

@ Emergent Futures | New Around the World | What Are We Writing About

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*Welcome to the middle of February edition of What's Emerging. By now you should all be settled back in at work and probably wondering where the Christmas break and/or summer holidays went. Now may be the opportune time to not just look at the business tips in this newsletter but to review the business tips from all the newsletters that are on our website. We have many great tips that can increase your productivity and manage your time better. You can go to <http://www.emergentfutures.com/page.php?pid=15> for our shortened list and our reader top 10 list, or search the newsletters or the site for tips relevant to what you do via the search box on our home page.*

**Cheers**

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## Business Tips

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### **Square for iPhone demo by Kevin Rose**

In Paul's article in the Age in December on Smartphones there was an example of Square – a credit card attachment for your smartphone. [Read more...](#)

### **WooRank screens your website, for free**

WooRank is a brand new service designed to let website publishers and marketers evaluate the SEO-friendliness and other aspects of their Web sites on the fly, free of charge. [Read more...](#)

### **Accept defeat: The neuroscience of screwing up**

Great article on how failure can lead to success but only if we can overcome our natural tendency to disregard failures. This is where other people's perspectives are handy - they shock us out of our cognitive box. [Read more...](#)

### **Boot snooze**

Unless you regularly shut down and reboot a computer it tends to cause problems. However booting up in the morning can be a hassle. This simple app will:

1. Give you a choice to reboot and go into standby or hibernation.
2. It will then reboot your computer.
3. After the reboot, a small dialog with a countdown timer will begin.
4. After the timer is up, your computer will be put into the mode you chose.

[Read more...](#)



## What's Emerging

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### **In the next industrial revolution, atoms are the new bits**

The door of a dry-cleaner-size store front in an industrial park in Wareham, Massachusetts, an hour south of Boston, might not look like a portal to the future of American manufacturing, but it is. Step inside and the office reveals itself as a mind-blowing example of the power of micro-factories. . [Read more...](#)

### **Peak phosphorous: Mankind's latest threat**

SOME believe that dwindling supplies of potable water is humanity's great resource challenge; others think it is the imminent prospect of "peak oil". But an equally important milestone in modern history will be an inevitable tightening of global supplies of phosphorus. [Read more...](#)

### **An organic transistor that mimics a brain synapse**

For the first time, nanotechnology researchers in France have developed a hybrid nano-particle-organic transistor that can mimic the main functionalities of a synapse. [Read more...](#)

### **Why games are the 21st century's most serious business**

It's a curious fact that, though videogames are now the world's largest entertainment industry in financial terms, they are rarely reviewed in the mainstream media. [Read more...](#)

### **Fans hail first 3D broadcast of a football match as better than being in the stadium**

Sky Sports broadcast the Arsenal versus Manchester United game to nine pubs across the UK using the latest polarised 3D method. Fans at the Railway Tavern pub in central London gave the new 3D viewing experience the thumbs-up. [Read more...](#)

### **Liquid glass' spray can protect any surface from water, dirt, bacteria, heat, UV**

Engineers have developed a new, invisible, non-toxic spray dubbed "liquid glass" that can protect any surface from water, dirt, bacteria, heat and ultraviolet radiation. The spray, made from a compound of almost entirely silicon dioxide, forms a coating just one millionth of a millimetre thick . [Read more...](#)

### **Save the ozone layer, give global warming a boost?**

While most of the world has warmed, parts of the southern hemisphere have remained stubbornly cold—oddly enough because of a gaping hole in the ozone layer. Now new research shows that all the efforts made by scientists and environmental advocates to close the hole may actually increase warming throughout the entire southern hemisphere. [Read more...](#)

### **New adhesive device could let humans walk on walls**

Could humans one day walk on walls, like Spider-Man? A palm-sized device invented at Cornell that uses water surface tension as an adhesive bond just might make it possible. [Read more...](#)

### **Apple iPad will choke innovation, say open internet advocates**

The Apple iPad's closed, iPhone-like environment could shut out the next computing revolution, say industry veterans. [Read more...](#)

### **Genetic test for 'speed gene' in thoroughbred horses**

Groundbreaking research led by Dr Emmeline Hill, a leading horse genomics researcher at University College Dublin's (UCD) School of Agriculture, Food Science and Veterinary Medicine has resulted in the identification of the 'speed gene' in thoroughbred horses. [Read more...](#)

### **China defaulting loans soar, insolvency lawyer says**

"We work really closely with SASAC, the state-owned enterprise regulator in China, and there are literally trillions and trillions of renminbi of, frankly, defaulting loans already in China that no one is doing anything about." [Read more...](#)

### **Biofuels from saltwater crops**

A research project will make jet fuel without wasting fresh water or farmland. Researchers at the Masdar Institute in the United Arab Emirates are starting a two-square-kilometre demonstration farm that will combine fish and shrimp farming with the cultivation of mangrove trees and salicornia, a plant with oil-rich seeds that can be converted into fuel. [Read more...](#)

### **Say hello to Robonaut2, NASA's Android space explorer of the future**

Robonaut2 is the cutting edge of android technology. Equipped with a wide array of sensors and dexterous five fingered hands, NASA plans for the Robotnaut2 to work alongside humans in space operations, or by itself in missions too dangerous for people. [Read more...](#)

### **Holographic mobiles**

The Black Hole Concept Phone for 2020 Has a Levitating Mouse Ball. [Read more...](#)

### **Eco-friendly font**

Dutch creative communications agency Spranq has developed a free typeface with small circular holes that offers financial and environmental benefits with over 20% in ink savings. Roughly 3.5 litres of oil are used to manufacture one new conventional laser cartridge – so the less ink onto paper, the less oil consumed. [Read more...](#)