

What's Emerging?

The latest news and information ...

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

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Welcome to the last edition of What's Emerging for the year

This month we have only one business tip because at this time of year we do not expect that you will be diving into these links to look for new ways of doing things while trying to get everything done you need to get done before the Christmas holidays. We do think however that a break like this can be useful for reflection so our business tip contains some interesting ways on which our brains work which you might find useful when reflecting on the year that is coming to a close and the year ahead. Reflecting on reflecting if you like. Our first edition in 2011 will be a bumper business tips edition so you can have a look at them as you begin your new year. Our book review this month is on Patrick Smith's book *Somebody Else's Century: East and West in a Post Western World* because we think that China will be extremely important in shaping the next 50 years, perhaps in ways that are not part of the current standard thinking on China.

We hope that you continue to find the newsletter interesting and valuable and would welcome any feedback.

We would also like to wish you and your families a happy and safe Christmas and New Year and we look forward to interacting with you all in 2011.

Cheers

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

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What we are writing about

Book Review: *Somebody Else's Century: East and West in a Post Modern World* by Patrick Smith

This book is essentially a collection of three essays on the future of the world in the 21st century. I initially chose to read it because I wanted to learn more about China but it is broader than that, encompassing large parts of Asia and also a discussion of the development of the West. [Read More...](#)

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Business Tips

47 mind-blowing psychology-proven facts you should know about yourself

Dr. Susan Weinschenk is the author of *Neuro Web Design: What makes them click?* and *100 Things Every Designer Needs To Know About People*. All 47 slides are articles that have been republished from her blog. [Read More...](#)

What's Emerging

The human incubator

Sometimes, the best way to progress isn't to advance — to step up with more money, more technology, more modernity. It's to retreat. **Paul Higgins: an example of thinking differently within the constraints that are present.** [Read More...](#)

Lighting-grade LED chip costs to fall to US\$1/500lm in 2-3 years, says Epistar executive

Production cost of lighting-grade LED chips will fall to US\$1/500lm in the next 2-3 years, and if that is the case, LED lighting's market penetration will reach 20-30% in 2012 according MJ Jou, president of Taiwan-based LED chip maker Epistar. Sourced via Lindsay Leveen at [greenexplored.com](#). [Read More...](#)

3 mobile healthcare apps that leverage the cloud

By 2015, more than 500 million people are expected to be using healthcare smartphone applications. [Read More...](#)

Web focus helps revitalize the Atlantic

How did a 153-year-old magazine — one that first published the "Battle Hymn of the Republic" and gave voice to the abolitionist and transcendentalist movements — reinvent itself for the 21st century? By pretending it was a Silicon Valley start-up that needed to kill itself to survive. **Paul Higgins: A great way of approaching things – gaming scenarios within your own organisation about how to beat your own organisation. Contact us if you want to set one up.** [Read More...](#)

American internet use catches up with TV use

While people younger than 30 years old have spent more time with the Internet than television for several years, Forrester's survey shows that this is the first year that people in older age groups are also doing so. [Read More...](#)

Cars that park themselves—With a little help from an iPod

Robotics Institute at Carnegie Mellon University: The researchers have successfully tested a system that allows a car to park itself using remote video supervision via an iPod Touch. The purpose of the device isn't convenience, but enablement for handicapped individuals. [Read More...](#)

Global mobile app market to hit \$35 billion in 2014, says IDC

International Data Corp. projects that the number of mobile apps downloaded worldwide will grow from 10.9 billion in 2010 to 76.9 billion in 2014. That growth will equate to \$35 billion in revenue in 2014. [Read More...](#)

U.S. online holiday spending surpasses \$17.5 billion for first 35 days of the November-December shopping season, up 12 percent vs. last year

More than 50 Percent of All E-Commerce Transactions for the First Five Weeks of the Holiday Season Have Included Free Shipping. [Read More...](#)

Researchers create an artificial kidney, may cure chronic kidney disease

University of California, San Francisco researchers have developed a model of an implantable artificial kidney that could potentially wipe away the need for dialysis. [Read More...](#)

UC Berkeley, Stanford team up to create flying robot

Researchers at UC Berkeley and Stanford University have developed an unmanned aerial vehicle using Kinect, Microsoft's Xbox sensor technology. The UAV flies autonomously, maps its surroundings in 3D, and avoids obstacles. [Read More...](#)

Device helps paralysed rats walk again

Electronic "bridge" could one day assist paralysis patients. [Read More...](#)

GM's EN-V envisions future of personal mobility

Rapid urbanization, aging populations and more demand for personal mobility globally present

challenges today's vehicles will be hard-pressed to meet. Envisioning what that future will need gave birth to the Electric Networked Vehicle, or EN-V. [Read More...](#)

Ereader ownership triples in less than two years

Approximately 5.9 million U.S. adults own an eReader according to the latest data from GfK MRI — up from 2.1 million owners in the March-October period of 2009 when GfK MRI first began asking consumers about their usage of devices like the Amazon Kindle and Sony Reader. [Read More...](#)

NASA finds new life form

NASA has discovered a completely new life form that doesn't share the biological building blocks of anything currently living on planet Earth. [Read More...](#)

Speed camera lottery: Drive legally and earn money

The Speed Camera Lottery, in addition to photographing speed violators and issuing tickets, would also capture those vehicles that are driving within limits and enter them in a lottery to get a chance to win money from the revenue which was generated from speeding tickets. **Paul Higgins: Why couldn't we do that here in Victoria – it would get us away from the argument that government is just using the cameras as revenue raising. To make it more even maybe they could take all the money made from fines and take it off everybody's registration rather than a lottery?** [Read More...](#)

The world is not flat — Ponoko introduces 3D printing with personal factory 4

The new Ponoko Personal Factory 4 offers 3D printing!! **Paul Higgins: This is not meant to be an endorsement or an advert. We have posted it just to highlight what is going on out there in the world. When an individual can get any design prototyped and 3d printed we are moving into a different world.** [Read More...](#)

What will threaten us in 2040?

Could terrorists of the future use a swarm of tiny robots — less an a quarter-inch high — to attack their targets? Will new bio materials be able to target individuals carrying specific genetic markers? Could cyber-attackers melt down a nuclear facility with the press of a "return" key, or implant chips to control our minds? [Read More...](#)

Scientists seek warning signs for catastrophic tipping points

Tipping points are found in ecosystems, economies and even bodies. But they're usually recognized in retrospect, when it's too late for anything but regret. Now a growing body of research suggests there are telltale mathematical signals. If scientists can figure out how to detect them, they may be able to forecast tipping points ahead of time. [Read More...](#)

Intel: 1,000-core processor possible

The architecture for the Intel 48-core Single Chip Cloud Computer (SCC) processor is "arbitrarily scalable," said Intel researcher Timothy Mattson, during a talk at the Supercomputer 2010 conference being held this week in New Orleans. Only after 1,000 cores or so, the diameter of the mesh, or the on-chip network connecting the many cores, will grow to such an extent that it would negatively impact performance, Mattson said. [Read More...](#)

Your brain has more connections than every computer on earth combined

Just how complex is your noggin? Pretty damn complex, according to researchers at Stanford. Their new imaging technique discovered that synapses are actually more like individual microprocessors than simple on/off switches, and your brain has hundreds of trillions of them. [Read More...](#)

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