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## Mid May 2012

### Welcome to the Middle of May Edition of What's Emerging

We had a great group of people and a great discussion at the first of our "Lunch with a Futurist" events last Friday.

We will write up a blog post on the issues that were discussed in the next few days but as well as the conversation the individuals who attended made connections with others in the room and are already talking to each other as well as us.

We will publish the feedback from the attendees in our next newsletter.

If you are interested in having one of these events in another city rather than Melbourne or registering an interest in the next Melbourne one then please get back to us at [info@emergentfutures.com](mailto:info@emergentfutures.com).

We already have some initial interest for a Sydney event and half the people who attended last week have already said they want to come back for the next one but it would be our preference to have a new group of people involved if we can.

On the people front we are thrilled to report that Sandy will be returning from the US next week and that her daughter has had a very successful series of operations and treatments and now is well on the way to causing normal toddler trouble. Sandy will be back doing some work from home for us in the next few weeks. This is great news for Simon, Sandy and Demi.

We hope that you continue to find the newsletter interesting and useful.

Cheers

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

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## What we are writing about

### The Campfire Film Festival

As reported in the last newsletter Paul did the opening keynote at the Film Festival at the Australian Centre for the Moving Image in Melbourne on Saturday. An impressive array of film makers, teachers and student attended and some amazing films were shown. Paul's presentation and the notes from it can be seen at our [Home Page](#). You can go to the [Campfire Tumblr Page](#) to see the films from the finalists. We will have the video of the presentation up soon and will notify you when it is available

### The Mental Shift in the Collaboration Economy and Why it Matters to Everyone

<http://futuristpaul.com/2012/05/02/the-mental-mind-shift-in-the-collaboration-economy-and-why-it-matters-to-everyone-3-2/>

"I am a strong believer in the increasing strength of the collaboration economy where we share things and resources rather than own them or use commercial options". ..... "If the collaboration economy grows it means more and more decisions are made at the point where we decide if they are valuable or not. That combined with increasing transparency and social media recommendation systems mean real value becomes even more important"

## Business Tips

### Babelverse

People powered real-time interpretation of the spoken word for translation [Read More...](#)

TED-Ed's new video tool allows anyone to create video lessons online

TED-Ed's new free platform allows anyone to "flip" any video on YouTube by adding custom content to play alongside it, making it possible to turn any piece of video content into a teachable moment. [Read More...](#)

The ultimate digital customer service guide

Whether its making sure that your ecommerce platform doesn't drive your users crazy or organizing your social media to build your community, forethought is key to a premium customer experience. These articles will give you comprehensive knowledge of many facets of digital customer service, with expert advice from community managers, CEOs and web designers. [Read More...](#)

How a registered nurse uses Evernote as a portable resources binder and teaching tool

Those of you that have followed us for a while know that we love Evernote. Here is a practical article on how an individual uses it. [Read More...](#)

Noteshef for iPad is a must-have app

Noteshef is an app designed to take written notes on an iPad, but it is so much more than that. It is so perfectly designed, so ingenious, so intuitive that it has to be considered one of the quintessential iPad apps. It's a must-have tool and gets a 4.5/5 rating. [Read More...](#)



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## What's Emerging

Oakley plans to launch its own brand of AR glasses

At the start of this month, Google secretly began testing its augmented reality goggles with selected employees. The prototype eyewear allows users to view messages, videos, maps, and images in real-time. Now, Oakley has confirmed that it's testing similar technology that will rival Google's 'Project Glass.' [Read More...](#)

Author Bill Dicksion On telling true stories of the west

Bill Dicksion is 87-years-young, and the author of seven novels. He stands as an inspiration for anyone wanting to become an independent author. He's been with Smashwords for almost two years, and his sales have been growing each quarter as readers discover his books. [Read More...](#)

Tissue engineering by self-assembly

Cytograft has developed novel technologies that utilize the cell's own biological processes to produce versatile tissues with remarkable mechanical strength that are free from synthetic scaffolds or exogenous biomaterials. These robust biogenic tissues can be used as building blocks to support the construction of complex three-dimensional structures to restore function to diseased tissues and organs. [Read More...](#)

Putting FaceBook's 900 million users into perspective (info graphic)

As you may have heard, Facebook very recently passed 900 million active users. We think it's pretty safe to say that it's by far the largest social network in history. That number, 900 million, is hard to get your head around. It's such a huge number. We thought it would be fun to illustrate it with a neat little infographic. Enjoy! [Read More...](#)

Wages for Americans age 25-34 have decreased 5% since 2001 while tuition

rates have increased 8% PER YEAR on average.

7.4 million Students will see their college costs go up— about one out of every three college students in the country. The increase will cost the average college student about \$1,000 more per year of school. As a result, the cost of college for the average borrower taking out full Subsidized Stafford Loans will increase by 20 percent next year. [Read More...](#)

Insurers prepare for climate change...except in U.S.

Insurance company executives are aware of the future risks posed by climate change. And yet they have been slow to prepare for the coming wave of weather-related accidents and litigation spawned by global warming changes. The Ceres study found that out of 88 U.S. insurance companies, only 11 had formal climate change risk policies and more than 60% had no dedicated management approach to assessing climate risks. [Read More...](#)

Bill Bryson begins campaign against wind turbines in the UK

Wind farms will damage the landscape of Britain for "at least a generation", according to the author Bill Bryson, as new figures show the number of turbines onshore is set to more than triple within a decade. But the continuing march of the turbines is turning ordinary people against the battle against climate change because they see green energy destroying the countryside. [Read More...](#)

Transformational Entrepreneurship: Where technology meets societal impact - Harvard Business review (via courtenay bird)

Over the last few decades, nearly all the economic growth and job growth in the U.S. has come from high-growth technology companies. That growth is driven by companies like Amazon, Google, Salesforce, and VMware (which didn't even exist 15 years ago), and companies like Facebook, Twitter, Groupon and Zynga (which didn't even exist 10 years ago). [Read More...](#)

How electionista helps filter through Tweets from current elections in 6 different countries

Tweetminster, the platform for following social media coverage along political lines, launched Electionista, a web app for monitoring elections over Twitter across 110 different countries in 58 languages. That means the six taking place this weekend are also in there and you can use the app to filter through activity from and about each place. (via This App Helps to Monitor Tweets for 6 Elections on One Day and More) [Read More...](#)

Robert Reich: The stall has arrived

The economy has stalled. Friday's jobs report for April was even more disappointing than March. Employers added only 115,000 new jobs, down from March's number (the Bureau of Labor Statistics revised the March number upward to 154,000, but that's still abysmal relative to what's needed). [Read More...](#)

Smart cities and energy efficiency: The internet of things is changing the world | University of Helsinki

The Internet connects not only people: machines communicate with one another online as well. The rapidly developing "Internet of things" will soon become part of our everyday lives. The "Internet of things" refers to a system where various objects and devices communicate with each other. In practice, this can refer, for example, to a postal parcel whose journey can be monitored thanks to an ID tag or microchip attached to it. [Read More...](#)

State of the 3D printing union, per the telegraph

You might not know anyone with a 3D printer yet, but, says Neil Gershenfeld, head of the Center for Bits and Atoms at the Massachusetts Institute of Technology, "digital personal fabrication has been growing exponentially, and the ways these exponentials work is that there's a kind of barrier to perception. You may think nothing's happening and then suddenly there's a revolution." [Read More...](#)

Frustrated advertisers to Facebook: Take our money -- please!

With a reach approaching 15 percent of the world's population, FaceBook is a thriving media business. In the last quarter alone, it raked in more \$1 billion in revenue, almost entirely from advertising. But to hear some people at big ad agencies talk, it could be a whole lot more..... However, plenty say they can't even find anyone at FaceBook to take their calls -- or their money. [Read More...](#)

## Talking monkeys in space: Robot reveals the inner workings of brain cells – robotic whole-cell patch clamping

New method offers automated way to record electrical activity inside neurons in the living brain. Gaining access to the inner workings of a neuron in the living brain offers a wealth of useful information: its patterns of electrical activity, its shape, even a profile of which genes are turned on at a given moment. However, achieving this entry is such a painstaking task that it is considered an art form; it is so difficult to learn that only a small number of labs in the world practice it. [Read More...](#)

## Game over—how sanctions and violence doomed Syria's gaming industry

Syria once looked like a promising base for the Middle East's burgeoning game development industry. Then international sanctions and bloody repression sent the country's developers fleeing to safer locations. [Read More...](#)



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Address: Level 27 | 101 Collins Street | Melbourne | VIC 3000  
Phone: +61 3 9018 7917 | Fax: +61 3 9012 3580 | [emergentfutures.com](http://emergentfutures.com)

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