What's Emerging?
The latest news and information ...

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

May 2011

Welcome to the end of May edition of What's Emerging

There are some amazing numbers about at the moment when it comes to the internet and technology. Mckinsey has released a report saying that the internet is now 20% of the economy. Drop Box, the service we use for file sharing inside our company has now served 100 billion files and has users saving 300 million files a day. People are now uploading 48 hours of video on to YouTube every 60 seconds. This all goes to confirm our thinking on the disruptive nature of the internet and technology on so much of the world today and why we concentrate much of our scanning, newsletter and blog posts in this area. We will be launching our environmental scanning premium tool in the next few days. We will only be releasing 100 subscriptions at a time to ensure that the system works and scales up properly so please keep an eye out for our announcements if you are interested in joining up early. We will put an announcement out via this newsletter mailing list at launch.

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

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What we are writing about

I commented on Scott Berkun's Post: How to call bullshit on a guru

Working as a futurist I am always telling people that forecasting and predictions are virtually impossible and so they should listen to experts but not treat them as gurus. My advice is always "ask them to explain the underlying drivers that lead them to the position they are taking. Then you can critique their view and even if you think they are right if things change you will be able to readjust your own view". Or "can they tell you a compelling and cogent story that has a logical consistency?" *Read More…*

Amazon.com now selling more Kindle books than print books

Amazon began selling hardcover and paperback books in July 1995. Twelve years later in November 2007, Amazon introduced the revolutionary Kindle and began selling Kindle books. By July 2010, Kindle book sales had surpassed hardcover book sales, and six months later, Kindle books overtook paperback books to become the most popular format on Amazon.com. Today, less than four years after introducing Kindle books, Amazon.com customers are now purchasing more Kindle books than all print books - hardcover and paperback - combined. Read Paul's comment here. *Read More…*

"I was going to call this article "all 'social media experts' need to go die in a fire," but…"

Read Paul's comment here. *Read More…*

Now on the Tumblr technology spotlight

We are now featured on the Tumblr technology spotlight along with some other great people who are worth looking at following. *Read More…*

Business Tips

How little sleep can you get away with

We all know that we don't get enough sleep. But how much sleep do we really need? *Read More…*

5 document collaboration tools for the iPad

As Instapaper creator Marco Arment, wrote recently: "The iPad isn't really a great 'office productivity' device, in the traditional PC sense. It can be used that way in some cases, but it's rarely the best tool for the job." That said, there are a few apps that enable you to view, edit and share documents using the iPad. **Paul Higgins: but it can be quite useful for note taking. In the end I settled on Notes Plus which is not in this post**. *Read More…*

How to write 1000 words

A great video by @berkun (Scott Berkun). Time lapse photography shows him writing an essay on how to write while his talk goes over the top of it. *Read More…*

The most complete twitter application list available - 2011 edition

Well worth a look if you use Twitter in any capacity. *Read More…*

Why Google does not own Skype

Paul Higgins: A good read for thinking about business strategy. *Read More…*

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What's Emerging

As 'mobile miracle' transforms poorest nations, Internet use lags behind – UN

A UN reports shows that people living in the world's poorest countries are experiencing a surge in mobile telephone use……….. but cautioned that Internet usage in those nations still lags far behind. *Read More…*

Nanosatellite will look for alien worlds

Draper Laboratory and MIT have developed a satellite the size of a loaf of bread that will undertake one of the biggest tasks in astronomy: finding Earthlike planets beyond our solar system—or exoplanets—that could support life. It is scheduled to launch in 2012. *Read More…*

Next generation gamers: Computer games aid recovery from stroke

Computer games are not just for kids. New research published inJournal of NeuroEngineering and Rehabilitation, a BioMed Central open access journal, shows that computer games can speed up and improve a patient's recovery from paralysis after a stroke. *Read More…*

Twitter 'vital' link to patients, say doctors in Japan

In the aftermath of the earthquake in Japan, Twitter is proving "an excellent system" for communicating with chronically-ill patients, say doctors. *Read More…*

Run everything in your house from your iPad

Savant's TruControl app acts as the central nervous system allowing users to control whole house audio, video, lighting, security, climate, communications and Internet from an iPad. *Read More…*

The bulletproof dog that stormed Bin Laden's lair

If you see this dog coming for you, run. Thanks to his extensive training--and customized body armor that can cost upwards of $30,000--he's bulletproof, can hear through concrete, and can record high-def video of missions, even in the dead of night. *Read More…*

Unearthed: A Documentary Treasure on the History of the Internet

15 minutes of a rarely-seen BBC documentary demolish the myth that ARPAnet was inspired by nuclear war, and explain the far more intriguing truth. *Read More…*

Social Insurance Company relies on communities to reduce premiums

German friendsurance enables its users to create communities of up to 15 people who can help cover an insurance claim in the case of an accident………they can then provide between EUR 30–50 to help cover a fellow member's claim. When a claim exceeds the amount the group can provide, friendsurance will then cover the rest of the claim. The "social insurance" model means that many small claims can be handled without the need for involvement from friendsurance itself, which reduces administration costs and thus enables the company to provide cheaper policies. *Read More…*

It flies! Da Vinci's dream comes true

This is not a trick. There are no invisible strings, no post production video fixes. What we have here is a graceful, flapping, unfeathery machine that looks and flies like a seagull. It was built by a team of engineers at a company called Festo in Germany, which specializes in factory automation, and for years now they've been doing what Leonardo dreamed of when he sat on those hills near Florence sketching birds: they copy from nature's designs. *Read More…*

Ford developing in-car health monitoring tech

Ford is leveraging its SYNC technology….Through SYNC and its technology partnerships Ford developed a blood glucose monitoring capability, location-based allergy and pollen alerts and voice-controlled, cloud-based health management services. *Read More…*

World's smallest 3-D printer

The prototype is the size of a carton of milk, weighs 1.5 kilograms, and is currently priced at €1200.00 ($1717.00). *Read More…*

Time running out for climate action: Report

The Federal Government's Climate Commission has warned the window for limiting future and costly climate change is rapidly closing.In its first report, titled The Critical Decade, the commission says the evidence that the planet is warming is now even stronger. *Read More…*

Scientists set new download speed record

Scientists have set a new data speed record using just a single laser to transmit the equivalent of 700 DVDs in one second. They say their discovery will not only help to fulfil the world's burgeoning high-capacity bandwidth needs of cloud computing and 3D high definition TV, but provide an environmentally-friendly way of transmitting data over long distances. *Read More…*

UK public borrowing higher than expected in April

The UK saw its worst April public sector net borrowing on record last month as tax receipts fell, the Office for National Statistics said. *Read More…*

YouTube users upload 48 hours of video every minute

Its users also watch more than 3 billion videos every single day. YouTube's audience apparently broke the three billion views barrier this weekend, just in time for the site's sixth birthday. Check out the infographic for more details. *Read More…*

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