

# What's Emerging?

The latest news and information ...

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

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## January Special Edition 2011

### Welcome to the January Special Edition of What's Emerging

Welcome to the special edition of our newsletter as promised in the last edition. We will have our normal end of month newsletter next week and then our normal cycle of twice a month newsletter will resume.

Cheers

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

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### Business Tips

#### The 22 minute meeting

A great way to run meetings and make sure that the next one is on time because you are not running to the half hour or hour time schedule. [Read More...](#)

#### Use free software to clean up noisy audio files

Just about to copy my old record collection on to digital using a USB record player so going to use this to remove some of the noise that comes with that. [Read More...](#)

Word Lens is an app that translates any text your camera can see on the Fly. What it does is very simple: you point your iPhone's camera at some text you want translated, and it shows you the translation in real time. [Read More...](#)

#### What they know - mobile

A great Wall Street Journal report on which mobile phone applications are transmitting what data and to whom. [Read More...](#)

### What's Emerging

#### Science's breakthrough of the year: The first quantum machine

Science magazine has named the discovery of the quantum machine as the most significant scientific advance of 2010. Physicists Andrew Cleland and John Martinis from the University of California at Santa Barbara and their colleagues designed the machine—a tiny metal paddle of semiconductor, visible to the naked eye—and coaxed it into dancing with a quantum groove.

**Paul Higgins: They also review other groundbreaking science.** [Read More...](#)

Giants of retail count their losses as the web threat comes of age

In a report commissioned by the federal government, Access Economics estimates that online purchases totalled between \$19 billion and \$24bn in 2009, or around 3 per cent of total retail sales. That may not sound like much in relative terms, but it's growing, and fast. [Read More...](#)

### So much for FREE!: Apple will sell \$2B in apps in 2011

According to Citibank's US Internet Stock 2011 Playbook, Apple will generate as much as \$2 billion in gross app revenue in 2011. For perspective, that's about the same size as Citibank's estimate for the entire online video advertising market next year. [Read More...](#)

### China's online population hits 450 million

China's number of Internet users - already the world's largest - has risen to 450 million this year, more than a third of the country's population. [Read More...](#)

### How CityVille and FarmVille hook players like crack

How does Zynga produce Facebook hit after hit when game companies established on consoles and PCs like Ubisoft and Electronic Arts have failed to achieve the same outsized results? [Read More...](#)

### Peregrine falcons inspire new thermal soaring strategy for UAVs

Unmanned Aerial vehicles could fly for longer using less power if they copied the counter-intuitive flying patterns of peregrine falcons, say researchers. [Read More...](#)

### Earth project aims to 'simulate everything'

Nicknamed the Living Earth Simulator (LES), the project aims to advance the scientific understanding of what is taking place on the planet, encapsulating the human actions that shape societies and the environmental forces that define the physical world. [Read More...](#)

### Politics goes mobile

More than a quarter of American adults – 26% – used their cell phones to learn about or participate in the 2010 mid-term election campaign. **Paul Higgins: This includes people using their mobile phones to tell people they have voted but it still represents a significant shift.** [Read More...](#)

### Software for programming microbes

A simpler way to modify microbes could help produce biofuels and drugs efficiently. [Read More...](#)

### Math that moves: Schools embrace the iPad

A growing number of schools across the USA are embracing the iPad as the latest tool to teach Kafka in multimedia, history through "Jeopardy"-like games and math with step-by-step animation of complex problems. [Read More...](#)

### Military set to develop smart, robotic cameras

DARPA said the program, known as Mind's Eye, should generate the ability for machines to have the "perceptual and cognitive abilities for recognizing and reasoning about the actions it sees and report or act upon it." [Read More...](#)

### CHART OF THE DAY: How people share content on the web

Mark Zuckerberg says people use Facebook "to stay updated on what's happening around them and share with the people in their lives." Turns out it's true. [Read More...](#)

### Cheap(er) DNA sequencer – has an iPhone dock

Dr. Rothberg is the founder of Ion Torrent, which last month began selling a sequencer it calls the Personal Genome Machine. While most sequencers cost hundreds of thousands of dollars and are at least the size of small refrigerators, this machine sells for just under \$50,000 and is the size of a largish desktop printer. [Read More...](#)

### General Motors' new concept car for dense urbanization

General Motors and its strategic partner, Shanghai Automotive Industry Corp. Group (SAIC), share a common vision for addressing the need for personal mobility through a radical change in personal urban transportation. They are exploring several solutions for tomorrow's drivers. Among the most promising is a new vehicle form called EN-V. [Read More...](#)

### Restaurant guidebook links to online content for fresh reviews

The guide is available from the company's website for EUR 15.90, and offers listings of over 1,000 restaurants throughout Italy. Each listing is provided with a QR code, which — when

scanned by a smartphone with the appropriate software — links to that restaurant's page on the 2Spaghi.it website. [Read More...](#)

### Intuit tries open innovation via crowdsourcing

Intuit has announced a new crowd sourcing initiative it calls "Intuit Collaboratory." The initial emphasis of the collaboratory is a crowdsourcing initiative with a \$10k maximum prize. The two initial challenges focus on paperless accounting records and receipts. [Read More...](#)

### Cellphones and global youth

Young people around the world love their mobile phones, but they use them in vastly different ways. In China, the mobile internet reigns supreme. Seventy-three percent of Chinese mobile youth ages 15-24 reported using the mobile internet in the previous 30 days compared to 48 percent of U.S. mobile youth and 46 percent of U.K. youth. (Less than a quarter of young people in other European countries said they used the mobile internet in the previous month.) [Read More...](#)

### Interstellar travel not possible before 2200AD, suggests study

A new estimate of the amount of energy needed to visit the stars suggests we won't have enough for at least another two centuries. **Paul Higgins- the comments to this post contain lots of interesting information and critiques.** [Read More...](#)

### We can feed 9 billion people in 2050

The 9 billion people projected to inhabit the Earth by 2050 need not starve in order to preserve the environment, says a major report on sustainability out this week.....The French team began with a goal – 3000 calories per day for everyone, including 500 from animal sources – then ran a global food model repeatedly, with and without environmental limits on farming. The aim was to see how the calorie goal could be achieved. [Read More...](#)

### Scaling laws for cities

**Paul Higgins: It is sort of frightening that a lot of what happens in cities may be largely a function of size rather than location, culture, history, etc. Feel a little uncomfortable with such a predetermined future but we should always be interested in what makes us uncomfortable.** [Read More...](#)



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