



Published by Emergent Futures Pty Ltd

June 2011

Welcome to the End of June edition of What's Emerging

We realise that many of you will be busy with end of financial year stuff at the moment but if you want an opportunity to hear Paul speak in July he will be presenting at [Gippsland Tourism Conference](#) in Traralgon on July 18th and then at the [NAB National Small Business Summit](#) in Sydney on July 27th. Both presentations will focus on the competitive challenges facing small business in the coming decade. The presentations and other links will be on our site after the conferences.

If you wish to pay for our premium environmental service in order to get a tax deduction in the current financial year then we will make sure that you get 13 months rather than 12 months when you do so. Please go to our [scanning service](#) page and register if you have not already done so. Then [email us](#) that you wish to pay for the service in the current financial year and we will issue you with a tax invoice for the current year. Unfortunately our payment system is not up and running yet so we will notify you as soon as it and then you can pay and receive the invoice.

We hope that you continue to find the newsletter useful and interesting.

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](#)

→ [Visit our website](#)

[Follow us on Twitter](#)

[Visit our Tumblelog](#)

What we are writing about

On 23rd June Paul presented to the Australian Institute of Agricultural Science and Technology on a "Vision for Social Media for Regional Australia". The presentation was in part based on an article that Paul wrote for the Australia Pacific Extension Network which you can read [here](#). The presentation concentrates on defining what social media is, how it can be used to communicate and collaborate and how it can be used to bridge the innovation gap between regional and urban Australia. Paul emphasises that any social media use in these contexts needs to have a "people first, technology second approach". The presentation with speaking notes can be seen [here](#).

↑ [Top of the page](#)

Business Tips

5 exciting augmented reality apps for iPad

Here are 5 AR iPad apps worth playing with. [Read More...](#)

Making room for reflection is a strategic imperative

Paul Higgins: A great piece from Umair Haque on why we need to make space for thinking and reflection:

"The most disruptive, unforeseen, and just plain awesome breakthroughs, that reimagine, reinvent, and reconceive a product, a company, a market, an industry, or perhaps even an entire economy rarely come from the single-minded pursuit of the busier and busier busywork of "business." Rather, in the outperformers that I've spent time with and studied, breakthroughs demand (loosely) systematic, structured periods for reflection — to ruminate on, synthesize, and integrate fragments of questions, answers, and thoughts about what's not good enough, what's just plain awful, and how it could be made radically better." [Read More...](#)

Top 5 Android apps for productivity

There are a lot of Android apps, many designed to help users be more productive, but finding them can often be a burden. Here are five apps that will help most folks get more things done using an Android device. [Read More...](#)

■ What's Emerging

Stem cell breakthrough may bring self-mending heart, scientists say

"I could envisage a patient known to be at risk of a heart attack - either because of family history or warning signs spotted by their GP - taking an oral tablet, along the lines of a statin, which would prime their heart so that if they had a heart attack, the damage could be repaired," study leader Dr. Paul Riley, professor of molecular cardiology at the university, told the paper. [Read More...](#)

British Library launch classic book reading app

A "treasure trove" of more than 60,000 19th Century books is being made available by the British Library in a new iPad application. The paid-for app will be launched in full this summer, but until then a thousand titles can be browsed for free. All titles are in the public domain, and include Mary Shelley's Frankenstein and Charles Dickens' Oliver Twist. [Read More...](#)

How mobile phones are saving lives in the developing world

There are startups all over the world that are innovating and creating new technologies that will change the global health landscape in dramatic ways. Read on for two promising startups that are equipping health care workers in developing nations with souped-up cellphones, and helping them treat more patients, faster. [Read More...](#)

Global food prices will remain high

High and volatile agricultural commodity prices are likely to remain for the rest of 2011 and into 2012, according to the latest analysis published in the Food and Agriculture Organization of the United Nations' (FAO's) biannual Food Outlook. A sharp rundown on inventories and only modest overall production increases for most crops are cited as reasons for continuing strong prices. [Read More...](#)

Explosion in jellyfish numbers may lead to ecological disaster, warn scientists

A dramatic global increase in jellyfish swarms could damage the marine food chain. [Read More...](#)

USA halfway to a lost decade

Many people date the financial crisis as beginning when Lehman collapsed in September 2008. But the economy was already in recession. The NBER reckons the recession began in December 2007. But look closely, and you'll see that it may have begun a year earlier. [Read More...](#)

Study: Mobile access lifts emerging markets

Improving access to mobile communications can bring about an "incremental" impact on the economic and social growth in developing markets in terms of gross domestic product (GDP) and human development index (HDI), a new study has revealed. [Read More...](#)

Online matching service for private foundations and nonprofits makes debut

The Stanford Social Innovation Review calls Foundation Source Access an "eHarmony for the family philanthropic set." Foundation Source Access is a new online way for nonprofits to get introduced to funders who are generally hard to find. It is the brainchild of Foundation Source, a provider of management services to some 900 foundations. [Read More...](#)

An algorithm can predict cardiac arrest 24 hours before it happens

Predictive Medical Technologies has developed a system that can mine the medical data of a patient—lab reports, monitors, nurse notes, etc.—and predict whether that patient will suffer from cardiac arrest or respiratory failure within 24 hours. [Read More...](#)

How China could yet fail like Japan

Until 1990, Japan was the most successful large economy in the world. Almost nobody predicted what would happen to it in the succeeding decades. Today, people are yet more in awe of the achievements of China. Is it conceivable that this colossus could learn that spectacular success is a precursor of surprising failure? The answer is: yes. [Read More...](#)

The future of the airplane will amaze

Airbus has unveiled concepts for a plane it hopes to build in forty years, but the aircraft giant's plans aren't going to impress those with a fear of flying. [Read More...](#)

Nato uses Twitter to help gather air strike targets in Libya

Nato is using information gleaned from Twitter to help analysts judge which sites could be targeted by commanders for bombing and missile strikes in Libya. Potentially relevant tweets are fed into an intelligence pool then filtered for relevance and authenticity, and are never passed on without proper corroboration. However, without "boots on the ground" to guide commanders, officials admit that Twitter is now part of the overall "intelligence picture". [Read More...](#)

P&G opens Facebook stores, paving the way for Facebook's next billion dollar business

Procter & Gamble is opening 6 Facebook stores. [Read More...](#)

Should food irradiation return to the table?

Some experts say the process could be a solution to deadly infections such as the recent E. coli outbreak in Europe. But others say consumers will always turn it down. [Read More...](#)

Mobile shopping set to spike, says Forrester

Mobile commerce is expected to reach \$31 billion by 2016, up from \$3 billion in 2010, according to a forecast the firm published Friday. But even with such rapid growth, mobile shopping is expected to make up only about 7 percent of e-commerce by 2016. That amounts to about 1 percent of total retail sales. [Read More...](#)

Five projects that use technology to improve education

The Gates Foundation has announced 19 winners of the second phase of its Next Generation Learning Challenges grant competition. [Read More...](#)

Nanoparticles disguised as red blood cells will deliver cancer-fighting drugs

Researchers at the University of California, San Diego have developed a novel method of disguising nanoparticles as red blood cells, which will enable them to evade the body's immune system and deliver cancer-fighting drugs straight to a tumor. [Read More...](#)

Human vaccine used to cure prostate cancer in mice

Mayo Clinic investigators and collaborators from the United Kingdom cured well-established prostate tumours in mice using a human vaccine with no apparent side effects. Such a treatment model could someday help people to live tumour free with fewer side effects than those experienced from current therapies. [Read More...](#)



[Top of the page](#)

Address: Level 27 | 101 Collins Street | Melbourne | VIC 3000
Phone: +61 3 9018 7917 | Fax: +61 3 9012 3580 | emergentfutures.com

[Subscribe](#) | [Unsubscribe](#) | [Modify My Profile](#) | [Privacy](#) | [Contact Us](#)
© Copyright 2010 Emergent Futures Pty Ltd. All rights reserved. ABN 39 105 730 407