

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 October 2010

Welcome to the end of October edition of What's Emerging.

Our apologies to everyone for our double send of the newsletter in the middle of October. There was a technical hitch in the send system of our email database provider so the email went out twice. The technical issue that caused the problem has been fixed so we should not have those sorts of problems in the future.

Thanks to everyone who sponsored Paul in the Round the Bay ride. Paul and his team managed to raise \$1250 for the Smith Family. If anyone still wants to add to that total you can go [here](#) because page will still be active for a while. The team made it round the complete ride although they were pretty tired after a windy and partly wet day.

In this newsletter we would particularly encourage you to have a look at the link on collective intelligence. We believe that using different perspectives and a group approach can markedly improve our thinking about the future and here is another piece of research which backs that up .

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: Non-profit Strategy Revolution: Real-Time Strategic Planning in a Rapid-Response World by David La Piana

While the title of the book would suggest that this is a book for not for profits it is really a book for everyone that wants to think differently about strategic thinking and strategic planning.

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Business Tips

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

What's Emerging

U.S. online advertising rises 11.3 percent in first half of 2010

During the first half of 2010, online advertising revenues were up 11.3 percent to \$12.3 billion, according to a new report from the Interactive Advertising Bureau and PriceWaterhouseCoopers.

[Read More...](#)

Rupert Murdoch admits he can't compete with Google

News Corp. founder Rupert Murdoch has likely never acknowledged (at least not publicly) that he has failed at something, particularly when it involves a market worth billions of dollars, but he appears to have conceded defeat in his attempt to build a competitor to Google News. According to several news reports, an ambitious attempt to bundle News Corp. content along with that from other publishers and sell it as a subscription package — a venture code-named Project Alesia — has been axed, just weeks before it was supposed to launch. [Read More...](#)

Nielsen: 32 percent of new Smartphone owners choose Android phones

According to August data from The Nielsen Company, Android has passed the iPhone and BlackBerry to become the popular operating system for people who bought a smartphone in the past six months. Over the past six months, 32 percent of new smartphone owners chose a phone with an Android operating system, while 25 percent chose the iPhone OS and 26 percent chose RIM's Blackberry smartphones. **Paul Higgins: Of course these figures are skewed by the fact that a lot of the market for iPhones is already taken up so we are looking at a new customer crowd which are not the early adopters. Still impressive numbers though.** [Read More...](#)

Six neurocentric industries

From forensic MRI scans to neuromarketing, our advancing understanding of the brain will transform society. Here are six examples. [Read More...](#)

Video cuts the travel bill for many companies

INVESTING in unified communications has helped some large organisations slash their travel bill by up to \$2.5 million per annum. [Read More...](#)

Being deaf can enhance sight

Some deaf people have extraordinarily keen vision, and a new study of cats may explain why. The results, published online Oct. 12 in Nature Neuroscience, show how parts of the brain normally dedicated to a sense that has been lost can pitch in to augment another type of input. [Read More...](#)

Aidflows: New transparency of aid flows from donors to beneficiaries

The World Bank Group and the Organisation for Economic Co-operation and Development (OECD) have partnered to make global data on aid funding more easily accessible. [Read More...](#)

Thin displays as wristbands

The U.S. Army is evaluating full-color flexible displays that can be worn on the wrist. [Read More...](#)

Netflix accounts for 20% of peak U.S. internet bandwidth

Netflix represents more than 20% of downstream Internet traffic during peak times in the U.S. - and is heaviest in the primetime hours of 8 to 10 p.m., according to a new report from bandwidth management equipment vendor Sandvine. [Read More...](#)

So leopards can change their spots!!!

Rudyard Kipling was right: leopards and other big cats have had to change their spots in order to survive. A study published by William Allen and colleagues from the University of Bristol in the Proceedings of the Royal Society B shows that cat coat pattern is strongly related to the type of environment they live in. [Read More...](#)

Social networking on the rise worldwide, content creation not so much

Forrester Research claims adoption of social networking continues to rise across the globe, while other forms of social interactions, such as content creation, experienced no substantial growth in the past twelve months. [Read More...](#)

Hospital to lay off workers, hires robots instead

El Camino Hospital in Silicon Valley is looking to cut expenses, so they've invested in 19 Aethon TUG robots. These smart carts can haul supplies around the hospital, making deliveries and pickups at a fraction of the costs of human workers.....According to a hospital administrator quoted in the Businessweek article the 19 TUGs perform \$1 million of human labor per year, but only cost \$350,000. [Read More...](#)

Introducing the app hall of fame

The folks at 148Apps have taken a cue from the Baseball Hall of Fame and today launched the

App Hall of Fame, which honors 12 of the very best applications each month.....

Selections were made by a committee of 47 app enthusiasts and industry influencers and the only criteria for eligibility is having been on the market for 6 months. **Paul Higgins: The thought that you can qualify for "Hall of Fame" status in anything after being around for 6 months speaks volumes for the internet and mobile applications and the speed of change.** [Read More...](#)

Making a genome quickly from scratch

Rapid DNA-synthesis technique has been used to synthesize a complete mitochondrial genome from scratch. The new method will be used to make vaccines rapidly by a startup company called Synthetic Genomics Vaccines. [Read More...](#)

The video phone comes of age

A new Pew Internet survey finds that 19 percent of American adults have made some sort of video call, either on their laptops or their cell phones. If you look at just the population on the Internet, it is 23 percent. [Read More...](#)

Sofie surgical robot provides haptic Feedback to surgeons

A researcher at the Eindhoven University of Technology in The Netherlands has developed the Surgeon's Operating Force-feedback Interface Eindhoven (Sofie) robot. Sofie can alter the resistance of the surgical controls based on how much force it is exerting on the patient's tissues, which will help surgeons keep track of how much pressure they are placing on the patient's organs. [Read More...](#)

Android ad requests up 996 percent since January

According to Nielsen, Millennial's ads reach 63 million of a total of 77 million mobile web users in the U.S., or 81% of the U.S. mobile web. In August, Android smartphone impression share increased 7% month-over-month, and now makes up 26% of the Millennial network. Apple, of course, took the top spot, with 48% of impressions on Millennial's network, up 7%. [Read More...](#)

The wearable video cam

Paul Higgins: Part of what has been termed the panopticon - that we will record every minute of our lives. [Read More...](#)

A touch screen with texture

Electrovibration could make for a better sensory experience on a smooth touch surface. [Read More...](#)

Borders launches e-book publishing platform with BookBrewer

Authors have two options when it comes to pricing: Basic Publishing Package (\$89.99): BookBrewer assigns the book an ISBN and makes it available to all major eBook stores at a price set by the writer. Royalties are based on sales and vary among each online retailer. Advanced Publishing Package (\$199.99): Authors receive a full version of their ePub file. This means they own the product entirely, and the author can distribute it to e-book stores and friends as he or she sees fit. [Read More...](#)

The thinking LMS

If Facebook can use analytics to revolutionize advertising in the Web era, McQuaig suggested, colleges can use the same principles to revolutionize online learning. The trick, she said, is individualization. Facebook lets users customize their experiences with the site by creating profiles and curating the flow of information coming through their "news feeds." In the same motion, the users volunteer loads of information about themselves. [Read More...](#)

Software identifies social cliques you didn't even know you had

Led by a engineers at Microsoft research, a team of computer scientists has come up with what may be the most accurate method of identifying social cliques within social networks. [Read More...](#)

IT supervendors: They can buy innovation, but can't maintain it

That's the message from Gartner research head Peter Sondergaard. Speaking at the Gartner Symposium in Orlando, Sondergaard said: "The IT industry is caught in a vortex of supervendors who claim that they can purchase innovation. They claim this is superior to internal R&D. We believe this is not sustainable. Acquiring innovation is one thing. Maintaining it is impossible. Users will not accept architectural mediocrity." [Read More...](#)

Ice Energy raises \$24 million for smart grid energy storage

Ice Energy claims its energy storage "has the potential to permanently shift as much as 40 percent" of peak energy demand to off-peak hours. [Read More...](#)

Why Groupon is no Ebay

Interesting piece by Michael Arrington on the business models of the two companies followed by an interesting comment. [Read More...](#)

Macy's 'magic mirror' lets shoppers don virtual clothes

Macy's shoppers can now check their look in a "magic mirror" in a fitting room, thanks to touchscreen computing. A large mirror, linked up to a touchscreen tablet computer, lets visitors to the iconic department store chain's flagship New York location scroll through their options, then digitally "try on" clothes in the mirror. [Read More...](#)

iPad sales hit 250,000 in Australia

Analyst group Telsyte surveyed about 1000 consumers across all age groups and found that 300,000 tablet computers had been sold in Australia by the end of last month -- almost all of them iPads. It said sales were primarily being driven by early adopters and business executives. [Read More...](#)

Experimental drug preserves memory in rodents

A new compound prevents age-related memory loss by blocking part of the stress system. [Read More...](#)

Snapshots from the digital media marketsphere: An infographics presentation

Digital marketing and advertising are experiencing explosive growth, both in the U.S. and globally. In this presentation of nine infographics, you can see what types of digital media are fighting for money and attention. [Read More...](#)

The new pricey prefabs

Prefabricated housing used to connote flimsy, cookie-cutter boxes, but not anymore. factory-built homes don't have to be tacky, and often aren't cheap. [Read More...](#)

AdMob serves its 300 billionth mobile ad since 2007

To give a perspective of how fast the AdMob is growing in terms of ads served; it took nine months to get to 200 billion ads from 100 billion in August of 2009, and only 5 months to get to 300 billion. [Read More...](#)

O2 turns on geo-fencing for Starbucks, L'Oreal in UK

When customers come within about a half mile of a Starbucks store, they'll get a text message with a discount on Starbucks VIA Ready Brew. L'Oreal customers who travel near local drug store chain Superdrug will receive an SMS offering buy-one, get-one free deals on L'Oréal Elvive hair care products. [Read More...](#)

The LabBox Grower

This micro grow box was specifically designed to grow plants within a miniaturized bio containment unit. Imagine, controlling your LabBox Grower online through your favorite web browser or even through your iPhone, iPod Touch or iPad. [Read More...](#)

A long-lasting universal flu vaccine

For decades, researchers have been doggedly pursuing a universal flu vaccine--one that would protect against the evolving influenza virus for years rather than just a single season--with little success. The bug mutates so quickly that a new vaccine must be specially formulated each year. But a relatively new strategy, targeting a rarely seen portion of the virus, is now showing some success. [Read More...](#)

How Starbucks is trying to change the media

Caffeine behemoth Starbucks has finally unveiled its revamped Web hub, a landing page that's only accessible from its in-store Wi-Fi networks in the U.S. Teaming with the likes of Yahoo (the main technology partner), The Wall Street Journal, GOOD, The New York Times, iTunes, LinkedIn, and Foursquare, Starbucks has packed the new site full of news both local and mainstream (including content that would normally be behind paywalls), free music download promos, local information like weather and bike trails, and movie trailers. [Read More...](#)

State of the Internet: Mobile web's explosive growth

In 1999, it was the rapid growth of wired web services that was the top story. Fast-forward to today, and it's the massive and seemingly unstoppable growth of the mobile Internet that's all the rage. The demand for mobile Internet (and its subset, mobile web) is upending all expectations and predictions. Between Apple and Google, about 500,000 new portable Internet devices are getting connected to the Internet. [Read More...](#)

Watch this invisible airbag helmet for cyclists inflate

Behold the Hövding, a discreet airbag that, while not actually invisible, is understated and cool-looking, and which can be worn by cyclists around their necks instead of a helmet. ***Paul Higgins Looks a bit uncomfortable but a lot less uncomfortable than having your head crushed in.*** [Read More...](#)

iMama

My son is mistaking a smartphone for his mother. ***Paul Higgins: I hate those ads which show parents working and talking to their children over their mobile phones with video. They seem to be saying it is ok not to be there for your child as long as they can see you via your brand new smartphone. This article in Slate highlights some of these issues.***

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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

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