City of Durham
Third Annual Technology Fair

Gangnam Style, Cassettes, or Somewhere Between

Terry Bledsoe

Chief Information Officer

Catawba County, North Carolina

November 8, 2012

Kick it 1985-style with cassette-to-iPhone converter

Ion's Tape Dock lets you digitize your cassettes just by sliding in your iPhone or iPod. Break out those old mix tapes and parachute pants, and party.

by Tim Hornyak | November 5, 2012 12:58 PM PST

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How Big Data Could Determine the Winner of Today's Election

Tarun Wadhwa, Contributor

+ Comment now

If your favorite soda is Diet Dr. Pepper, the chances are that you'll be supporting Mitt Romney. Pepsi drinker? You're most likely voting for Barack Obama. If you drink Mountain Dew, you probably don't care either way.

These types of conclusions may seem simplistic and superficial, but both campaigns are betting that they will be the key to deciding who
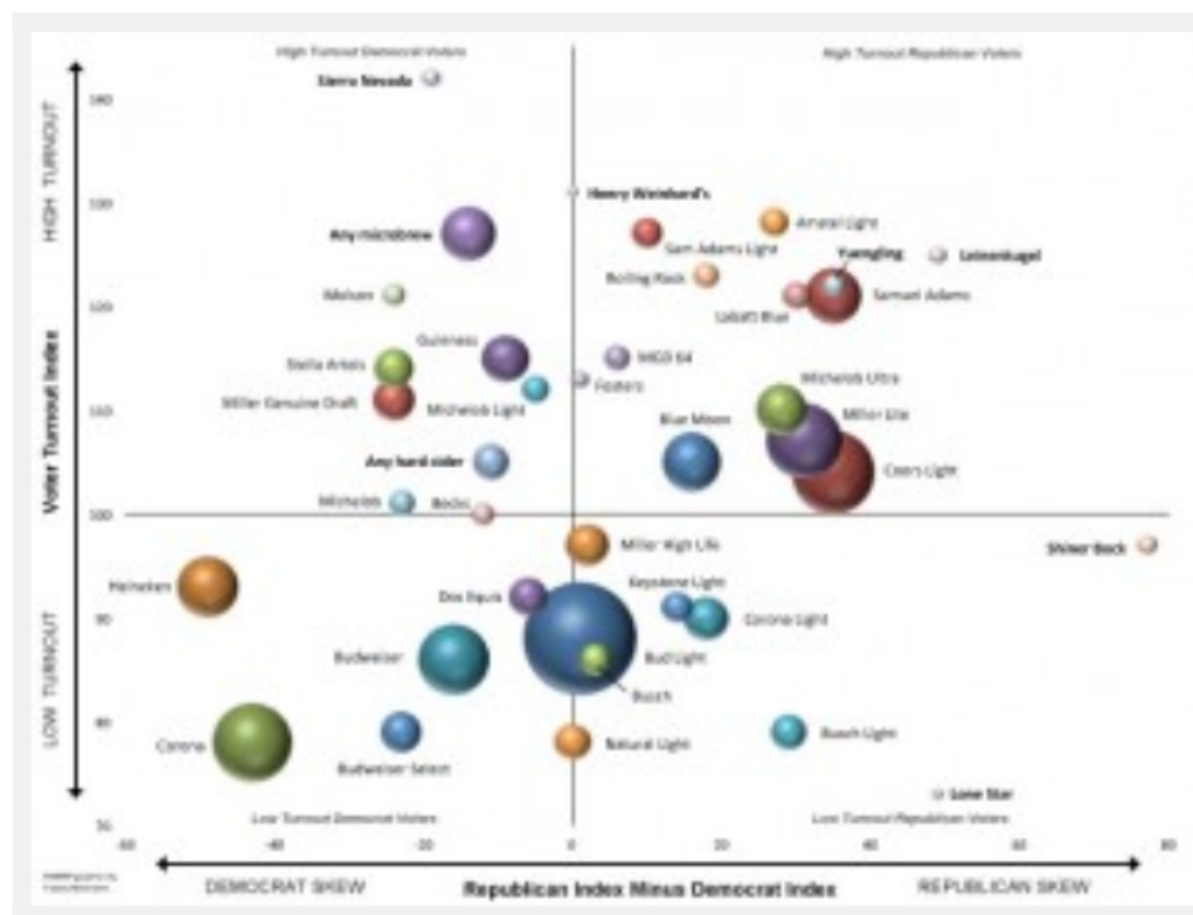
What They Drink (Beer Edition) Credit: National Media Research, Planning and Placement

Evolution Of the **p** **c**

Fifty years ago this month, a computer pioneer said, "There is no reason to suppose the average boy or girl cannot be master of a personal computer." Soon after, PCs arrived—and now we grownup boys and girls cannot imagine our lives without them.

By Betsy Towner

1962 The LINC (Laboratory Instrument Computer) begins processing data in an MIT lab to assist with biomedical research. The minicomputer paves the way for PCs.

1965 The PDP-8, made by Digital Equipment Corp., debuts and becomes the first minicomputer success. Price: $18,000.

1969 The Department of Defense establishes the first computer network, called the ARPAnet—later named the Internet.

1971 ARPAnet transmits the first email.

1972 Atari releases Pong, kick-starting the video game industry.

1975 *Popular Electronics* puts the Altair 8800 computer kit on its January cover, and its maker, MITS, is flooded with orders. Memory: 256 bytes.

1976 Steve Wozniak creates the Apple I. Its sales allow Wozniak and Steve Jobs to start Apple Computers.

1977 The Commodore PET, Apple II and Tandy Radio Shack's TRS-80 all debut.

1981 IBM calls its minicomputer the PC, turning the description into a brand. Sales soar.

1982 GRiD Systems releases Compass, the first laptop. Price: $8,150. • *Time* names the computer "Machine of the Year" in a story written on a typewriter.

1983 Compaq Computer Corp. makes the first PC clone, 100% compatible with IBM's PC. First-year sales: $111 million.

1984 Apple's Macintosh debuts during a $1.5 million Super Bowl commercial. The Mac is the first successful computer to feature a mouse and user-friendly graphics.

1990 The World Wide Web is invented. • The first successful version of Microsoft's Windows 3.0 launches.

1995 Amazon and eBay both debut, revolutionizing the way we shop.

1998 Google and PayPal debut, transforming information searches and financial transactions. • Apple's successful iMac becomes the first in its line of iProducts.

2007 Apple's iPhone goes on sale, boasting up to 8 gigabytes of memory in a pocket-size phone.

2008 Apple launches the iPad, selling more than 300,000 on the tablet's debut day.

2012 iPhone 5 debuts.

PDP-8

ATARI

APPLE 1

PET

COMPASS

12:40 PM
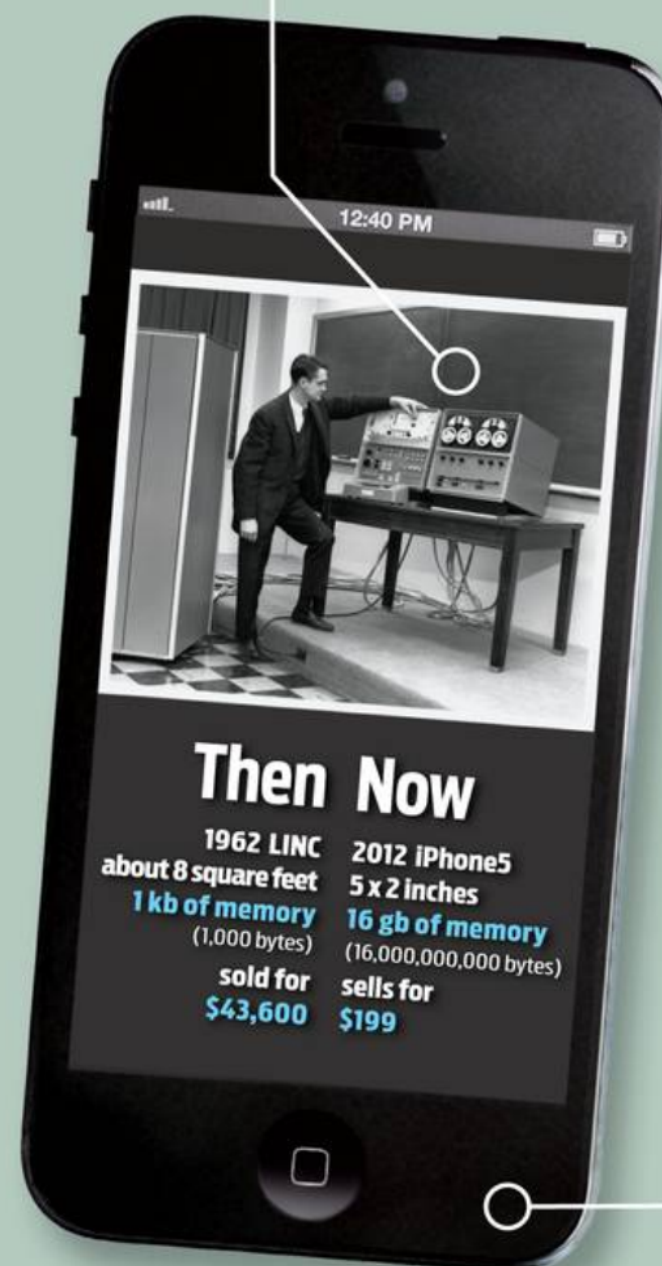
Then Now

1962 LINC
about 8 square feet
1 kb of memory
(1,000 bytes)
sold for
$43,600

2012 iPhone5
5 x 2 inches
16 gb of memory
(16,000,000,000 bytes)
sells for
$199

Mobile
Social
Video
Cloud
} Game
Changers

Think
About the
Possibilities

Disruptive
Technology

Think
About the
Possibilities

What companies have been the most influential or disruptive in the past decade?

Apple May Be World's First Trillion Dollar Company

4/03/2012 @ 11:34AM

Let the countdown begin: Analysts are now saying saying that Apple shares could reach $1,000 within the next two years — up from about $630 today — as it continues to win over mobile buyers with the iPhone and iPad.

Yesterday, Brian White at Topeka Capital Markets, arguing that Apple's shares are undervalued relative to the company's earnings potential, put a $1,001 12-month price target on Apple's shares on continued demand for its mobile devices, expansion into China and the possible release of an interactive television. Katy Huberty, of Morgan Stanley, told me yesterday the $1,000 price target is "realistic," with her enthusiasm based in large part on Apple's opportunity to expand in China where sales went from almost nothing to $12 billion in two years.

Today, Gene Munster, of Piper Jaffray, said the discussion about a $1,000 share price (or more) is "nothing new to the Apple story" and said Apple is on track to become the first public company to have a trillion dollar market capitalization. That would top the current record for a publicly traded company — the $619 billion in value reached at one point by Microsoft.

Sound farfetched? Munster looks at the math and says that Apple's market cap as of yesterday was about $573 billion, and that the company added $400 billion of that value from the beginning

Image via CrunchBase

Project Glass

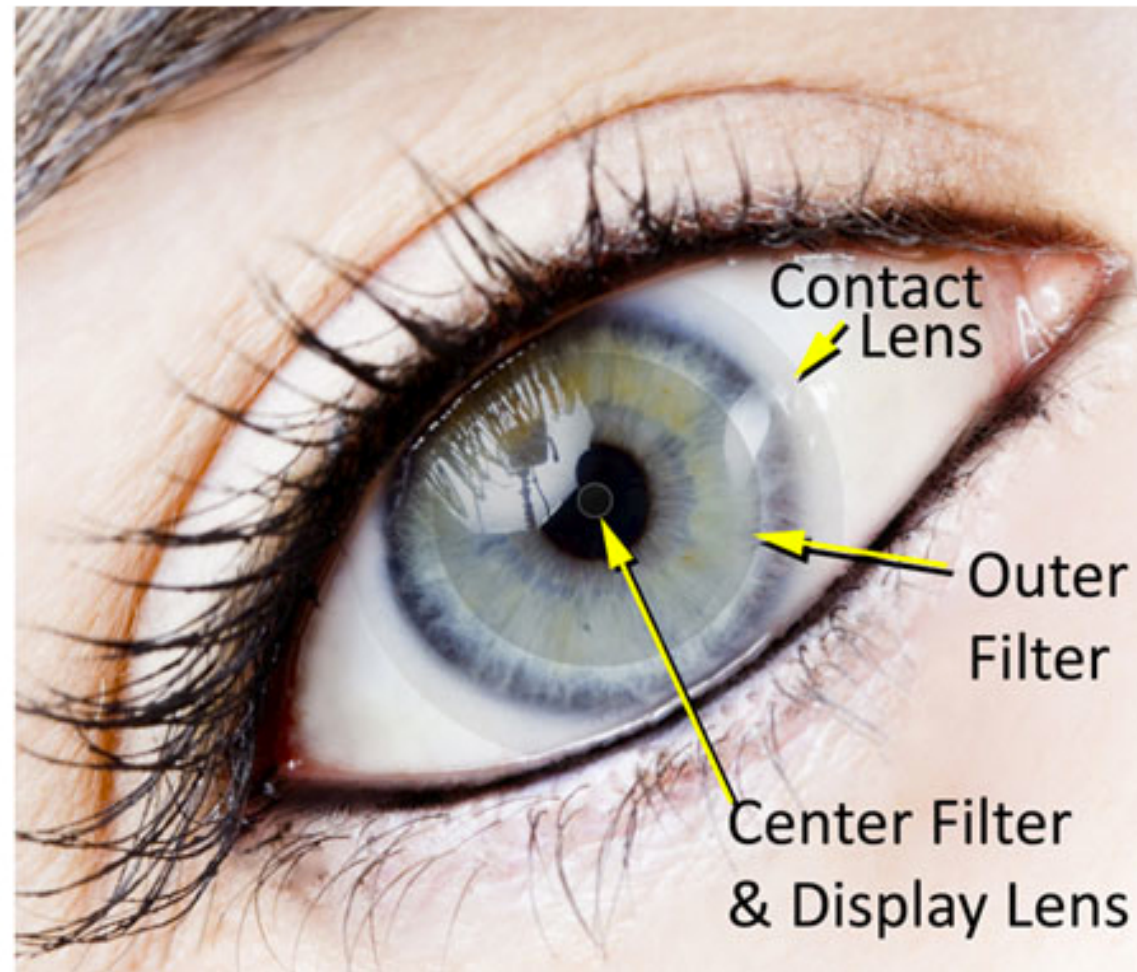Available for pre order to developers: $1500

Google co-founder Sergey Brin sports augmented reality glasses.
(Credit: Thomas Hawk)

Pentagon places order for iOptik dual focus augmented reality contact lenses

By Sam Byford on April 13, 2012 03:41 am


Contact Lens

Outer Filter

Center Filter & Display Lens

The Pentagon has placed an order for a prototype augmented reality display system that is based on dual focus contact lenses with an expanded field of vision. The system, called iOptik and developed by Innovega, allows the wearer to focus on a HUD at the same time as the surrounding environment by projecting an image onto different sections of the lens. HUD information goes through to the center of the pupil, and light from the wearer's peripheral vision is filtered out to avoid interference. The US military already uses HUDs on the battlefield, but they require bulky equipment and the wearer must actively focus on

Wearable tech is finally moving from the realm of fantasy to reality--with a vengeance.

DOES THIS WEARABLE COMPUTER MAKE MY BUTT LOOK FAT?

BY KIT EATON
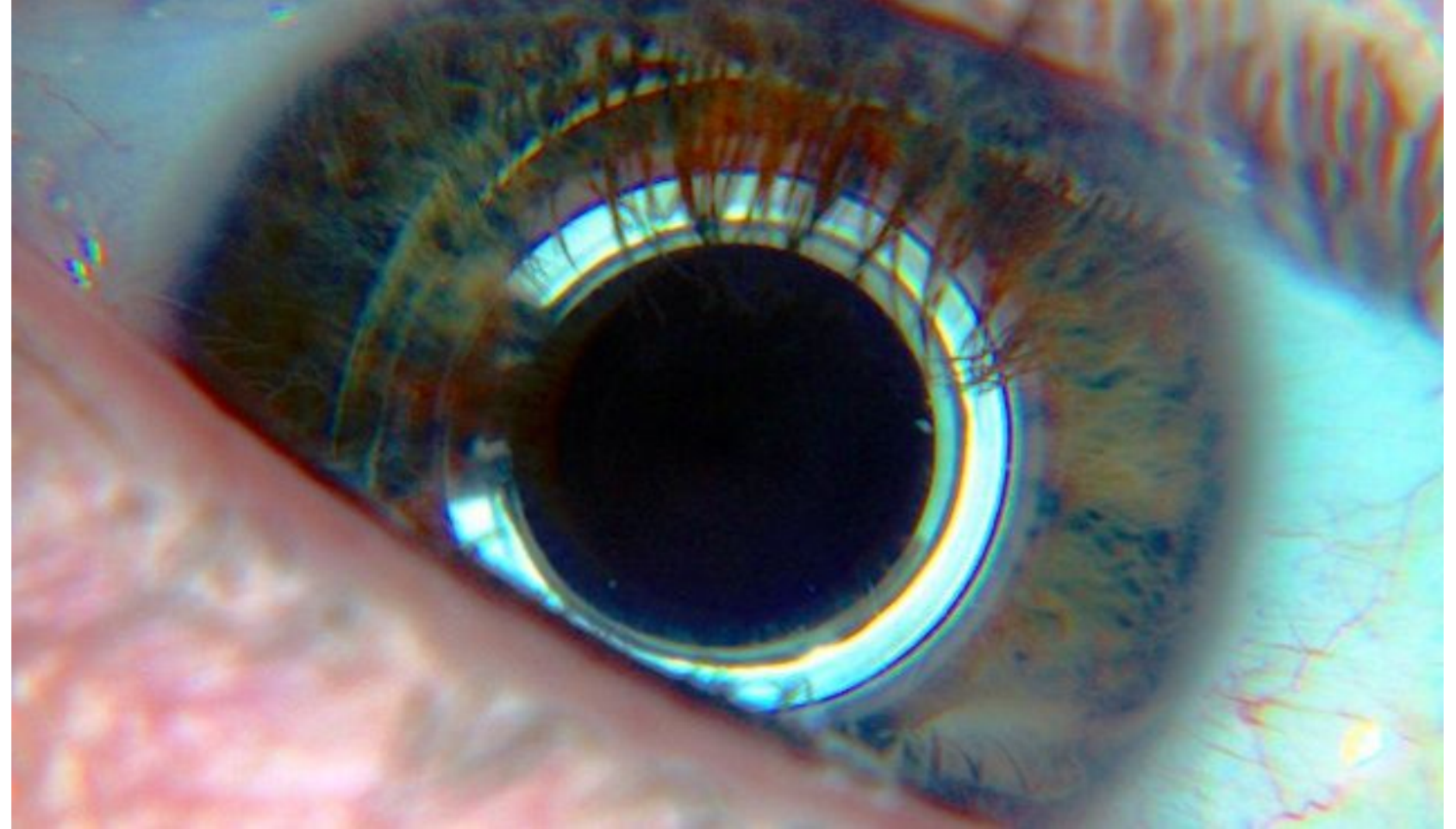
Google's Project Glass is in limelight at the moment because it's amazing technology that's only now becoming viable, even while it's been a *Star Trek* staple for years. And Glass is actually just one component in a quiet revolution in wearable computing that's going on all around you--which may change how you learn about just about everything.

Of course Google's not alone, and the New York Times pointed out this week that Google's arch-rival Apple has recently filed a patent for a similar sort of head-worn device (just the latest of many Apple's filed over a long period). And where Google and Apple tread, others will follow.

Head-worn displays are just the most visible part of the wearable computing revolution, and the seemingly quite

THERE'S MORE TO GOOGLE'S ARTIFICIAL BRAIN THAN FINDING CATS ON THE INTERNET

BY KIT EATON

Google's got a brain. An actual electronic brain.

The *New York Times* has news that inside Google's high-tech R&D "X" laboratory the search giant has been creating a simulation of the human brain. And rather than teaching it programs, Google's staff have been exposing it to information from the Net so that it learns organically, a little like the way we humans do. It's built by hooking together 16,000 processor cores with over one billion interconnections, in a notional model of the around 86 billion neurons in a typical adult human brain.

Some AI systems are all about code run in very fast computers, simulating the various layers of thought and decision that make up a mind with statistics or logic. But Google's approach is a bit closer to a

Jeff Bezos

Amazon Leaps Into High End of the Fashion Pool

Jeff Bezos, Amazon's chief executive, says the company's new effort is not about selling clothes at deep discounts but at prices that ensure "the designer brands are happy."
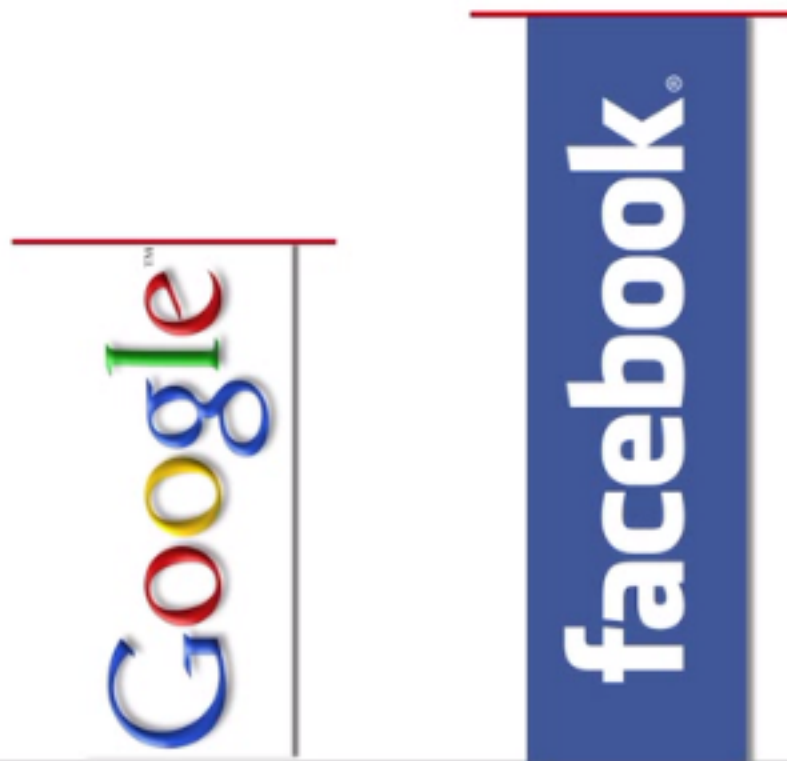
Timeline

Mark Zuckerberg turns 28,
exactly half the age
of the average S&P 500 CEO

Mark Zuckerberg

theguardian

Instagram: what is Facebook getting for $1bn?

Is the social network just after another chunk of the world's visual memory, asks Guardian head of photography Roger Tooth

Posted by Roger Tooth

In my job I guess it's unsurprising that I keep hearing things about photography. "Facts" like half of all pictures ever taken were taken in the past 12 months. Could that be true? It might be if some people are taking pictures of every meal they eat. A colleague talking to a fellow guest at a wedding, who was sporting the brand new Canon 5Dmk3 costing £3,000 — was he a pro photographer? Oh no, he just wanted the best for his photographs. $1bn for Instagram.

Instagram: taken off the market by Facebook. Photograph: Veronika Lukasova/ZUMA Press/C

Tuesday 10 April 2012 04.51 EDT

Page 1 of 2

The Guardian 3 hours ago 24 retweets
.@guardian's head of photography @rtooth on the Facebook #Instagram takeover http://t.co/...

Social Media Revolution 2011

In the storm that is Facebook's IPO, we pause to take note of the way the social network has transformed the way we live now.

IN 8 YEARS, FACEBOOK CHANGED ALL WE DO ONLINE

Is Facebook worth the $100 billion or so its pending IPO suggests it is? Who the good gracious knows. But one thing we can all be certain about is how the social network has radically changed people's behavior and expectations online in the eight short years since it was a nary more than a twinkle in the eye of its baby-faced founder(s). Those changes have had the monumental impact of facilitating the for-

dramatically shifting the way brands market themselves online.

There are things we do online today, that we take so much for granted that we forget that some of them didn't exist even as recently as two years ago. And others were so radical they inspired outright rebellions when they were first introduced. And yet all of these things are not only commonplace today, they are the

Number of wireless devices in use exceeds the entire U.S. population

BY: **GEORGE TINARI**, INTOMOBILE
TUESDAY, OCTOBER 11TH, 2011 AT 12:58 PM

CATEGORIES: **CTIA-20**
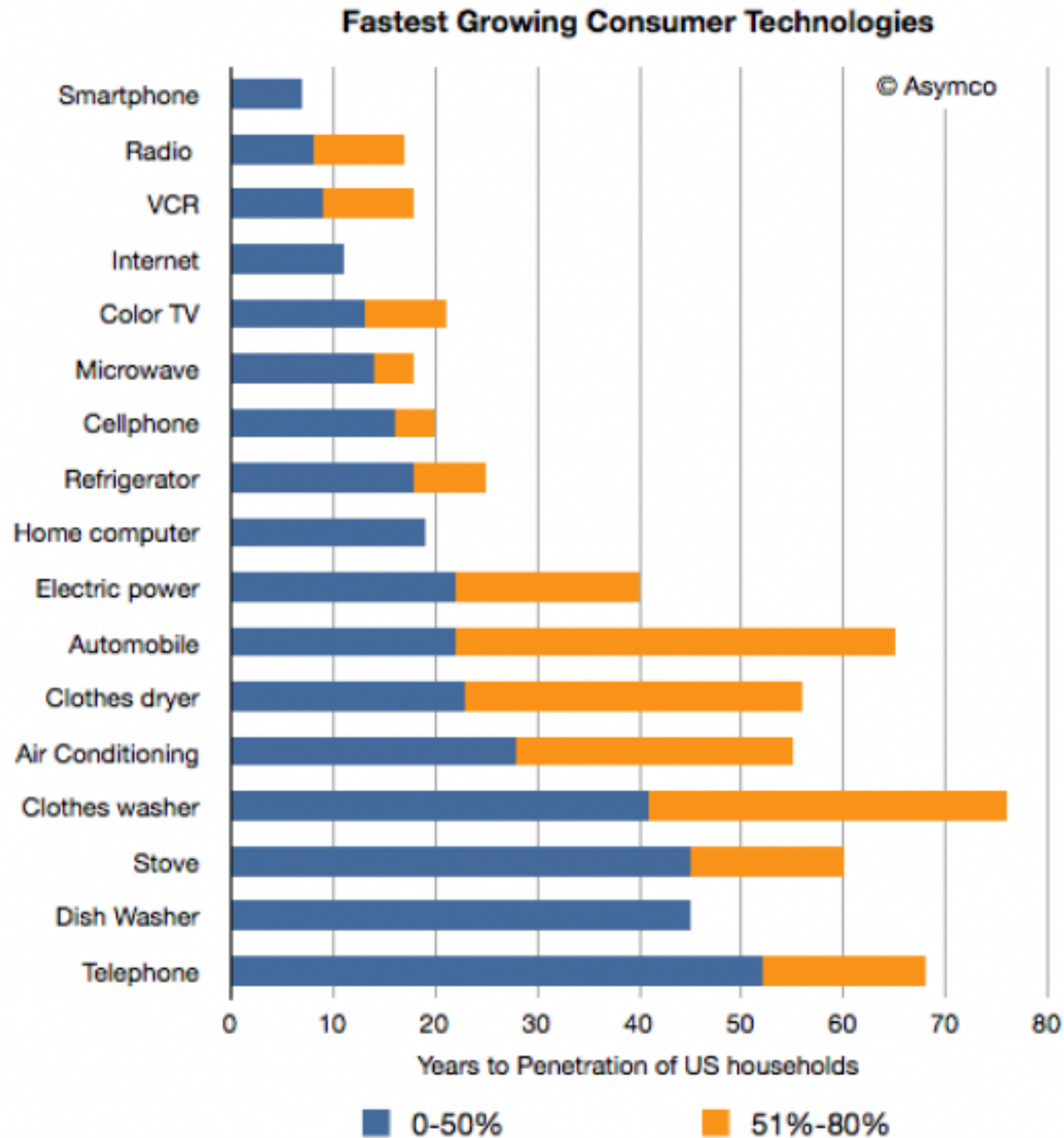
Fastest Growing Consumer Technologies

© Asymco

Years to Penetration of US households

- 0-50%
- 51%-80%

http://www.economist.com/blogs/freeexchange/2012/04/general-purpose-technologies

MAJOR

IT
Delivery

- data center
- PC
- cloud
- browser
- app store

UX
User Experience

- GUI
- touch UI
- next - gen Mobile

IT

innovation
usage model

- enterprise
- consumer
- virtualization

info
communication

- email
- CMS/DMS
- video
- social media
- text

data

- data bases & BI
- big data
- predictive

SHIFTS

Corning Day of Glass

Expert Perspective

Strive For Work-Life Integration, Not Balance

BY CRAIG CHAPPELOW | 03-16-2012 | 1:30 PM

This article is written by a member of our expert contributor community.

Stop trying to balance the mythical scales so that work and family demands and rewards are exactly even. Instead, take these steps to integrate the two for greater happiness and control.

Ford Concept Car Parks its Smart Apps in the Cloud

This Most Connected Company bets on cloud-based apps in the Evos and beyond

The U.S. Department of Transportation is studying how to capture and use the data from current vehicles.

Beyond Tablets: The Next Five Computing Form Factors

Nest Thermostat, Image from Nest.com

Embedded devices

Wearables

Beyond Tablets: The Next Five Computing Form Factors

Surfaces
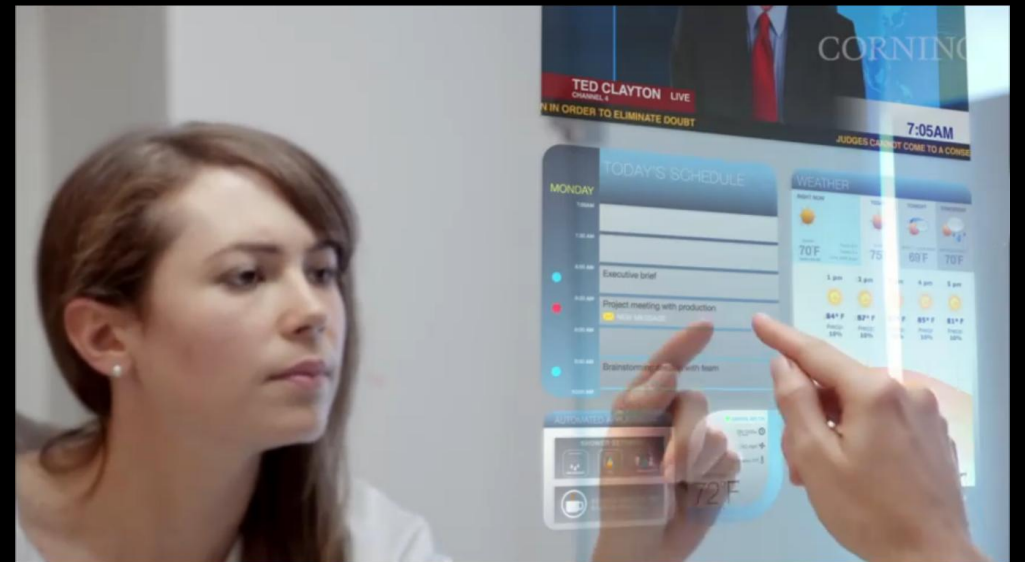
Mini Projectors
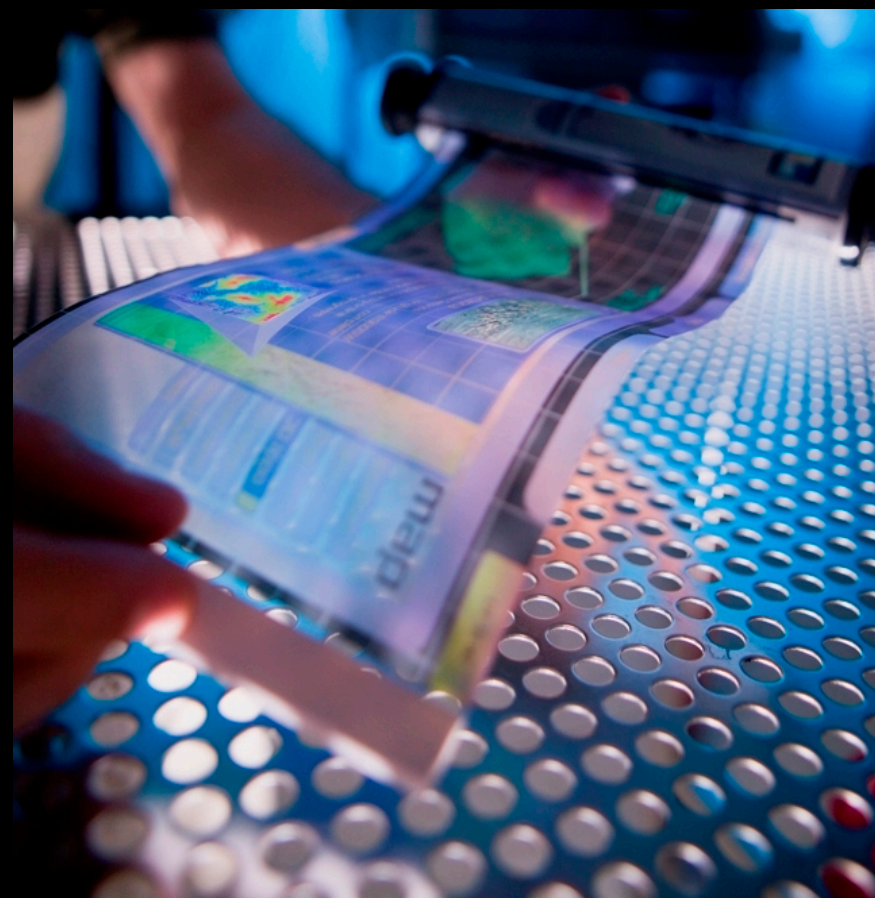
Flexible Displays

A Fish-Catching Smartphone Accessory – It's About Time

June 15, 2012 By Roberto Baldwin

Many of us will spend Sunday fishing with our fathers. Just you and Dad, relaxing by the water, and talking about that time you jumped off the roof and broke your arm. While the conversation may be riveting and chock full of nostalgia, wouldn't it be nice to actually catch some fish as well?

A smartphone-connected orb could help you do just that.

The Deeper FishFinder is a sonar-enabled waterproof ball that promises to make fishing trips more fruitful. The Bluetooth-enabled device scans the watery depths, and sends underwater topography and fish location information directly to an iOS or Android phone or tablet. The display shows the approximate location of fish with a handy depth chart to help you place your bait in just the right area.

The floating Deeper FishFinder can probe depths up to 120 feet deep, and has a Bluetooth range of 150 feet. Just tie it to a fishing line and toss it in the water. In addition to acting as the
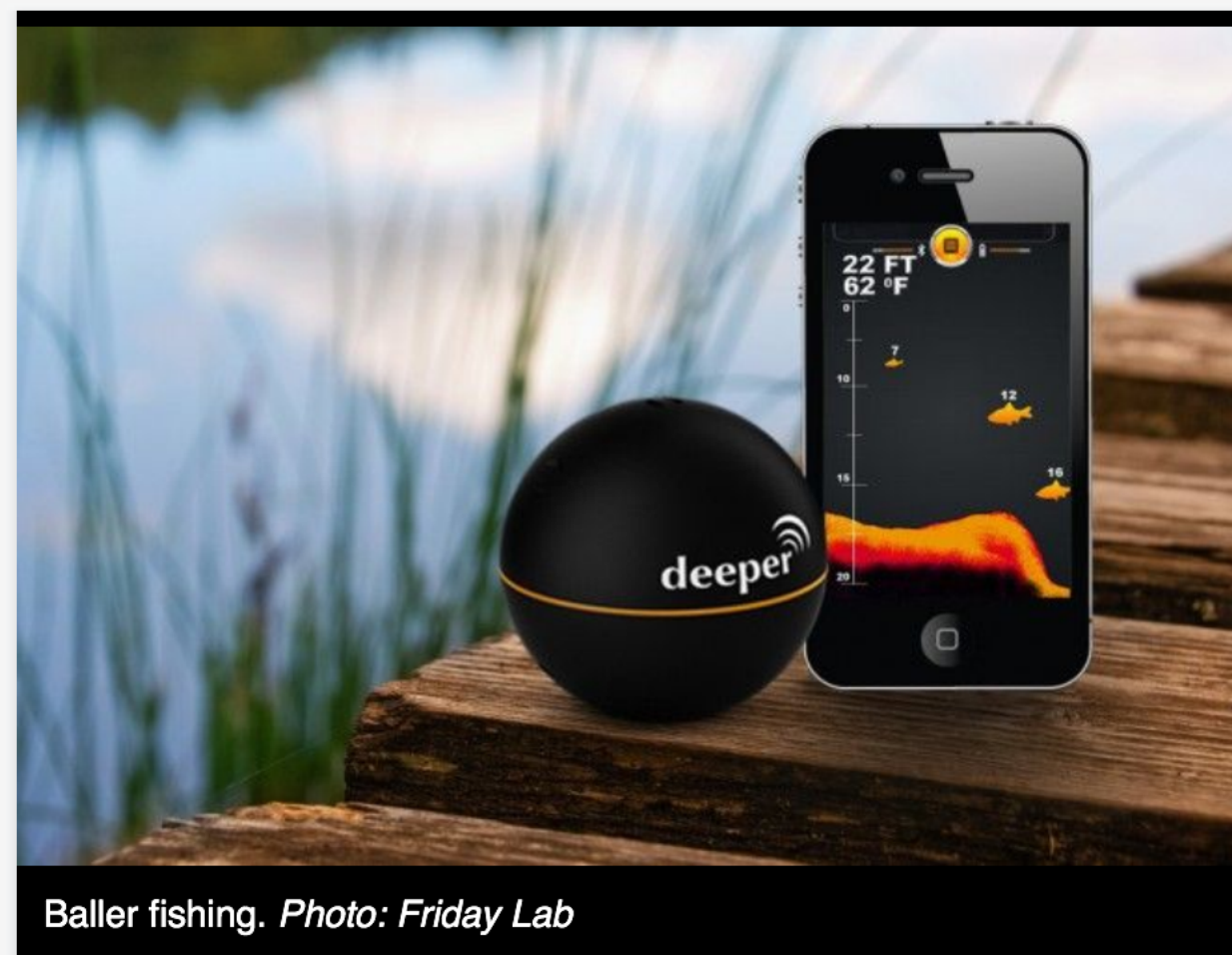
Baller fishing. *Photo: Friday Lab*

display for the orb, the app can be used to post photos of caught fish to Twitter and Facebook.

The Deeper orb is currently in the funding stages on Kickstarter-esque site Indiegogo and is expected to retail for $200 when (and if) it gets funding. Of course, like most Kickstarter campaigns, you can get it cheaper if you throw the team some cash during the funding stage.

While it won't be ready for this Sunday's trip with the rod and reel, next year's fishing excursion could end without the annual

Page 1 of 2

All Things D

Search All Things D

Trending – Making Sense of Smartphone Plans   Follow @ATDreviews

D: Dive Into Media - $500 Savings Ends Nov 1st

Sarah Rotman Epps, Senior Analyst, Forrester Research

Smart Body, Smart World: The Next Phase of Personal Computing

OCTOBER 29, 2012 AT 12:16 PM PT

Tweet   Like   +1   Share   Share   Print

In the past half-century, computing has evolved from the mainframe to the desktop to the shoulder bag to the pocket, and now it's taking over new frontiers: our physical bodies, and the physical environments that we inhabit. The next wave of growth in personal computing won't come from PCs (obviously) or even phones, which have already reached nearly ubiquitous adoption. It will come from sensor-laden devices that take many shapes: glasses, contact lenses, tattoos, wristbands, shoes, textiles, toothbrushes, mattresses, mirrors, thermostats, doorways, steering wheels

MUST-READS   FROM OTHER WEB SITES

Even a Superstorm Is No Excuse for Journalists Not to Check Twitter Trolling
Heidi Moore, Economics Editor, The Guardian

Right on Cue: Can iTunes Chief Fix Apple's Maps and Siri?
Greg Sandoval, Writer, CNET

Today I Learned: Reddit Could Be Worth $240 Million
George Anders, Contributor, Forbes
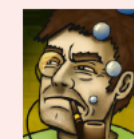
How a Facebook Joke Made One Guy San Francisco's Public Enemy No. 1
Roberto Baldwin, Reporter, Wired

Vimeo Launches Tips Jar for Content Creators. More of This, Please, Media Industry.
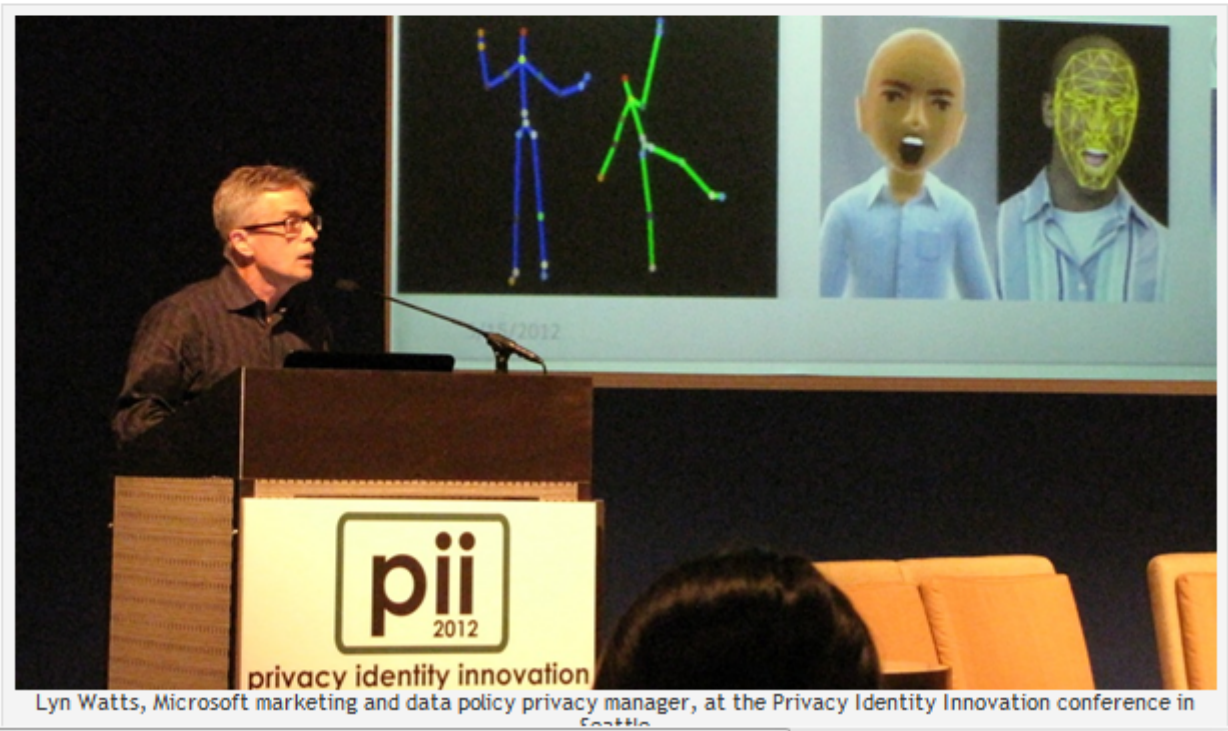Hamish McKenzie, Reporter, PandoDaily

The Strange Allure of Disaster

Biometric apps for Kinect: Microsoft wants to avoid creeping everybody out

May 15, 2012 at 5:06 pm by Todd Bishop · 1 Comment

Share this: ✉ Like 0   Tweet 15   +1 0   su

Lyn Watts, Microsoft marketing and data policy privacy manager, at the Privacy Identity Innovation conference in Seattle

biometric-aware advertising

Scenario

A woman walks into a store, and a computer recognizes her, welcomes her by name, compliments her on the weight she's lost, and points out that the store has lots of good deals in her new size — which happens to be two sizes larger than she had been telling her friends, who are with her on this particular shopping trip.

GPS

IPS

Text to 911

Are you ready?

Remember the statement, "people want to take more ownership in their situation". Referring to calling and giving information to 911.
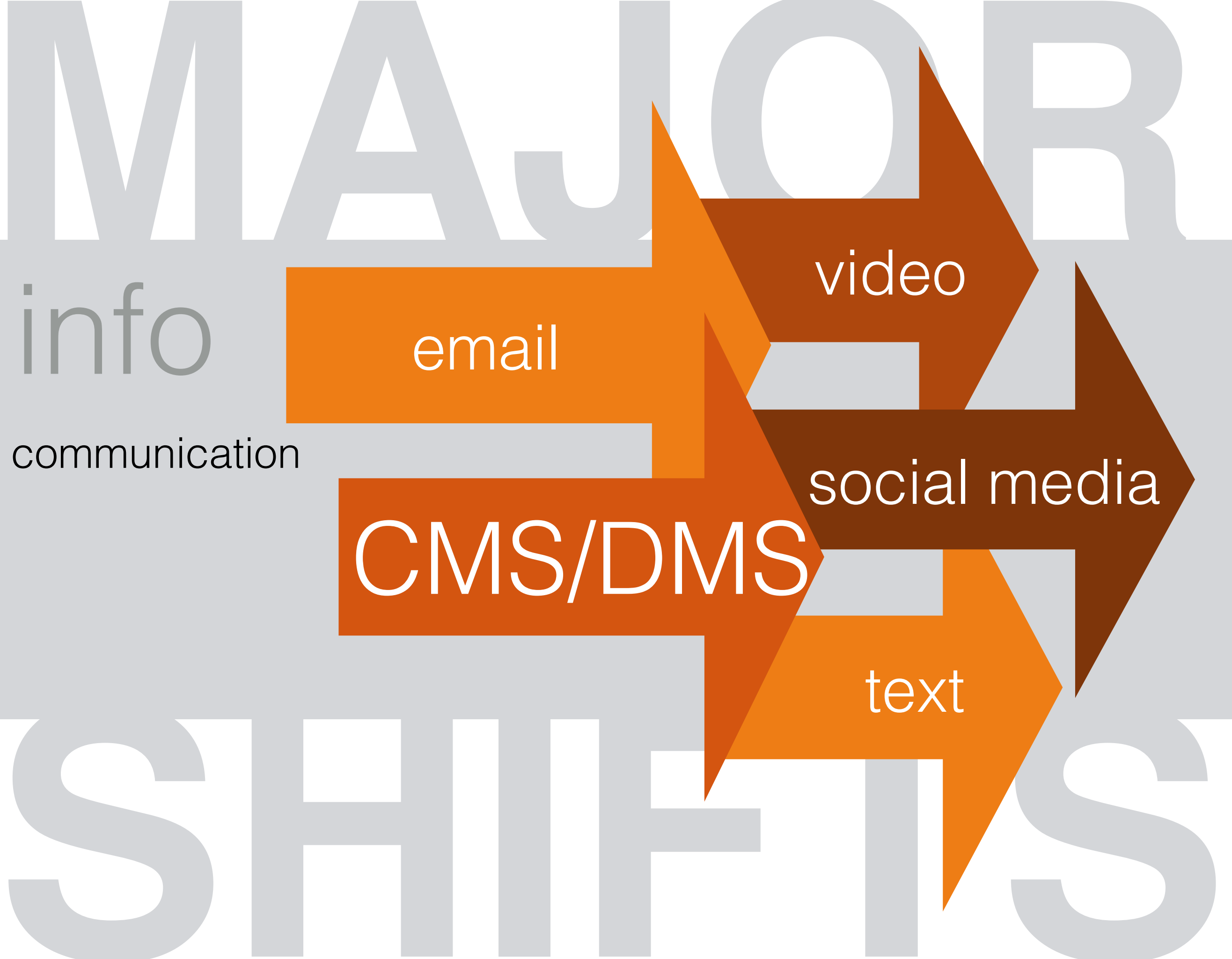
A Billion Smartphones Require New Systems Of Engagement

By Ted Schadler

It's a technology big idea: that organizations can best serve their customers, partners, and employees with new "systems of engagement." (Thanks to Geoff Moore for permission to define and use his term.) Let us explain why.

First, the logistics. John McCarthy and I spent the last eight months sifting through the patterns that have

That is soooo **49** seconds ago!

Customers

Partners

Smart products

Employees

Systems of engagement touch people

- Serving customer, partners, and employees
- Enabled by smartphones, tablets, and smart products
- Focused on in-the-moment tasks and decisions

- Delivering in an individual's personalized context
- Providing analytics-driven experiences
- Leveraging social and cloud technologies
- Short, rapid, iterative release cycles

Systems of record host processes

- Targeting employees
- Supported by ERP packages and large databases
- Recording transactions and accounting data as part of core business processes
- Maintain state, status, and history
- Long development and deployment cycles

Technology for Smarter Cities

PORTABLE

PARTICIPATORY

PERSONAL

	Analog Systems	Transactional Systems	Engagement Systems	Experiential Systems	Personal Fulfillment Systems
Circa	Pre 1950's	1950+	2000+	2005+	2010+
Design point	Reliabilty and stability	Continuous Improvement	Sense and response	Agility and flexibility	Intention driven
Challenge	Massive human scale	Massive computing scale	Massive social scale	Massive contextual scale	Massive individual scale
Communication style	Analog	Dictatorial	Conversational	Role tailored	Personalized
User experience	Physical	Machine based	Mobile, unified communications, video	Bionic	TBD
Speed	Governed	Just in time	Real time	Right time	Time space continuum
Reach	Physical locations	Departmental to corporate	Corporate to personal networks to machine	Segmented value chains and networks	People to people networks
Information management	Word of mouth	Highly structured records and data	Loosely structured knowledge flows	Immersive information	Self aware embedded knowledge
Social orientation	Physical water cooler	Tangentionally social	Fundamentally social	Pervasively social	Ubiquitiously social
Intelligence	Human based	Hard coded	Business rules	Predictive	Pattern based
Examples	Assembly line technologies	Payroll ERP CRM	Social business software Enterprise feedback management Community platforms Ad serving networks	Loyalty, reward, gamification programs Context aware services Decision support systems	Vendor relationship management (VRM)

WHAT GOOGLE GETS THAT OTHERS DON'T: INNOVATION EVOLVES CUSTOMERS

BY MICHAEL SCHRAGE

Customers don't just adopt innovations; they alter them, adapt to them, and are changed by them. Like economic Charles Darwins, s... observe an... tomers evol...

Pick any ... ters. Googl... Boeing's 74... ommendati... Subprime ... Laparoscop... Computer-... programs. ... saging. GPS ...

Pick any ... Bezos. Ste... Lauder. Bo... Siemens. C... Akio Morit... Marvin Bow...

Successful innovators don't just ask customers and clients to do something different; they ask them to become someone different.

Facebook asks its users to become more ... their personal ... might be less ... mazon turned ... ich consumers ... he data and ... s, and weigh ... ons on their ... ho shops now ... e digital com-... mance?

... sk users to ... e—new values, ... new vocabular-... ions, and new ... m their cus-... tors reinvent ... heir business-... customers bet-ter and make better customers.

When Government Gets Social
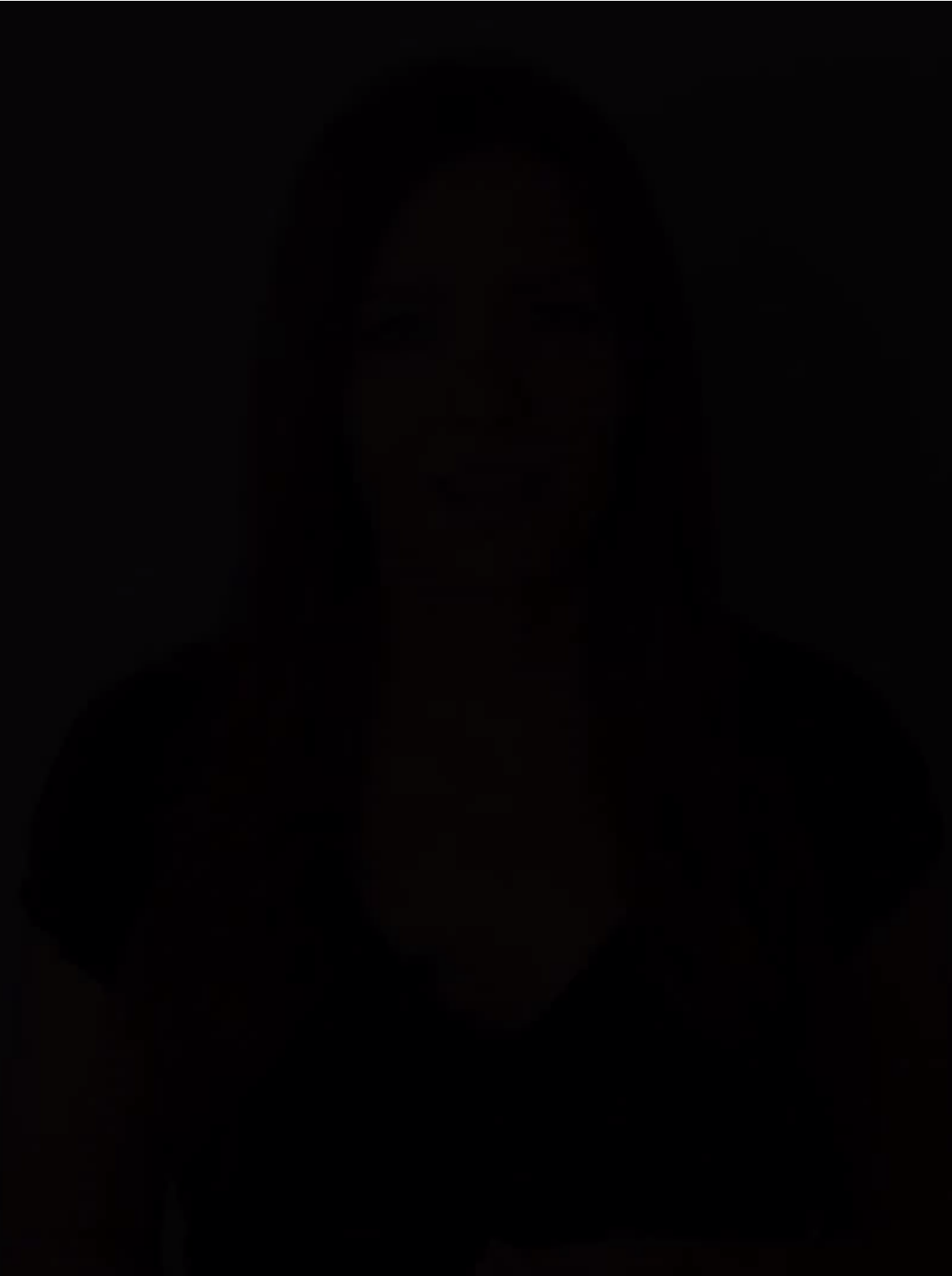
Grokr Raises Another $2.4 Million in Quest to Bring Google-Now-like Service to iOS

Ina Fried
October 19, 2012 at 5:00 am PT

The future of the search is not about searching. Information that we need will just find us . Search transitions into this virtual mind reader and tells you things before you ask.

For the past couple of years, Srivats Sam... path has quietly been try...
search for the mobile dev...

"Traditional Web sear...
work hard for your infor...
mer McAfee.com CEO to...
in an interview this week...
the DOS prompt."

That's a luxury people...
sitting at a computer and...
phones, Sampath said, h...
and virtual keyboards, n...
ter option.

Enter Grokr, Sampath...
based start-up that aims...
mation before someone...
need it. Think of it as Go...
steroids, focused on App...

"The future of search i...
searching," Sampath said...

GROKR
UNLEASHING
THE COGNITIVE WEB
For A Post-PC World

COMING JAN 2012

Some of the information it locates will be pushed automatically, while less urgent matters will appear only when the app is opened. The goal is to be "just noisy enough," Sampath said. Likewise, the company will have to strike a balance between fetching information a person

THE WALL STREET JOURNAL
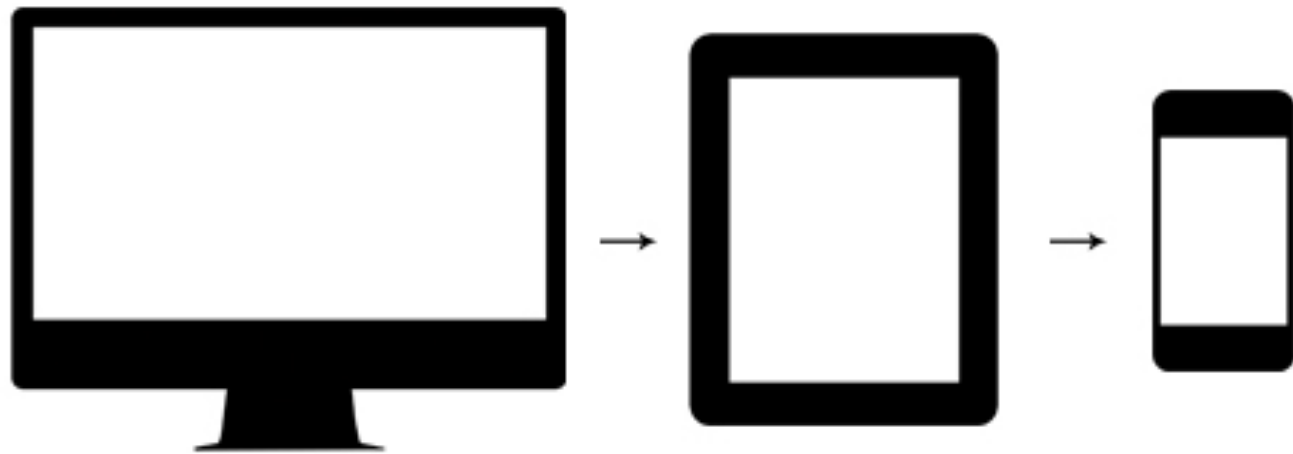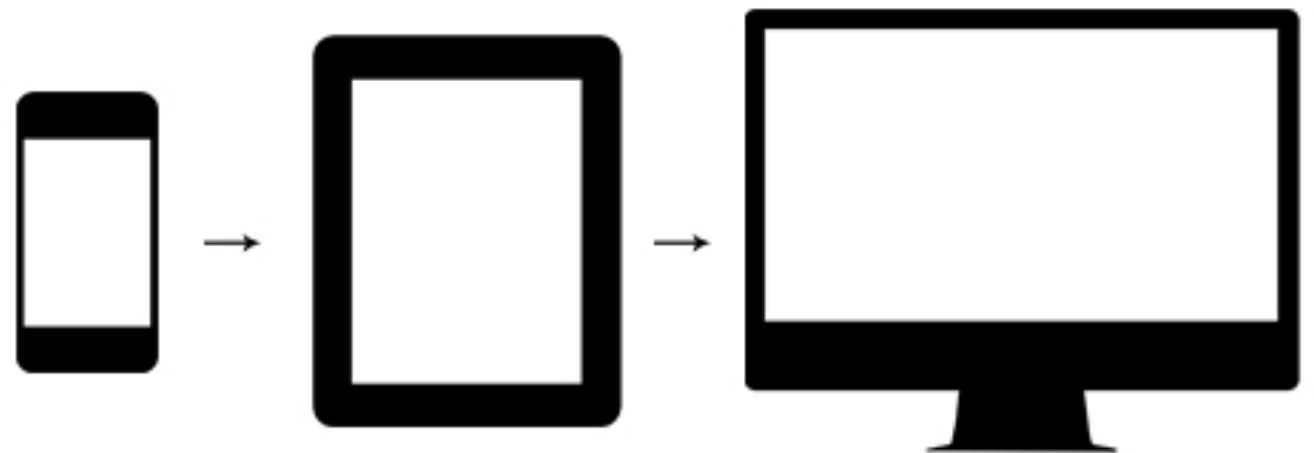Digital Network

Page 1 of 2

Mobile is the new face of engagement

Develop for Mobile First!

Graceful Degradation

vs. Progressive Enhancement

Email Must Die !

"So e-mail — I can't imagine life without it — is probably going away."

Sheryl Sandberg
COO Facebook

Email Is The New Pony Express--And It's Time To Put It Down

BY RYAN HOLMES | OCTOBER 16, 2012

in Share

Email, like paper letters delivered by horseback, has become an unproductivity tool and may just be the biggest time killer in the modern workplace. Here's where companies are headed next.
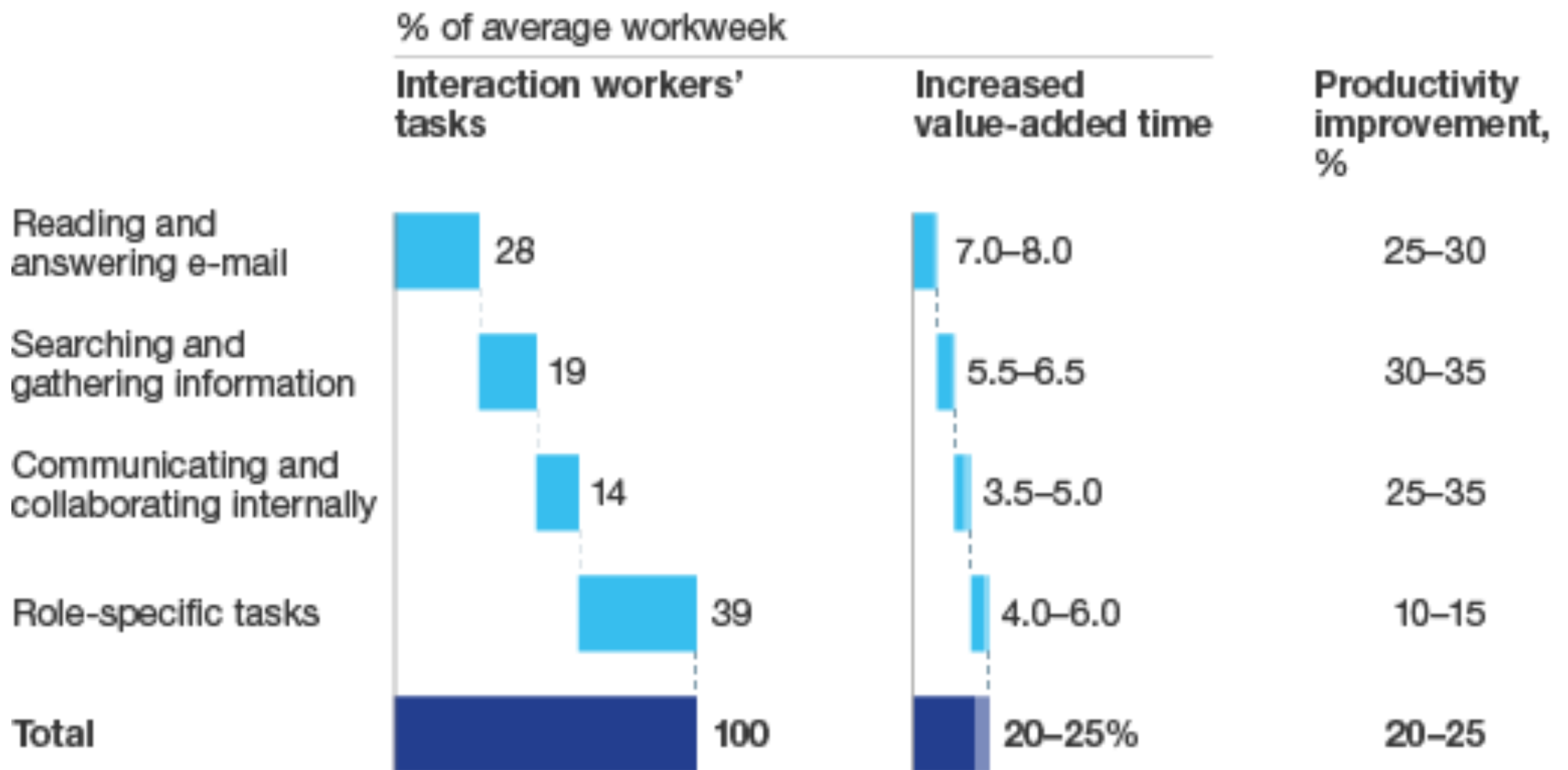
Percent Change in Time Spent Using Web-Based Email
Source: comScore Media Metrix, Dec-2011 vs. Dec-2010, U.S.

Age	12-17	18-24	25-34	35-44	45-54	55-64	65+
Percent Change	-31%	-34%	0%	-1%	15%	-7%	4%
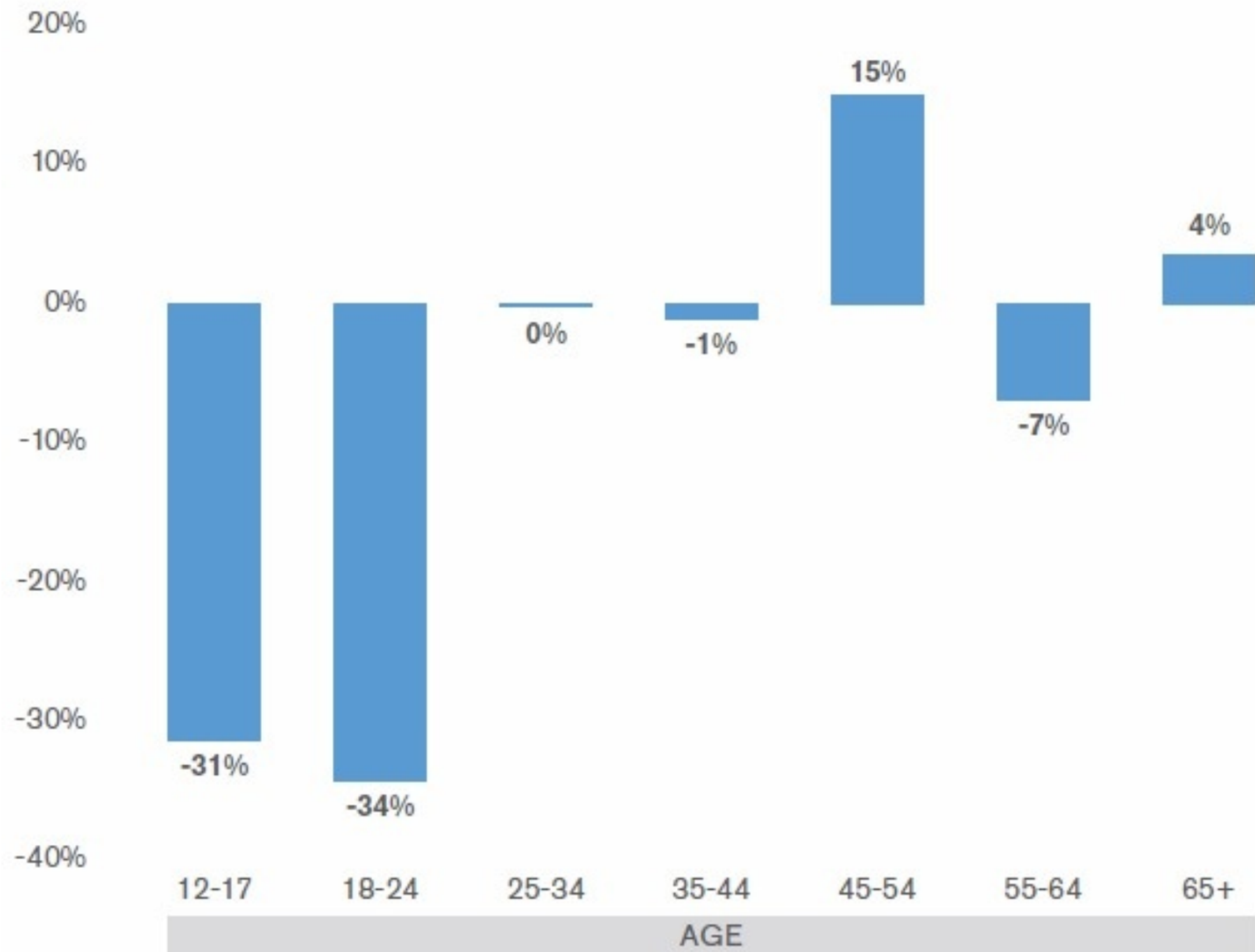
Improved communication and collaboration through social technologies could raise the productivity of interaction workers by 20 to 25 percent.

% of average workweek

Interaction workers' tasks		Increased value-added time	Productivity improvement, %
Reading and answering e-mail	28	7.0–8.0	25–30
Searching and gathering information	19	5.5–6.5	30–35
Communicating and collaborating internally	14	3.5–5.0	25–35
Role-specific tasks	39	4.0–6.0	10–15
Total	100	20–25%	20–25

http://www.mckinsey.com/insights/mgi/research/technology_and_innovation/the_social_economy

Tech Firm Implements Employee 'Zero Email' Policy

By Susanna Kim | ABC News - 21 hrs ago

(Hannelore Foerster/Bloomberg/Getty Images)

You've got mail—not. Employees of tech company Atos will be banned from sending emails under the company's new "zero email" policy.

CEO Thierry Breton [00 messages employees receive per day are useful and 18 percent is spam. That's why he company's 74,000 employees to communicate with each other via instant messaging ar

Caroline Crouch, a s al emails rather than external emails with clients and partners. Atos has already reduced

When asked how employees have responded to the policy, Crouch told ABC News the overall response "has been positive with strong take up of alternative tools."

Breton, the French finance minister from 2005 to 2007, told the Wall Street Journal he has not sent an email in the three years since he became chairman and CEO of Atos in November 2008.

"We are producing data on a massive scale that is fast polluting statement when first announcing the policy in Feburary. "At [Atos] we are taking onmental pollution after the industrial revolution."

Atos had revenue last year of of EUR 8.6 billion, or $11.5 billion, and has offices in 42 countries, according to the company website.

The company says by 2013, more than half of all new digital content will be the result of updates to, and editing of existing information. Middle managers spend more than 25 percent of their time searching for information, according to the company.

Crouch said Atos is evaluating a number of new tools to replace internal email including collaborative and social media tools. Those include the Atos Wiki, which allows all employees to communicate by contributing or modifying online content, and Office Communicator, the company's online chat system which allows video conferencing, and file and application sharing.

Atos had revenue last year of of EUR 8.6 billion, or $11.5 billion, and has offices in 42 countries, 74,000 employees

10 percent of the 200 messages employees receive per day are useful and 18 percent is spam.

FAST COMPANY

MAR 23, 2012

This blog is written by a member of our expert blogging community and expresses that expert's views alone.

EMAIL IS CRUSHING US, CAN ACTIVITY STREAMS FREE US?

BY EXPERT BLOGGER DAVID LAVENDA

If you're struggling to keep your email box from overflowing, you are not alone--this morning, my inbox summary told me I had 616 new messages awaiting my attention. Now, that's a daunting way to start the day.

Email overload is a well-documented phenomenon that has been linked to reduced productivity, inability to focus on important tasks, and even physical and emotional stress. So it is no wonder that alternative forms of communication are being actively pursued to reduce overload, both at home and at the office. One method that is gaining popularity is the activity stream.

Activity streams provide a way to syndicate updates about a user or a group of users within a social network site or across a group of sites. Twitter is the most popular consumer activity stream, although LinkedIn and Facebook have

HOME STARTUPS MOBILE GADGETS EUROPE VIDEO MORE ⪢ SEARCH

Go Now ▶

replay

S Comment 40 **f** Like 2.3k **✔** Tweet 1,404 **in** Share 601 **g** +1 127

With $1.2 Billion Yammer Buy, Microsoft's Social Enterprise Strategy Takes Shape

COLLEEN TAYLOR AND INGRID LUNDEN

posted yesterday   40 Comments

Microsoft just announced it has indeed acquired **Yammer**, the **four-year-old** social networking company for enterprises, for $1.2 billion in cash.

The announcement confirms weeks of **very credibly-sourced rumors** that have been floating for weeks around the tech blogosphere (and San Francisco's popular cafes, as first overheard **by Business Insider's Owen Thomas**.) The actual price tag is exactly what had been reported by the *Wall Street Journal* **more than a week ago**. According to Microsoft, the Yammer team will be folded into its Microsoft Office division while continuing to report to Yammer's CEO and co-founder David Sacks.

Sacks has weighed in on the deal with a post on Yammer's corporate blog entitled "**Yammer's Next Chapter**", which reads in part:

UPCOMING EVENTS

07/06/12	**Southeast Mini Meetup** Savannah, GA
07/09/12	**Southeast Mini Meetup** Atlanta, GA
07/10/12	**Southeast Mini Meetup** Raleigh, NC
07/11/12	**Southeast Mini Meetup** Charlotte, NC

Disrupt SF 2012

New Rules to Play By !

The Government Would Like You to Write a 'Social Media Will'

May 07, 2012 by **Rebecca J. Rosen** for **The Atlantic**

💬 **6**

By some estimates, nearly a half a million people with Facebook accounts passed away last year, leaving family and friends to navigate what to do with those pages. Leave the account open? Shut it down entirely? Convert it to an official Facebook memorial page? What would you want for your own Facebook profile? And forget Facebook, what do you want to become of your email account?

If you want any say in such matters, you might want to consider creating a social-media will, as the US government is now recommending as part of its advice on estate planning. As per their blog:

> If you have social media profiles set up online, you should create a statement of how you would like your online identity to be handled. Just like a traditional will helps your survivors handle your physical belongings, a social media will spells out how you want your online identity to be handled.

A Facebook 'Like' is not constitutionally protected speech, says judge

By Aaron Souppouris on May 7, 2012 07:40 am

Open-sourcing your genomic data

By Barb Darrow | Apr. 29, 2012, 5:13am PT | 5 Comments

People interested in donating their own genomic data to science should check out a new standard informed consent form that will let them route some or all of their genetic information to researchers. The goal of the Portable Legal Consent is to create a shared, open-source repository of that data.

The ability to give such gene data to science at large has been a subject of debate lately. Often a person's medical data is used for one specific research purpose but is off limits for anything else. In this big data era where there are more tools to sort and analyse huge amounts of information, the accessibility of a big genomic data pool for many projects could be a boon to researchers looking to cure diseases or just better understand human biology.

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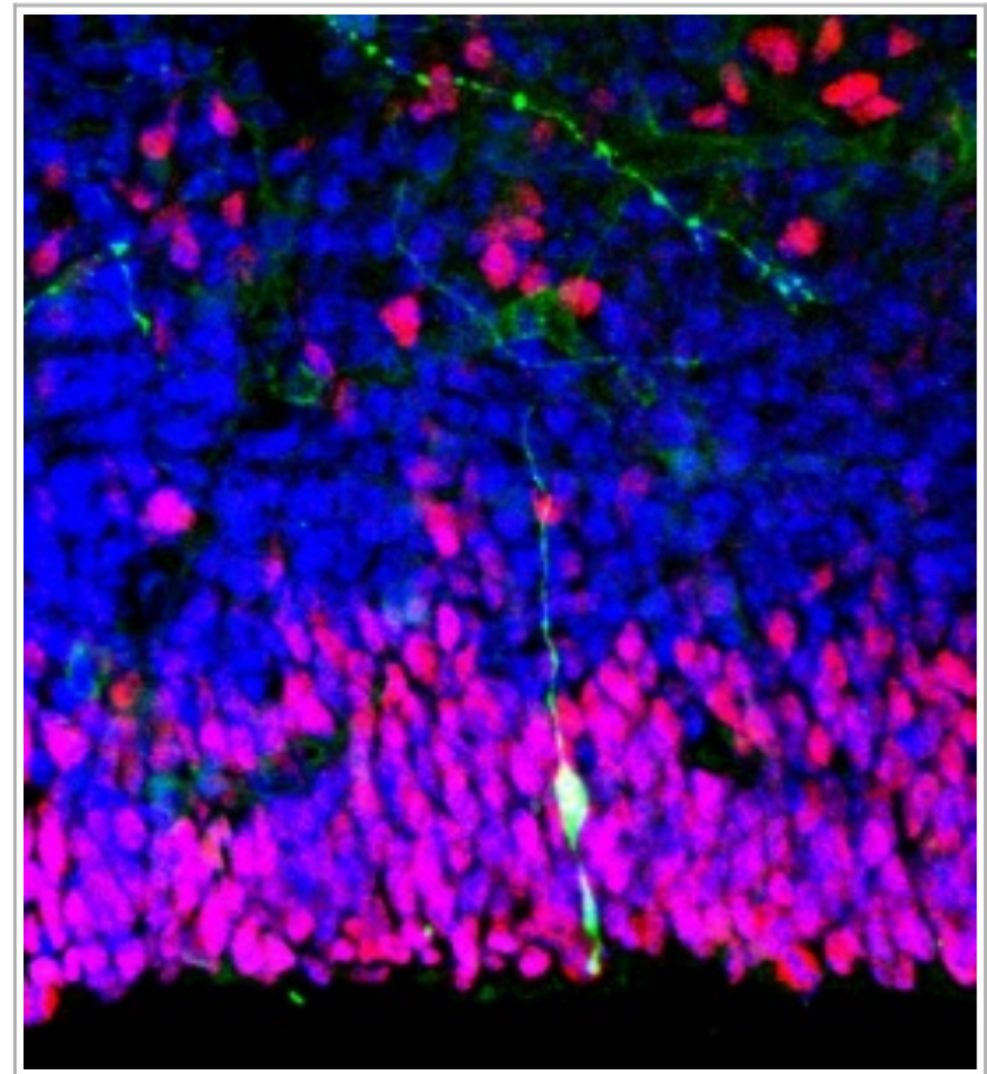
Hurricane Sandy news: Facebook, Twitter users flock to sites to track superstorm

Originally published: October 31, 2012 8:41 AM
Updated: October 31, 2012 8:54 AM

By BLOOMBERG NEWS

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Sandy-related tweets

Photo credit: Twitter | Twitter users flocked to the social media site to get updates on Hurricane Sandy. (Oct. 31, 2012)

The rise of personal analytics is going to bring us much greater clarity on our health decisions. Linda Avey's new company, Curious, Inc., hopes to help quantify that data and tell us how to lead healthier lives.

THE CO-FOUNDER OF 23ANDME ON THE FUTURE OF PERSONAL DATA TRACKING

BY ARIEL SCHWARTZ
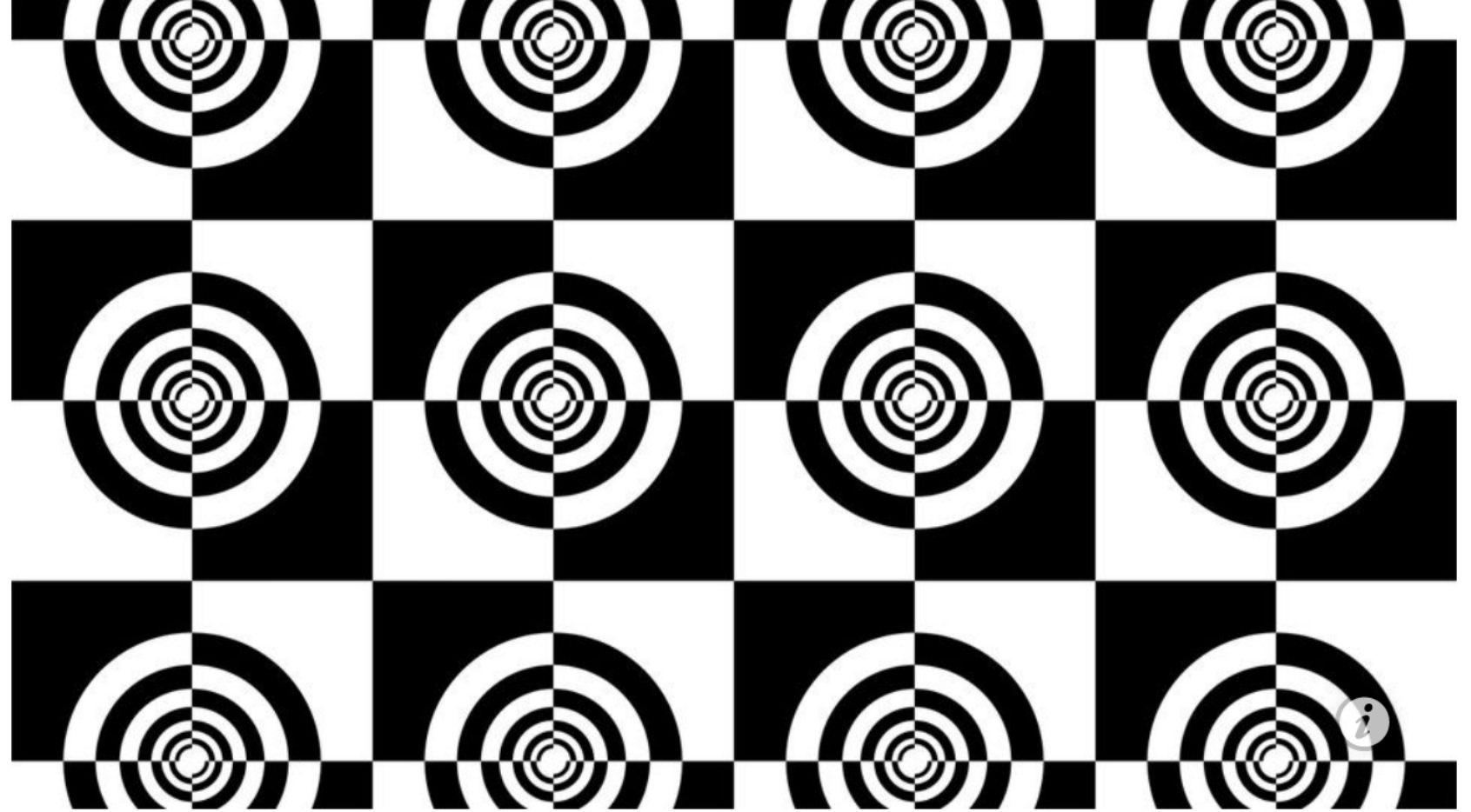
Linda Avey, the cofounder of genetic testing service 23andme, wasn't content with starting a company that brought genome-sharing from the sci-fi realm into reality. She had to

New Jersey town imposes fines for texting while walking

By Muriel Kane
Sunday, May 13, 2012 18:53 EDT

TEXTING BAN
NO TEXTING-WHILE-WALKING
TOWN WILL FINE YOU IF BUSTED

Topics: **Fort Lee ♦ Fort Lee Police Chief Thomas Ripoli ♦ new jersey ♦ pedestrian accidents**

The Raw Story 3 hours ago ⌁ 46 retweets
New Jersey town imposes fines for texting while walking. http://t.co/bq5vVcT4

Google threatens to omit French media from search

by Dara Kerr October 18, 2012

If a proposed French law passes that would require search engines to pay for news articles, the Web giant says it would simply stop linking to the country's media sites.

Google and the French government are engaged in an on-going battle over news results displayed in Google searches.

The French government is proposing a law that would require search engines to pay for news articles if they wanted to include them in query results, according to global news agency AFP. And Google has said that rather than complying with the law, it will simply omit French media sites from search.

In a letter sent by Google to a handful of government offices this month, which was obtained by AFP, the search giant said it "cannot accept" the law's requirements and "as a consequence would be required to no longer reference French sites."

Google wrote that it "redirects 4 billion 'clicks' per month towards the Internet pages" of French media and that paying for news links would "threaten [Google's] very existence."

The crux of the French government's gripe is that it says Google is earning ad revenue by displaying news headlines along with a couple sentences from the article, according to The Verge, while news agencies are losing out on attracting advertisers because readers aren't clicking through to the stories. According to AFP, leading French newspaper publishers back the proposed law.

When contacted by CNET, a Google spokesperson said, "It's not a secret that we think a law like the one proposed in France and Germany would be very

PAGE 1 OF 2

Speaking of Rules and Texting!

Hillary Clinton's 'tech guru' on how social networks are forcing "a massive shift in power"

22ND MARCH 2012 *by* JON RUSSELL

Fresh from celebrating its sixth birthday yesterday, Twitter has been praised as a prominent social network that is bringing a cosmic shift to the world, according to Alec Ross, the US government's Senior Advisor for Innovation.

The microblogging service, Facebook and other Web-based services were praised by Ross who, speaking exclusively to The Next Web, looked back at how social media has blossomed from niche services into crucial platforms of communication.

No longer niche, it's business

'Ross, who advises Secretary of State Hillary Clinton on all things technology, first came to his job in 2009, when Twitter was a just niche technology. Back then, few could have foreseen it developing into a service which sees 140 million active users send 340 million tweets per day, and is crucial for the US State Department

'Text Haiti'

"We set up the program overnight, with no meeting no clearances and no budget," he explains. "We thought it was a good idea that might raise a few hundred thousand dollars but, after using the 'dark arts' of social media, we raised $35 million in just two weeks."

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Why Mobile Apps Must Die

#sxsw #BeyondApps

Mobile apps are on a clear trajectory for failure. It's just not possible to have an app for every device in my house, every product I own and every store I enter. Much like Yahoos original hierarchy gave way to Google's search. Applications have to give away to a 'just in time' approach to applications.

This talk will explain how applications must give way to a more universal approach to application distribution, one based on the mobile web and cloud services. The problem of course, is that the mobile web has both hands tied behind its back. Any mobile app today is locked away behind a browser ghetto: in effect, a sub OS inside a larger mobile OS.

This isn't just an arbitrary technology debate, a just-in-time approach to application functionality can unleash entirely new sets of application, ones which are impossible with native apps.

This talk will layout how this problem can be fixed, and what changes need to take place, outside of just HTML5, for it to happen.

Presenters

Scott Jenson
Creative Dir
frog design

As frog's Creative Director, Scott Jenson was the first member of the User Interface group at Apple in the late 80s,

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New Study Shows that Free Apps Are Killing Your Battery

By **KEITH WAGSTAFF** | **@kwagstaff** | **March 19, 2012** | **18**

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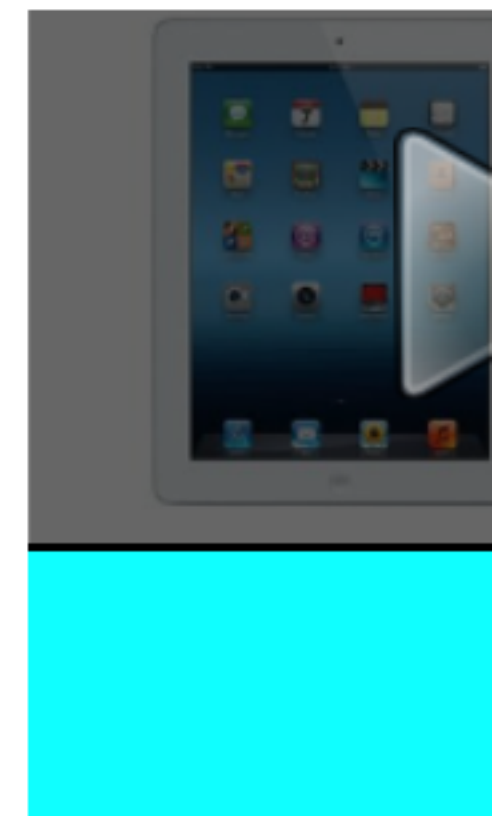
Trade your $500 program for a $20 App

Bring Your Own Device

Followed by

Bring your own apps(applications)
Bring your own cloud

The average student entering college today requires 5 MAC addresses

Hulu and Netflix

Daniel Pink
The Surprising Science of Motivation

AUTONOMY

MASTERY

PURPOSE

TED

but you see the first stirrings of
something really interesting going on,

Social Media Means More Than Salary to Some College Students

US News   By Ryan Lytle | US News – 20 hrs ago

Gabbi Baker, a student at George Washington University in Washington, D.C., is like many college students today: She is an avid user of social media. For Baker, it's a habit more than a hobby; she says she constantly checks her networks for updates, sometimes going less than 10 minutes between visits to her Twitter feed.

"I've really found [social media] to be an instrumental tool in building my network and learning what I want to do careerwise," the senior business and marketing major says. "I think social media will continue to remain important to me as I move on to my first job."

[Imagine college life without social media.]

If faced with a job offer from a company that restricted access to social media websites in the workplace, Baker says she would be hesitant to accept it.

"I don't know if I'd necessarily value a company that doesn't see the value of social media," she notes. "I couldn't imagine not being able to check Twitter when I'm at work on my work computer."

According to a recent study by Cisco, which surveyed 1,400 college students and 1,400 young professionals between the ages of 21 and 29 in 14 countries, some students would be willing to sacrifice salary and employment opportunities in favor of social media and technology freedoms.

Fifty-six percent of college students who responded to the survey said they would either not accept a

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The Beginning of the End of the 9-to-5 Workday?

- Gen Y workers won't accept jobs where they can't access Facebook

- Gen Y-ers value workplace flexibility over more money.

- Gen Y workers are always connected to jobs through technology.

"Acqui-hire"

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How millennials are transforming the workplace

INSTANT GUIDE

How millennials are transforming the workplace

Americans born in the 1980s and '90s have been described as pampered and entitled — and they're starting to get their way at some major corporations

POSTED ON AUGUST 24, 2012, AT 7:38 AM

Millennials — the generation born in the 1980s and '90s — have often been "criticized as spoiled, impatient, and most of all, entitled," says Leslie Kwoh at *The Wall Street Journal*. Instead of being hammered into shape once they graduate from college and enter the workforce, these young whippersnappers are making demands of their new bosses — and, surprisingly

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Why Boomers Won't Release Their Grip On Technology

Brian Proffitt · October 18th, 2012

Fully 60% of Internet users 65+ now get news online.

Using Big Data To Predict Your Potential Heart Problems

The doctor only measures your heart rate when you're sick, but a new website aims to create a database of every normal beating heart in the

FAST COMPANY

AUG 02, 2012

By tracking people's tweets about how they don't feel well, scientists now can pick up patterns of disease movement and figure out that you'll get sick days before you actually do. #sniffle.

TWITTER KNOWS WHEN YOU'LL GET SICK BEFORE YOU DO

BY ARIEL SCHWARTZ
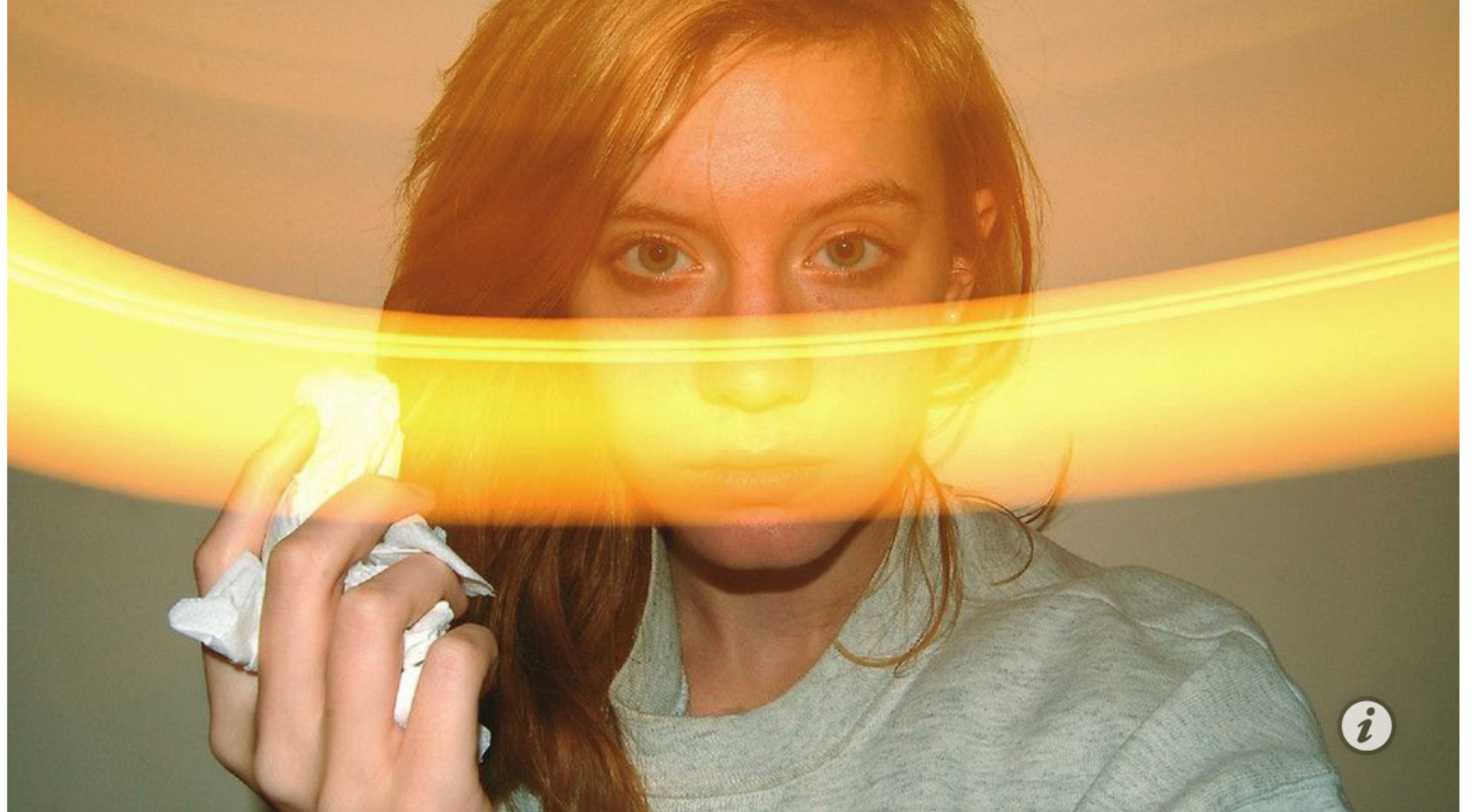
There are certain telltale signs that seem to pop up whenever people are about to get sick, like feeling achy, tired, and generally a bit off. But predicting when you'll get sick before symptoms start? The human body isn't that sophisticated. Twitter might be.

Adam Sadilek and his computer science colleagues at the University of Rochester have come up with a way to predict when people will get sick eight days before they fall ill, with a little help from Twitter, machine learning, and natural language understanding techniques.

Microsoft's New NYC Lab To Boost Data-Driven Social Science

BY NIDHI SUBBARAMAN | 05-04-2012 | 7:20 AM

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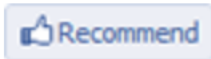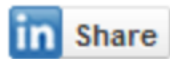
Canary in a data mine: How analytics detects early signs of bio threats

By Patrick Marshall | Oct 30, 2012

This is the third of a four-part series on text analytics.

One of the most ambitious attempts to bring the power of text analytics to bear in the interest of public safety is about to go into field testing. Funded by the Homeland Security Department, the National Collaborative for Bio-Preparedness (NCB-Prepared) is designed

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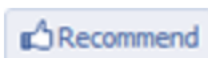Can the cloud withstand a 'perfect storm'?

Text analytics: Reading between the lines of terabytes of data

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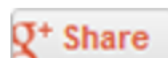NOAA, FEMA Twitter feeds can help navigate Frankenstorm

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Text analytics: Reading between the lines of terabytes of data

By Patrick Marshall | Oct 29, 2012

This is the second of a four-part series about text analytics.

It's powerful enough to read minds. It can sort through terabytes of unstructured data to pull out hidden troves of information. It's one of the hottest new software tools that almost

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Hadoop

Hadoop allows companies to store and analyze mind-boggling amounts of information in all sorts of formats (documents, tweets, photos, etc.). A regular database can't deal with lots of formats (called "unstructured data"). And it does it with free open source software
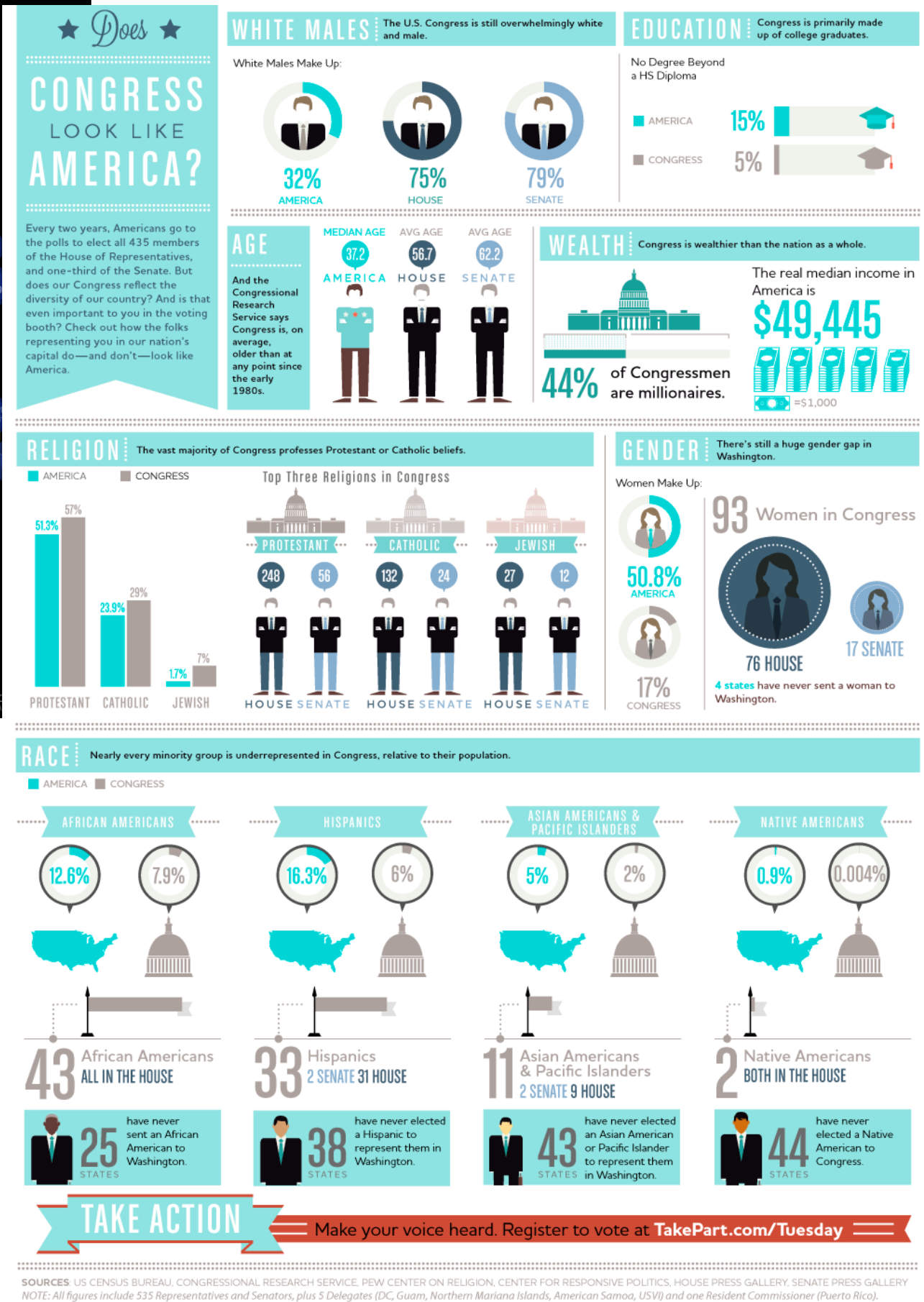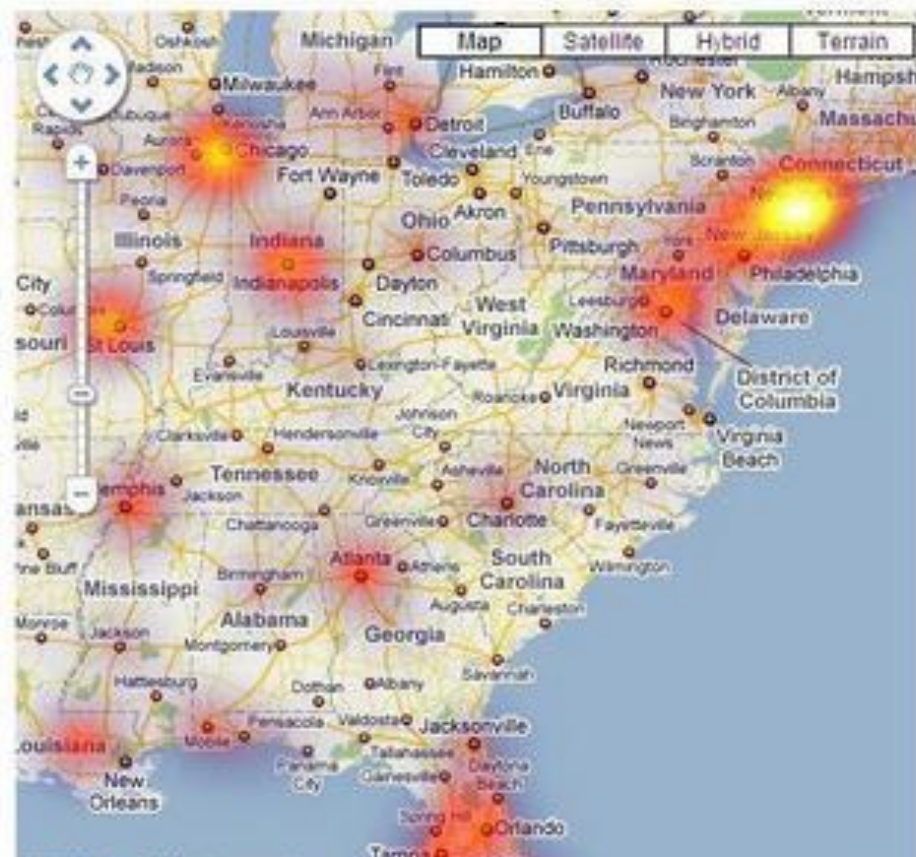
Calvin, the researchers claim, can match Oracle's 500,000 transaction-per-second performance running on

commodity servers on Amazon EC2.

Calvin: A fast, cheap database that isn't a database at all

By Derrick Harris | May. 16, 2012, 11:12am PT | No Comments
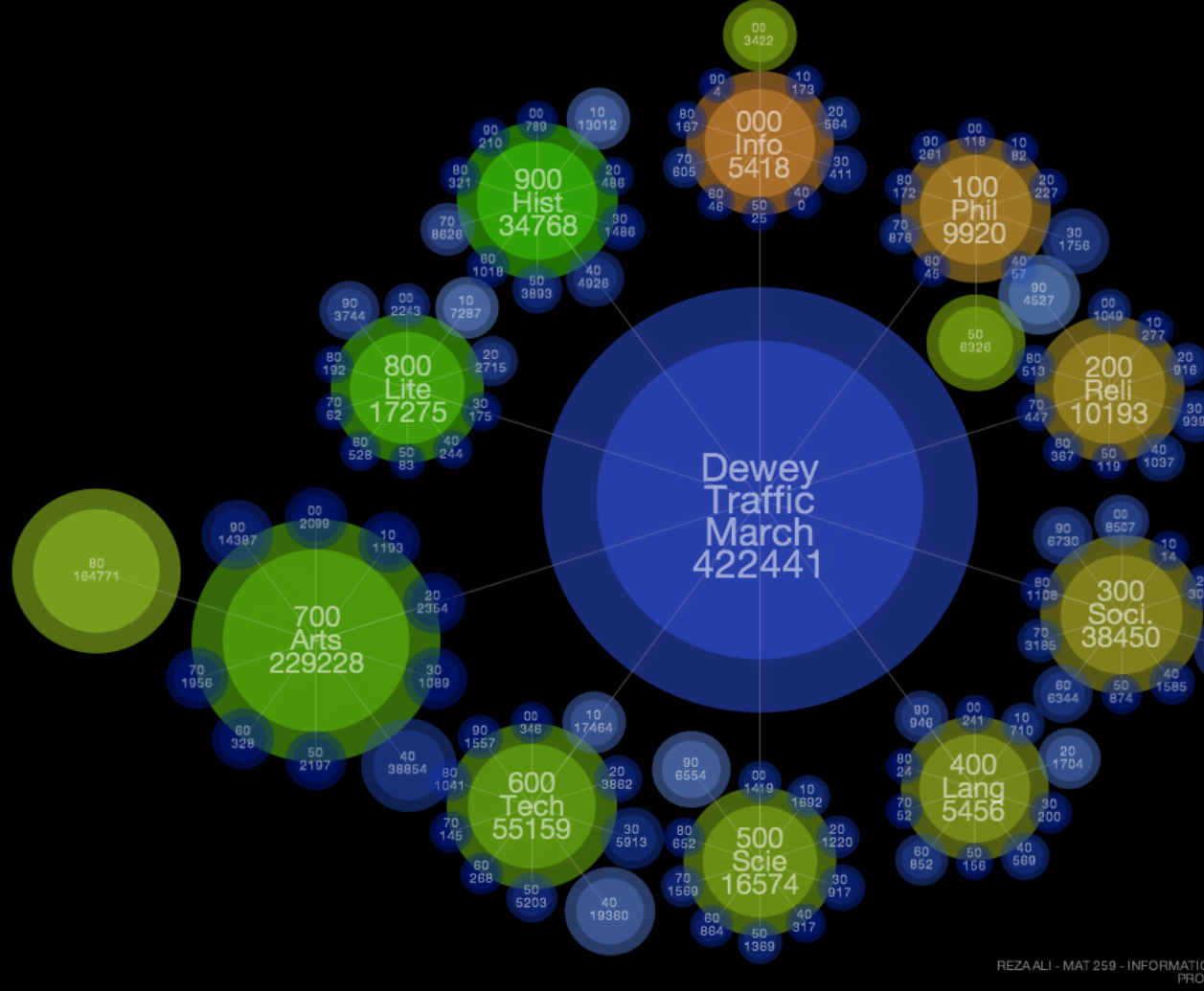
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MAR 14, 2012

Unless, that is, you are very close with your mom. Welcome to the data-driven, score-keeping, real-world, competitive game that is a gadget-packed modern life.

YOUR CAR KEY KNOWS MORE ABOUT YOU THAN YOUR MOM DOES

BY MARTIN LINDSTROM

The other day I was going through the necessary rigmarole of getting my car serviced when I learned about yet another surprising way the details of your life can be revealed. That's because mechanics working on the most recent car models know a whole lot more about your car than you've told them. They can tell the number of accidents its been involved in, how hard the car's been driven, and even how often the car's exceeded the speed limit. This information is neither held on a central database, nor is it a part of any police record. No, the details are all contained in the car key.

Every time you turn the key to start your brand spanking new car, it activates a database that quietly gathers all kinds of information, including behavioral data. This information is extremely useful

Smartphone apps are sending your data to China

by Lachlan Urquhart on March 9, 2012 | Comments (11)
FILED UNDER: Law & order, Privacy, Social networks

Smartphone apps can access some pretty personal and intimate information. This ranges from phone numbers and email addresses to GPS coordinates, to name a few.

It would be reasonable to assume that data collected is limited to assisting an app with its functionality. However, this doesn't always seem to be the case.

A report in the UK's The Sunday Times, "In a flash your details are on a server in Israel", sheds some light on data transfer practices in 70 basic smartphone apps.

These run-of-the mill applications were chosen because the Sunday Times felt they sought more information than was functionally necessary.

Using "MiddleMan" software, they were able to monitor app data transfers and made some rather disconcerting discoveries.

The future will be printed in 3-D

By Ryan Kim
Jun. 24, 2012,
9:00am PT

The house of the future will be outfitted with hundreds of products created on 3-D printers, everything from jewelry and cups to home decor items and eventually more complex items like furniture or digital devices. It's a future coming sooner than people think, said Peter Weijmarshausen, the CEO of 3-D printing start-up Shapeways.

Fresh off $6.2 million in new funding for Shapeways, Weijmarshausen spoke with

f huge disruption in e made.

The 3-D prin
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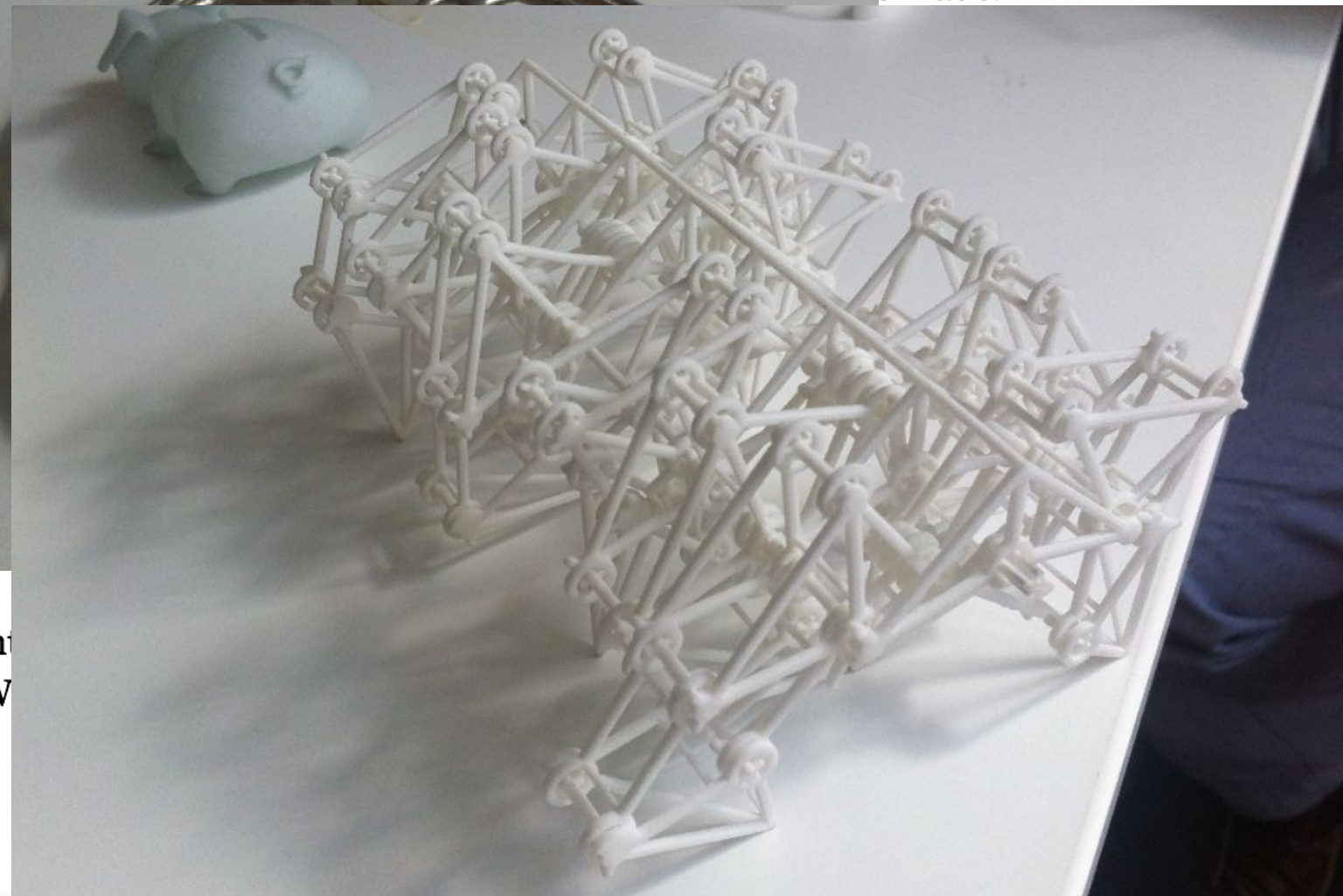
5 Transformational Forces That Should Be Driving The Social Sector (But Aren't)

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- Collaboration in the New Competition

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We need to reframe from waiting until technology is mature and safe to actively participating in the creation and design of the technology.

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