

# Newzful

## Innovation and Design

### Useful Facts: sample weekly email

1. **SIZE MATTERS** - IMAX announces personal in-home systems: a minimum 20'-wide screen with a starting price of \$2 million. (Source: Bloomberg Business Week)
2. **WHAT? NO WAITING AT THE DEALERSHIP?** Ford Motor Company is using 3-D printing to create prototype auto parts. In the future, Ford foresees customers being able to print their own replacement parts. Theoretically, a customer could log onto the Web, scan a bar code or print up an order, take it to a local 3-D printer, and have the part in hours or minutes. (Source: WSJ)
3. **GUESS WE DIDN'T NEED IT AFTER ALL** - 90% of all product launches fail. (Source: Nielsen)
4. **BLOCK HEAD** - Studies have linked heavy mobile phone usage with altered brain metabolism, sleep deprivation and sperm damage. Teaming with Ideo, Pong designs cell phone cases that can reduce radiation absorption by up to 89%. (Source: Fast Company)
5. **PLASTIC FANTASTIC** - Axion is building bridges from recycled shampoo bottles and milk jugs: they are nearly immune to the elements, don't rot, don't absorb moisture, don't splinter and don't rot. "It's even resists graffiti," says CEO Steven Silverman. Maximum length so far: 25 feet. (Source: Fast Company)
6. **FILL 'ER UP!** One Swedish project is testing a system designed to power (Electronic Vehicles) EVs along the highway. The method, developed by the Volvo Group and the Swedish power company Alstom with support from the Swedish Energy Agency, would involve putting two power lines directly into the road. As vehicles pass over, they'd continuously be supplied with electricity. (Source: Mashable)
7. **POWER TO THE PEOPLE** - New York City is teaming up with AT&T to install 25 solar-powered charging stations in parks across the five boroughs. The charges will provide a free boost to dying phones and other mobile devices. The initiative was the result of residents who didn't have cell phone power to reach loved ones during Superstorm Sandy. (Source: Time Magazine)
8. **MY COMPUTER IS FASTER THAN YOUR COMPUTER** - Called the Tianhe-2 and developed by the National University of Defense Technology in central China's

Changsha city, the world's fastest computer is capable of sustained computing of 33.86 petaflops per second. That's the equivalent of 33,860 trillion calculations per second. (Source: Time Magazine)

9. **THIS IDEA HAS LEGS** - To help fend off perverts, a user on China's microblogging site Sina Weibo has supposedly invented "hairy stockings" for young girls. (Source: DesignTaxi)

10. **A BRUSH WITH A RUSH** - Colgate has revealed plans for a "toothbrush with a built-in caffeine patch" that releases the chemical as you brush your teeth. The patches would last about three months, and would release the chemicals slowly over time. The company also has plans for apple and lemon-flavored patches—as well as drug patches that contain aspirin and appetite suppressants. (Source: DesignTaxi)

11. **CANNED PRESENTATION** - "Spanish fashion designer and chemist Manel Torres has invented Fabrican, a sprayable liquid that instantly turns into fabric. Torres' invention involves a liquid suspension filled with short fibers that can be sprayed out of a can. The fibers adhere to each other, and once set, it can even be washed and re-worn. The invention may have medical and environmental applications as well." (Source: DesignTaxi)

#### QUOTE:

*"Creativity is thinking up new things. Innovation is doing new things."*  
— Theodore Levitt, economist

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