartphone traffic**

According to AdMob, smartphones accounted for 48 percent of its worldwide traffic last month, up from 35 percent in February 2009. Dominant still is iPhone OS, which has increased its share of smartphone requests on the AdMob network from 33 percent in February 2009 to 50 percent in February 2010. Android, however, is the fastest-growing these days. ***Paul Higgins: more and more the smartphone market is looking like a battle between Apple and Android and my money is on Android.*** [Read more...](#)

### **The fresh code: A vanishing barcode warns of waning freshness**

Developed by Yanko Design, the Fresh Code is a barcode that slowly disappears as a food spoils. Whether it is molding on the grocer's shelf or in your bread drawer, the label signifies how fresh the product is. [Read more...](#)

### **Titanium 'leaves' could unlock hydrogen power**

The Artificial Inorganic Leaf (AIL) may unlock the secrets to producing cheap, clean hydrogen by mimicking the photosynthetic structure of the leaf. [Read more...](#)

### **Real-world virtual reality**

The technology is being used in engineering, design, and moviemaking. [Read more...](#)

### **Tube refund**

This is an application for smartphones that helps people in the UK get a refund when their train is delayed by more than a certain amount. [Read more...](#)

### **Happiness is ... Making more money than the next guy**

One key to happiness might be whether you make more than your peers, regardless of whether that income is six figures or just a mediocre take-home, a new study finds. [Read more...](#)

### **Light bends matter, surprising scientists**

Light can twist matter, according to a new study that observed ribbons of nanoparticles twisting in response to light....."What's happening is a layer of nanoparticles starts repulsing from the others, so it creates mechanical stress, and in order to release this stress the ribbon twists itself," [Read more...](#)

### **Atom smasher closer to big bang**

Scientists at the world's biggest atom smasher near Geneva started colliding particles at record energy levels, opening a new era in the quest for the secrets of the universe. [Read more...](#)

### **Sweden predicts the future of broadband and it may scare you**

If you don't have time to read the whole 162-page report, skip to page 90, where the regulators pull out a crystal ball to imagine four potential paths the Internet could take in Sweden. [Read more...](#)

### **Wave energy scales up off Scotland**

Ten wave and tidal projects will generate 1.2 gigawatts of power. [Read more...](#)

### **Scientists use 3D printer to create first "printed" human vein**

Scientists working on the Organovo NovoGen printer recently created the first "printed" human vein. This technology could replace other toxic and carbon-heavy medicinal practices like using artificial parts in the human body. [Read more...](#)

### **Kirk Citron: And now, the real news**

A short TED video on The Long News Project – trying to look at what news really matters. (3 minutes and 22 seconds) [Read more...](#)

### **IT has to take a stand on consumer technology**

Computerworld - Ten years ago, most people used more advanced technology when they went to work than they did at home. Today, that has been turned on its head. Many employees have newer technology at home than at work, and they expect IT support for many of their favourite devices. [Read more...](#)

### **A slow mind may nurture more creative ideas**

AS FAR as the internet or phone networks go, bad connections are bad news. Not so in the brain, where slower connections may make people more creative. [Read more...](#)

### **Twitter predicts the future**

The chatter in Twitter can accurately predict the box-office revenues of upcoming movies weeks before they are released. In fact, Tweets can predict the performance of films better than market-based predictions, such as Hollywood Stock Exchange, which have been the best predictors to date. [Read more...](#)

### **Seven more iPad alternatives**

Via Crunchgear. [Read more...](#)

### **Refreshable Braille display could change how the blind read**

Scientists at North Carolina State University have developed a refreshable Braille display system that would allow the blind to read digital content on the Web. [Read more...](#)

### **Where 2.0: Yelp seeing real success with augmented reality**

A journey from Earth to Mars could eventually take just 39 days - cutting current travel time nearly six times - according to a rocket scientist who has the ear of U.S. space agency NASA. [Read more...](#)

### **Cooking up a smart roof**

United Environment & Energy scientists have developed a roof coating that can switch from transmitting to reflecting heat by controlling infrared light levels. When applied to asphalt shingles, the coating decreased rooftop temperatures in warm weather between 50 and 80 percent. In cooler conditions, the coating raised roof temps up to 80 percent. [Read more...](#)

### **Vook**

A Vook is a new innovation in reading that blends a well-written book, high-quality video and the power of the Internet into a single, complete story. You can read your book, watch videos that enhance the story and connect with authors and your friends through social media all on one screen, without switching between platforms. [Read more...](#)

### **Could robots and smart devices help older people look after themselves?**

Researchers at the University of the West of England, Bristol (UWE) are taking part in a European project aimed at creating an intelligent system comprising a robot and smart sensors that can support independent living for elderly people. [Read more...](#)

### **Square turns your iPad into a cash register**

The iPad can be many things to many people: an ebook reader, a wireless TV, a touchscreen videogame console. But to store owners and business people it can also be a cash register, with the right app, of course. Jack Dorsey's Square, which was initially developed for the iPhone, now has an iPad app as well. [Read more...](#)

### **Glaucoma test in a contact lens**

The first continuous monitoring system for glaucoma hits the European market. Sensimed's "Triggerfish" system consists of a contact lens with embedded sensors that can pick up subtle physical changes in a patient's eye, and then wirelessly transmit that data to a receiver worn around his neck. [Read more...](#)

### **Post on health care by Roger Dennis**

A health care CEO is quoted as saying: "Health systems are not complex, they're disorganised. Healthcare is the only trillion dollar sector that is run like a cottage industry." [Read more...](#)

### **Look, no hands: Cars that drive better than you**

The Volvo system is the latest in a line of developments made possible by sophisticated sensors based on cameras, radar and lasers. [Read more...](#)

### **How Wikileaks shone light on world's darkest secrets**

How does a website run by just five full-time staff generate so many scoops? [Read more...](#)

### **Online advertising revenues climb out of the trough, boosted by search, display, and video**

New data from the Interactive Advertising Bureau and PriceWaterhouseCoopers shows that online advertising revenues in the U.S. climbed 2.6 percent annually in the fourth quarter to \$6.3 billion, and were up 13.8 percent from the previous quarter. These U.S.-only numbers compare to 10.2 percent annual worldwide growth last quarter in Internet advertising revenues for the four largest Web companies. [Read more...](#)

### **The psychological immune system**

The researchers asked young adults to watch a 10-minute slide show containing a series of unpleasant photographs. Some of these participants looked at pictures of people who looked obviously sick in some way...So it appears that merely looking at people who look sick does help your immune system prevent you from getting sick yourself . [Read more...](#)

### **Bump is now available for Android Phones and iPad**

Bump is a quick and easy way to connect two phones by simply bumping them together. Exchange your phone number, photos, or compare friends with just a bump. You can also make payments. [Read more...](#)

### **Amid nanotech's dazzling promise, health risks grow**

For almost two years, molecular biologist Bénédicte Trouiller doused the drinking water of scores of lab mice with nano-titanium dioxide, the most common nanomaterial used in consumer products today.....Halfway through, Trouiller became alarmed: Consuming the nano-titanium dioxide was damaging or destroying the animals' DNA and chromosomes. [Read more...](#)

### **Big food push urged to avoid global hunger**

A big push to develop agriculture in the poorest countries is needed if the world is to feed itself in future decades, a report warns. [Read more...](#)

### **Fighting allergies by mimicking parasitic worms**

Scientists hope to harness the organisms' immune-regulating effects. [Read more...](#)

### **Eating vegetables doesn't stop cancer**

The study, published in the current issue of The Journal of the National Cancer Institute, is the latest in a series

of studies to debunk the potential of vegetables for lowering cancer risk, but the results don't mean you should push those greens off your plate. [Read more...](#)

### **A different obesity timeline**

The obesity epidemic is generally portrayed as a relatively recent phenomenon, but new research paints a different picture. John Komlos and Marek Brabec find that obesity rates actually began rising in the early 20th century, with significant upsurges after the two World Wars. The authors point out that "the 'creeping' nature of the epidemic, as well as its persistence, does suggest that its roots have been embedded deep in the social fabric and are nourished by a network of disparate sources..." [Read more...](#)

### **Destitute and desperate, Icelanders opt for exile**

Emigration has rapidly picked up speed since the Atlantic island nation's economy crumbled in late 2008, dragged down by the collapse of its major banks. Last year it marked the largest exodus from the country since 1887. [Read more...](#)