

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

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*Welcome to a new bonus edition of What's Emerging. As we have increased our scanning capability we now find we have too many links to go in one newsletter so we are going to send out the newsletter twice a month.*

*As always you can follow the links as they are put up via our Tumblelog at <http://emergentfutures.tumblr.com/>. You can access that Tumblelog via our website, set up your own Tumblelog and follow us there, or use an RSS feed to put the Tumblelog into your news aggregator.*

*Cheers*

*Paul Higgins, Sandy Teagle, Kim Stewart, Anitha Mendonca, Syed Muqthar, and Samantha Kyle-Little*

### Win a Free Seminar or Consultation

*We are offering a **free seminar OR an hour of one-on-one consulting time** for your organisation in return for a critique of our revamped Services page on our website.*

*We believe in the **value of customer innovation** and are seeking your contribution to the improvement of our services and communications. In return you have the opportunity to win one of three free presentations or consulting time for your organisation. In addition, the individuals who submit the three best responses will personally receive a **\$50 book voucher**.*

#### Conditions:

- *The free seminars/consulting time will go to the best two **entries received in the first 48 hours** and one to the best entry after that time – entries close COB Tuesday 24 March.*
- *The offer is open to anyone, with the free seminar or consultation available anywhere in the major cities on the East Coast at our cost (add travel expenses for other locations or the consultation can be done via phone/internet meeting).*
- *The seminar focus is on how thinking about the future can enhance your organisation and how you can hone your foresight capacity - in one hour we will have you thinking like a futurist and leave you with a simple set of questions you can use to assess your own and your organisations needs and abilities.*
- *The consultation is one hour one-on-one with the CEO or another senior manager with a focus on talking about the future as it affects your organisation or an issue of your choice.*

#### Entries:

- *View our Services page here <http://www.emergentfutures.com/page.php?pid=8>*
- *Provide us with your views and suggestions – comment on anything you feel is relevant eg. do the questions and offerings resonate with you, have we missed something, is it clear/confusing, easy/hard to use, or even suggest new services, re-design or re-write some material if you feel inclined!*
- *Send your entries to [info@emergentfutures.com](mailto:info@emergentfutures.com) by 24 March.*



## Business Tips

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### **Dangerous places to outsource**

Report authors, Doug Brown and Scott Wilson, just came out with a list of the 10 most dangerous places on the planet to outsource. Where does the real danger lie? There is some controversy on the conclusions as you would expect. [Read more...](#)

### **Heads-up: Critical Adobe Flash Player patch coming**

For those of you that have not seen it Adobe released a critical patch for security on its Flash System which is used in a multitude of website applications. [Read more...](#)

### **10 most popular iPhone business apps**

The smartphone application battle will heat up this month when BlackBerry maker Research in Motion (RIM) launches a direct competitor to Apple's iPhone application Store. Apple clearly has a formidable lead on this front with more than 15,000 applications available for download. However, RIM, with its strong corporate customer base, may very well change the focus from games to business. What are the most popular iPhone business apps available for purchase? [Read more...](#)

### **The fourth quadrant: A map of the limits of statistics by Nassim Nicholas Taleb**

A Turkey is fed for a 1000 days - every day confirms to its statistical department that the human race cares about its welfare "with increased statistical significance". On the 1001st day, the turkey has a surprise. A must read to understand some of the financial crisis. [Read more...](#)



## What's Emerging

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### **Businesses warned to heed potential for water scarcity**

Too few businesses and investors are taking into consideration the potential for economic upheaval if water resources become as scarce as predicted, according to a recent report from CERES. [Read more...](#)

### **Top ten emerging technologies**

Technology Review presents its annual list of 10 technologies that can change the way we live. [Read more...](#)

### **Videoconferencing to slash govt airfare bill**

THE Australian Federal Government will deploy Cisco videoconferencing systems across 20 government sites in an effort to drastically reduce its \$280 million domestic airfare bill. The contract, which will run for four years at a cost of \$13.8 million, will be managed by Telstra and will run on its Next IP network. [Read more...](#)

### **Hearing damaged by iPods**

Up to 25% of all iPod users are damaging their hearing with irresponsible iPod usage, according to new research. [Read more...](#)

### **Why China needs to grow its economy, or risk growing unrest**

Chinese Premier Wen Jiabao took to the stage at the World Economic Forum in Davos, Switzerland, and confidently predicted that China's economy would grow by 8% this year -- the minimum growth that China's leaders say is needed to maintain order and keep everyone employed. But what if it doesn't hit that target? [Read more...](#)

### **How Twitter's spectacular growth is being driven by unexpected uses**

If you have heard about Twitter but are wondering what it is all about then check out this video of Evan Williams at TED. [Read more...](#)

## **10 prediction tools: What's available?**

Thomas Davenport and Jeanne Harris identify prediction and recommendation tools that can be used to recommend actions for buyers or predict customer behavior. [Read more...](#)

## **"Napping" data centres could cut energy use by 75%**

Researchers at the University of Michigan have announced a plan to save up to 75 percent of the energy that power-hungry computer data centres consume by putting idle servers to sleep when they're not in use. [Read more...](#)

## **Antibodies offer a new path for fighting flu**

In a discovery that could radically change how the world fights influenza, researchers have engineered antibodies that protect against many strains of the virus, including even the 1918 Spanish flu and the H5N1 bird flu. [Read more...](#)

## **Getting cars talking to reduce accidents**

The Australian national road toll could be halved by the widespread adoption of technology that allows cars to communicate and alert drivers to possible accidents, scientists say. [Read more...](#)

## **Military's killer robots must learn warrior code**

Autonomous military robots that will fight future wars must be programmed to live by a strict warrior code or the world risks untold atrocities at their steely hands. The stark warning - which includes discussion of a Terminator-style scenario in which robots turn on their human masters - is issued in a hefty report funded by and prepared for the US Navy's high-tech and secretive Office of Naval Research. [Read more...](#)

## **Top ten trends in mobile computing**

The next three to five years will see radical changes come to the field of mobile computing, making smartphones, netbooks and yet-to-be introduced gadgets even more indispensable parts of our lives. What are some of the developments that will power this next phase of evolution? CIOZone presents the Top 10 Trends in Mobile Computing. It is a bit North America focused but still useful. [Read more...](#)

## **Do we need a new internet?**

There is a growing belief among engineers and security experts that Internet security and privacy have become so maddeningly elusive that the only way to fix the problem is to start over. [Read more...](#)

## **That Splenda you're drinking will be in our water supply for awhile**

People like sucralose-the artificial sweetener marketed as Splenda-because the human body can't break it down and use it. That means the substance has almost no calories and makes it a popular ingredient in everything from cookies to diet sodas. Unfortunately, it turns out that modern wastewater treatment methods don't break down Splenda either. [Read more...](#)

## **Military to use new gel that stops bullets**

A new "bullet-busting" shock-absorbent gel is set to save the lives of British soldiers by substantially reinforcing their helmets. [Read more...](#)

## **In Soviet Russia, lake contaminates you**

This article relates the story of the Soviet Union's attempt to weigh in on the nuclear race. The environmental and social legacy of the plutonium production complex, Chelyabinsk-40, is astounding and unfortunately many continue to live with the consequences. Worse still we are yet to realise the full implications as the nuclear waste filters through natural systems. [Read more...](#)

### **Military precision used in macadamia cultivation**

Technology originally developed for the military has found a civilian use in the horticulture industry. Unmanned Aerial Vehicles (UAVs), unpiloted aircraft that fly autonomously according to pre-programmed flight plans or by remote control, were originally designed for a number of military roles, including reconnaissance and defence purposes. They have now been adapted to monitor tree health and predict yield and harvest times in macadamia orchards. [Read more...](#)

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