

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

# What's Emerging?

The latest news and information ...

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## June 2010

### Welcome to the end of June edition of What's Emerging.

Welcome to the end 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](mailto: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 and link to the download page.

101 screenshots of useful Apple iPad apps

If you are looking to figure out what applications might be useful for your new iPad here is a helpful web page. [Read More...](#)

Five best web-based conferencing tools

Here's a look at five excellent solutions for web-based conferencing. We have used WebEx and

Go to Meeting and now use Go to Meeting exclusively and every week. [Read More...](#)

## 10 search engines to explore The Invisible Web

The Invisible Web refers to the part of the web that's not indexed by the search engines. That's what this post is all about. [Read More...](#)

## Firefox 3.6.4 - Now featuring "out-of-process plugins"

Mozilla has released Firefox 3.6.4, and on top of the usual bug fixes and security patches this new version contains an interesting feature - "out-of-process plugins", it's a feature that means that when a plug in decides that it's had enough and crashes, it doesn't bring the whole browser down with it. [Read More...](#)

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## What's Emerging

### E-commerce and the Internet — as predicted in a 1967 video

The online transactions from online shopping are carried out electronically. (True to 1960s mores, the wife is relegated to homemaker status, while the husband handles the finances.) [Read More...](#)

### Study says natural gas use likely to double

Natural gas will provide an increasing share of America's energy needs over the next several decades, doubling its share of the energy market to 40 percent, from 20 percent, according to a report to be released Friday by the Massachusetts Institute of Technology. [Read More...](#)

### Can AIDS be cured?

Drugs can control HIV, but they exact a steep cost. Now, researchers are pursuing radical new ways to eliminate the infection entirely. [Read More...](#)

### Smartphone-based eye exams for the developing world

Researchers at the MIT Media Lab have created a smartphone-based eye exam system for people in developing countries. For just \$1, the plastic lens attachment will provide a service that was once unaffordable. [Read More...](#)

### Science catches water doing some bizarre things

Recently exotic new states of water caused Harvard researchers to question what we really know about one of the most common and abundant substances on the planet. [Read More...](#)

### Surging costs hit food security in poorer nations

The U.N. Food and Agriculture Organization's food price index — which includes grains, meat, dairy and other items in 90 countries — was up 22 percent in March from a year earlier though still below 2008 levels. In some Asian markets, rice and wheat prices are 20 to 70 percent above 2008 levels, it says. [Read More...](#)

### Beyond zero emissions

The full Zero Carbon Australia 2020 Stationary Energy Plan will be publicly available on 14 July. [Read More...](#)

### New York Times plans public beta site for its experiments

The New York Times is building a public beta testing site where it will experiment with new ideas and applications before deciding whether they deserve to go live on NYTimes.com. [Read More...](#)

### Risks to global economy have 'risen significantly', top IMF official warns

The risks to a robust global recovery have 'risen significantly' as many governments struggle with debt, a leading official from the International Monetary Fund has warned. [Read More...](#)

### The dirty truth about plug-in hybrids, made interactive

This Web-only article is a special rich-media presentation of the feature, "The Dirty Truth about Plug-in Hybrids," which appears in the July 2010 issue of Scientific American. [Read More...](#)

### Bye bye bifocals, hello electronic spectacles

Traditional bifocals could become a thing of the past with the invention of electronic glasses that automatically adjust to let their wearer view objects at different distances. [Read More...](#)

## U.S. identifies vast mineral riches in Afghanistan

The United States has discovered nearly \$1 trillion in untapped mineral deposits in Afghanistan, far beyond any previously known reserves and enough to fundamentally alter the Afghan economy and perhaps the Afghan war itself, according to senior American government officials.

[Read More...](#)

## Internet coupons nearly iced popular cupcake shop

Mission Minis recently ran a promotion to entice customers to its shop on 3168 22nd St. Three Mission Mini employees threatened to quit after a promotion with online coupon site Groupon received a little more attention than the bakery can handle. [Read More...](#)

## Climate already helping disease spread north: Study

Rising global temperatures might already be helping infectious diseases to creep north, according to a report by European scientists. The report links warmer temperatures to the spread of dengue fever, yellow fever, malaria and even human plague in Europe. [Read More...](#)

## How to make an artificial cell

Researchers at the Venter Institute explain their groundbreaking techniques. [Read More...](#)



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## More Links

We have many more links than we can fit in the newsletter - this month's 'Additional Links' are available on our [website](#)



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