

# What's Emerging?

The latest news and information ...

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

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## Mid April 2011

Welcome to the middle of April edition of What's Emerging – Do you want free access to our premium scanning service in return for feedback on the service?

As we told you in the last newsletter from May we will be launching a premium scanning post service which will give you access to a searchable database of all of our public posts, plus scanning material that does not go on the blog site, reports and files that you can download, and regular longer articles on trend updates and foresight insights. This will be free for the first three months of subscription (separate to the newsletter) so that you can try out the site and look at the value it provides. After the first three months expires you will be required to pay an annual fee to maintain access. We are looking for 10 readers to assist us in assessing and improving the service in return for 12 months free membership plus the initial 3 months that is available to everyone (15 months in all). The first ten people to email [Paul](#) expressing interest will be given access to the beta stage and some instructions on what to do in return for the free membership (we reserve the right to refuse access to competitors).

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

Paul presented a keynote address to the Northern Territory Cattle Association on the future of beef on April 1st 2011 (yes we know). The presentation focused on the competitive position of beef to pork and poultry over the last 40 years and the next ten years and looked at what the consumer of the future is being trained to expect. You can view the presentation by going to our [website](#) where we have loaded the presentation and inserted speaking notes.

## Business Tips

Top 10 thinking traps exposed — How to foolproof your mind, part I

Our minds set up many traps for us. Unless we're aware of them, these traps can seriously hinder our ability to think rationally, leading us to bad reasoning and making stupid decisions. Features of our minds that are meant to help us may, eventually, get us into trouble. Here are the first 5 of the most harmful of these traps and how to avoid each one of them. [Read More...](#)

Three questions that will kill innovation

## What's Emerging?

A great post from HBR on three questions that will kill innovation and three alternative questions to ask. We spend a lot of time trying to figure out great questions. These three should be on your list. [Read More...](#)

### The secret to digital sanity

Paul Higgins: An interesting piece on managing information overload and the difference between flow tools and capture tools. I was particularly taken by: "Capture Tools Provide Digital Reflection and Relief." [Read More...](#)

### Apple iPad showdown: Battle of the eReader apps

Paul Higgins: A good summary of the book reader application options if you have an iPad or are thinking about getting one. [Read More...](#)

### eReaderIQ Is a complete database of free and discounted eBooks on Amazon

Amazon offers a lot of Kindle books for free on their site, even excluding the public domain ones. eReaderIQ is an easy-to-browse database of all of Amazon's free offerings at any given time, and it's update hourly—meaning you have a large, accurate list to browse for completely free reading material. [Read More...](#)



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## What's Emerging

### Number of U.S. mobile financial account users surges 54 percent to 30 million in past year

The report found that in Q4 2010, 29.8 million Americans accessed financial services accounts (bank, credit card, or brokerage) via their mobile device, an increase of 54 percent from Q4 2009. The report also analysed the reasons inhibiting consumers from accessing financial accounts via mobile devices, finding that preference for online access and security concerns topped the list for both smartphone and feature phone users. [Read More...](#)

### Fifty years of DARPA: Hits, misses and ones to watch

Founded to protect the US against "technological surprise", the agency has achieved some spectacular successes - and failures - in its 50-year history. [Read More...](#)

### 10 things that have been crowdsourced in 2011

Crowdsourcing is all the rage, as brands move closer to their audiences and make use of co-creation sites to unearth winning ideas. [Read More...](#)

### Detroit population plummets to 100-year low

The U.S. Census Bureau delivered some devastating news for Detroit yesterday. It's population, once as high as 1.85 million, is now at its lowest point — 713,777 — since the 1910 census. And since the 2000 census there has been 25 percent drop. [Read More...](#)

### Nuclear accidents and all, coal is by far the deadliest energy source

For every person killed by nuclear power generation, 4,000 die due to coal, adjusted for the same amount of power produced. [Read More...](#)

### Watson and the future of machine learning

What's more important, as we think about real-world applications for Watson's DeepQA technology, is the list of possible answers. Watson proved that it can make mistakes (and elsewhere, I've argued that "artificial stupidity" is an essential component of artificial intelligence). Once we realize that we're not expecting a computer to dispense correctness, but to help us solve a real-world problem, the list of possibilities becomes relevant. [Read More...](#)

### Bees solve complex problems faster than supercomputers

In a new study, researchers report that bumblebees were able to figure out the most efficient routes among several computer-controlled "flowers," quickly solving a complex problem that even stumps supercomputers. We already know bees are pretty good at facial recognition, and researchers have shown they can also be effective air-quality monitors. [Read More...](#)

### App turns your phone into a 3-D scanner

Software developed by researchers at Microsoft fuses cell-phone photos into a virtual copy of an object. [Read More...](#)

## Crowdmapping radiation

When things go wrong, a centralized system, which most nuclear systems are, will be the last to let everyone else know what is going on. The remedy is crowdsourcing data. A half dozen efforts to crowd map radiation have bloomed in the past few weeks. [Read More...](#)

## Top 10 'dying' industries: List no one wants to be on, or hidden opportunities?

IBISWorld says that within its database of close to 700 industries, about 200 are in their decline phase. The 10 industries identified here are the 10 that "may be on the verge of extinction in the United States." Not a very upbeat list at all. [Read More...](#)

## Will 'Chindia' rule the world in 2050, or America after all?

With a small tweak in assumptions and the inexorable force of compound arithmetic, Citigroup and HSBC have come up with radically different pictures of what the world will look like in 2050. [Read More...](#)

## Awesome augmented reality app could save librarians hours

Miami University's Augmented Reality Research Group, led by Professor Bo Brinkman, has developed an Android app that could save librarians a lot of time and hassle. Using the Android's camera, the app "reads" a bookshelf, and with an AR overlay, quickly flags those books that are misplaced. It will also point to the correct place on the bookshelf so the book can easily be re-shelved correctly. [Read More...](#)

## Skype in the classroom: An international social network for teachers

Skype realizes full well its software is used by many school teachers and students from around the globe, and today announced that it has built a dedicated social network to help them connect, collaborate and exchange knowledge and teaching resources over the Web.

[Read More...](#)

## Smashwords publishes 40,000th book

The 40,000th book entered the Smashwords catalog last week. Smashwords authors and publishers have released over 5,000 new titles in the last 30 days. To put this in perspective, they published 140 titles in all of 2008. [Read More...](#)

## 29 statistics reveal how the Apple's iPad is changing our lives

Media consumption whether that be books, magazines and video are all in a state of rapid change as mobile devices such as the iPad push industries to the edge that have been in existence for over a hundred years (like the publishing industry). [Read More...](#)

## Geminoids meet their human doppelgangers for a photo op you'll never forget

Three of the well-dressed individuals above are humans (at least they say they are). The other three are Geminoids -- lifelike robots created by professors Hiroshi Ishiguro and Henrik Scharfe in their image and that of one other willing assistant, all of whom got together for a little photo op last month. Creepy? You should see what else has come out of their lab. [Read More...](#)

## 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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