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## Extra Links Mid July 2010

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

Welcome to the extra links from the first edition of What's Emerging for the new financial year (in Australia anyway). Remember that you can get these links via several different channels and in different ways. If you just want to get the newsletter and read the links then you do not have to change a thing because the newsletter will still keep arriving every couple of weeks. If you want to look at any of the past links you can go to [download newsletters](#) as all the newsletters and the extra links are uploaded there. If you want to see the links as they are posted via your Twitter account you can see that by following [@futuristpaul](#) and you will get posts nearly every day. If you want to visit our scanning site at your leisure you can go to [www.emergentfutures.tumblr.com](http://www.emergentfutures.tumblr.com) where you can see our most recent posts and use the search facility to search for other posts. Or if you want to put our scanning site into your newsreader then go to [www.emergentfutures.tumblr.com](http://www.emergentfutures.tumblr.com) and click on the "subscribe via RSS button". Our intention is to give you a choice that suits what your needs are. Please keep your comments coming in on our re-design as we are still working on the website revamp that should be completed by the time of the next newsletter.

Cheers

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

#### SECTIONS

[What we are writing about](#)

[Business Tips](#)

[What's Emerging](#)

[More Links](#)

[→ Visit our website](#)

[t Follow us on Twitter](#)

[t Visit our Tumblrlog](#)

### What we are writing about

This month we have a book review on The Checklist Manifesto which is about a series of trials of checklists in operating theatres around the world. While this may seem like a strange book for a futurist to recommend you may be surprised by the conclusions that were reached. [Read here.](#)

[↑ Top of the page](#)

### Business Tips

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

### What's Emerging

Reading on paper is faster than iBooks on the iPad

It will take you longer to read a book on an iPad or Kindle compared to the printed page, according to a recent study.. The study found that reading on an electronic tablet was up to

10.7 percent slower than reading a printed book. Despite the slower reading times, Nielsen found that users preferred reading books on a tablet device compared to the paper book.

[Read More...](#)

### China fears consumer impact on global warming

Premier Wen Jiabao has promised to use an "iron hand" this summer to make his nation more energy efficient. The central government has ordered cities to close inefficient factories by September, like the vast Guangzhou Steel Mill. [Read More...](#)

### India's Tata planning a 'Nano' wind turbine to boost distributed power generation

The Tata Power Company, a subsidiary of the Tata group, plans to test a 2 kW wind turbine which would generate enough electricity to meet the basic demands of a small rural home.

[Read More...](#)

### Genes for extreme longevity

Scientists can predict who will live past 100 using a subset of 150 genetic variations.

[Read More...](#)

### Reliably predicting the future

This Zach Weiner comic from Saturday Morning Breakfast Cereal says pretty much everything that needs to be said about most economic prognostication. [Read More...](#)

### China bank I.P.O. raises \$19 billion

In a move that would have been unimaginable in Mao's time, the Chinese bank sold \$19.2 billion of stock in Hong Kong and Shanghai. The offering could grow to \$22.1 billion — the largest in history. [Read More...](#)

### Double your grain yield

HIGH rainfall zone (HRZ) grain producers have only scratched the surface of their potential cropping achievements. Average HRZ yields could conceivably go close to doubling in the coming decade, according to Victorian Department of Primary Industries (DPI) HRZ agronomist Penny Riffkin. [Read More...](#)

### NASA re-imagines the supersonic jet, and it's beautiful

The Supersonic Green Machine, designed by NASA and Lockheed Martin, features a new inverted-V "wing" over the tail section that's meant to both increase energy efficiency and decrease the noise created by a sonic boom. So could this be the plane that lets us fly from New York to L.A. in an hour? [Read More...](#)

### The future of cloud computing

A solid majority of technology experts and stakeholders participating in the fourth Future of the Internet survey expect that by 2020 most people will access software applications online and share and access information through the use of remote server networks, rather than depending primarily on tools and information housed on their individual, personal computers.

[Read More...](#)

### Monster Moby dick chomped on whales

Scientists have reported the discovery of an extinct predator sperm whale with jaws and teeth so huge it probably hunted other whales not less than half its size. [Read More...](#)

### Invisible extraterrestrials? World-leading physicist says "they could exist in forms we can't conceive"

"I suspect there could be life and intelligence out there in forms we can't conceive. Just as a chimpanzee can't understand quantum theory, it could be there as aspects of reality that are beyond the capacity of our brains." [Read More...](#)

### Agriculture's next revolution -- perennial grain -- within sight

Earth-friendly perennial grain crops, which grow with less fertilizer, herbicide, fuel, and erosion than grains planted annually, could be available in two decades, according to researchers writing in the current issue of the journal Science. [Read More...](#)

### Taggle keeps tabs on your cattle

Using the minutely different time stamps, software triangulates the location of the signal to within 5-15 metres, and turns that location into a dot on a computer map. [Read More...](#)

## Robo lifeguard patrols Malibu

A robotic lifeguard could someday patrol a beach near you. The 4-foot, sensor-equipped motorized buoy from Hydronalix, dubbed Emily (for Emergency Integrated Lifesaving Lanyard), is already on patrol on Zuma Beach in Malibu. [Read More...](#)

## Cisco unveils an Android tablet ... that plugs into a desk phone?

Lots of companies have been rumored to be working on Android tablets this spring in the wake of the iPad launch, but Cisco became the first big player to officially announce an enterprise Android tablet. [Read More...](#)

## New Smartphone app alerts suppliers food recall info

The U.S. Government's Products Recall app for the Android smartphone is now available at the revamped USA.gov website, and the apps for Blackberry and iPhone will follow soon. [Read More...](#)

## Vegetables: A salty menace?

**Paul Higgins - a really interesting post on assumptions and actions. Because the average vegetable salt level per calorie is high if we choose to eat vegetables rather than the other sources and balance out our calorie intake then we will eat more salt.** [Read More...](#)

## Team's work uses a virus to convert methane to ethylene

A team of molecular biologists and materials scientists said Monday they had genetically engineered a virus to convert methane to ethylene more efficiently and at a significantly lower temperature than previously possible. [Read More...](#)

## Northrop Grumman to build football field-sized hybrid airship

Northrop Grumman has been awarded a US\$517 million contract to develop the massive airship and present it for military assessment in just 18 months. [Read More...](#)

## In the future, refrigerators will store food in gross-looking gel

This is Russian designer Yuriy Dmitriev's take on the future of the humble refrigerator. Forget everything you know about fridges with shelves and doors and cooling. You don't need any of that. You just need a creepy green gel. [Read More...](#)

## The glide track bike sends messages to conduct a group ride

Michael Shrewsbury has come up with a track bike concept by the name "The Glide" that features a frame made in nano carbon. Moving on hubless wheels that ride along a channel in the frame against sealed bearings, the track bike includes an internal crank set to save your clothes from rolling in the chain. Looks Amazing. [Read More...](#)

## Firefox crosses 2 billion add-on downloads

The first billion took three and a half years. The second billion took about 20 months. Many of those are never used again, but a full 150 million add-ons are used every single day at least once. To celebrate the milestone, Mozilla has put together a collection of the 25 best add-ons. [Read More...](#)

## New quick charger for electric cars is really quick

One of the biggest hurdles on the road to make electric vehicles attractive for the mass market is the long time it usually takes to charge batteries. But a Japanese company called JFE Engineering now claims it has found a solution for that problem. [Read More...](#)

## Novel, backed by Vancouver VCs, uses gaming tech to make business simulations for companies

What would "The Matrix" look like for businesses? Imagine a virtual-reality system that a company could jack its employees into in order to train them, evaluate their decision-making skills, or test out different management strategies. [Read More...](#)

## China outlines deep-sea ambitions

China is setting its sights on exploring and exploiting the deep sea. China is investing heavily in its deep-sea research and exploration programme. [Read More...](#)

## The internet, 1,000 times faster

Using a technique called "flow switching," researchers from MIT are developing a model Internet that is significantly faster and more energy-efficient than today's technologies. [Read More...](#)

## Minorities leading in mobile web usage; helping close digital divide

In an interesting look at the usage of mobile web among Americans, a study by the Pew Internet and American Life project found that both African-Americans and English-speaking Hispanics are the leading users of the mobile web connection on a phone. [Read More...](#)

## Radical tricycle concept responds to your body's motion

This sleek trike concept from designer David Parrott has a few more features than your average preschooler's ride, though. Parrott's Trimtab 3x3 is strictly for grown-ups with fine-tuned adult motor skills and balance. Let's start with the steering. Every turn you make relies on your body's movements — just lean and it'll turn. [Read More...](#)

## Pepsi hides video in barcodes on soda cans

Using a barcode-reader application on a smartphone, users can scan barcodes on Pepsi products like soda cans or bottles and access videos and links hidden in the code. Users can also upload their own videos, photos and comments about Pepsi and its products. [Read More...](#)

## A new bloom for algae

A DOE roadmap marks a return to research on a source of fuel that was once thought too costly. [Read More...](#)

## Mousetrap stands upright to signal its catch

One of the most loved design products at this year's International Design Excellence Awards was the OneDown mousetrap, which swings upright from horizontal due to a rodent's own weight, to clearly indicate that it has been trapped. [Read More...](#)

## A very cynical Dilbert cartoon on capitalism and corporations

[Read More...](#)

## Apple's iPad wins corporate converts at Wells Fargo, SAP

Apple, known for courting consumers with sleek designs and easy-to-use software, is making inroads with corporations that say the iPad can make workers more productive without putting sensitive customer information at risk. [Read More...](#)

## Estimate: Global cell subscriptions pass 5 billion

The number of wireless service subscriptions worldwide passed 5 billion this week, according to an estimate by LM Ericsson AB, the Swedish maker of wireless equipment. [Read More...](#)

## Multistep diagnostics on paper

A credit-card-sized diagnostic device can perform a task normally carried out by complex equipment. [Read More...](#)

## Facebook makes headway around the world

In country after country, Facebook is cementing itself as the leader and often displacing other social networks, much as it outflanked MySpace in the United States. [Read More...](#)

## Sainsbury's out-paces British weather with multi-million pound technology investment

Sainsbury's is today announcing a multi-million pound technology investment that will minimise the problems associated with the unpredictable nature of British weather. The ground-breaking 'real time supply chain technology' will reduce the amount of un-bought food by 15 per cent during periods of unexpected weather (of which there were six last year), resulting in an annual CO2 reduction of over 1400 tonnes. [Read More...](#)

## It's a bike, it's a shopping cart, it's both!

A cool new folding bike design solves the "where do I put my bags?" and "where do I put my bike?" issues of cycling to the store. The Ville, Urban Folding Bicycle features two ample storage baskets and folds into a cart to help you shop. [Read More...](#)

## X Prize's multimillion-dollar challenge for Gulf oil solutions

The X Prize Foundation announced today that it is developing a multimillion-dollar "oil spill cleanup X challenge" to come up with solutions to cleaning up shorelines and open water fouled by oil leaking from the BP Deepwater Horizon rig in the Gulf of Mexico. [Read More...](#)



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