



TECHNO

THE BIG IDEAS THAT
ARE CHANGING EVERYTHING

TRENDS

GO MOBILE! A HIGHER LEVEL OF SOCIAL MEDIA MARKETING (PART II)

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Why should businesses focus on mobile social media marketing? Consider this: Right now around the world, 1.1 billion people use the internet, 1.4 billion people watch television, and 2.2 billion people

use mobile phones. So if we look at the power of social media going mobile, we quickly see that it has the potential to be more powerful than television watching, simply because it's interactive and with you at all times.

Last month, I shared how both technology and people are driving the prevalence of mobile social media. This month, I would like to share the benefits of mobile social media marketing and how they can impact your company immediately.

If your company is using social media marketing but has not yet gone mobile with it, you must do so right away. Here's why:

It expands your Internet footprint. You can only monitor and respond to so many Facebook, Twitter, and other social media posts from your desk. However, when you can post from your phone, you can say what's on your mind whenever you want. As such, you expand your Internet footprint and make it easier for prospects to find you.

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GO MOBILE! (PART II) *(continued from page 1)*

It improves your search engine rankings. Each post you put out on the social media networks points back to you or your company. That increases your listings on search engine results. So where you might have been listed 1,000 times, you're now listed 3,000 times.

It establishes you as the expert. When you can post your information and ideas at any time, it will happen more often, which builds your reputation and credibility.

It improves communication and feedback. Many companies are monitoring people's tweets on Twitter and posts on Facebook. If they notice people who have problems with their company, products, or services, they find out about it right away and make changes in real time. This, in turn, builds positive relationships with customers.

It drives a steady stream of prospects to your business. All of the social media sites are becoming business friendly, enabling you to create a business-oriented presence. As they're becoming more business friendly, they're going to be very mobile friendly. It's the next iteration.

It fuels content generation. Because you're micro-blogging and doing Facebook entries, you're creating content and getting it out there. And since content is king these days, you definitely need a way to keep your information flowing into your prospects' and customers' hands.

It supports decision-making. You can make better decisions if you're monitoring what's going on in social media about your industry, marketplace, etc. And when you get these updates directly to your phone, you don't have to wait until Monday morning when you get to your office to make a big decision. You can make it and implement it in real time.

GO MOBILE TODAY

In short, the mobile era takes all the benefits of social media marketing and puts them in your hands at all times. It also frees you from your computer so you have more time for other activities. As the business world evolves, our ways of communicating with prospects and customers must evolve too. Remember, it used to be about distributing content; now it's about getting people's attention and engaging with them. It used to be about gaining shelf space; now it's about gaining mind share. It used to be about mass marketing; now it's about niche marketing. It used to be about trying to control your customers; now it's about using influence and reputation to generate desired results. When you incorporate your mobile device as a key way to achieve your business objectives and attain these benefits, you open your company up to a whole new world of sales and profits.

TECHNOLOGY NEWS HIGHLIGHTS

LARGE SCALE ENERGY STORAGE

The increased use of renewable energy sources, such as wind power, has created a need for technologies that can store excess power when demand is low, and release it to the grid when needed. Now, a project is underway in Germany that will utilize compressed air stored in underground caverns as "batteries" for storing energy. Geological salt structures, which are prevalent throughout areas of Europe, have been used in the past for natural gas storage. The new technology would take advantage of the immense amount of heat generated during the compression process (in excess of 1100 degrees Fahrenheit) to drive a special turbine system that will produce electricity on demand. The project (known as ADELE) is a joint venture between GE, the German National Aerospace Institute and RWE, Europe's major utility.

For information: GE Global Research, Freisinger Landstrasse 50, D-85748 Garching bei Munchen, Germany; Web site: www.geglobalresearch.com

FIRST-EVER SUITE OF REAL ESTATE IPHONE APPS

Visionary Apps, LLC., creators of innovative smart phone tools that aim to improve people's lives, recently announced the launch of their Complete Realty Suite. Released for the iPhone, iPod Touch and the upcoming iPad, the applications promise to revolutionize the way people conduct their home buying search, and the way real estate professionals connect with and assist potential homebuyers. Free to consumers, the suite includes three separate applications for download: Complete Foreclosures (with

a built-in step-by-step Foreclosure Buying Guide), Complete Homes, and Complete Rentals. Compared to most web-based listings that offer only a few hundred thousand listings, these apps hold over 1.6 million listings per app in the United States. The apps sort by price, proximity, number of bathrooms, bedrooms, square footage and more. Each listing also features a picture or aerial view of the property and utilizes the GPS technology to instantly map the listing right from your device. When users are ready to make a purchase, the software has the ability to connect them with a licensed real estate professional or foreclosure expert.

For information: Visionary Apps, LLC.; phone: 1-800-827-6770; email: support@visionaryapps.com; Web site: www.CompleteRealtySuite.com

SELF-ASSEMBLING NANO-PARTICLES

Nano-particles are bits of matter only a few billionths of a meter in size. They display unique and highly useful optical, electrical, and magnetic properties that hold great promise for efficient, sustainable, clean energy production as well as a variety of specialized materials. The trick has been to control how they are organized at the molecular level to produce the desired characteristics. Recently, researchers discovered a way to induce these tiny building blocks to assemble themselves into one-, two- and three-dimensional arrays, similar to the way proteins organize themselves into complex structures. The key is adding small molecules (called mediators) to mixtures of nano-particles and polymers. By varying certain external stimuli, such as heat and/or light, they were able to direct the structural details of the assemblies and their resulting macroscopic properties.

For information: Ting Xu, Lawrence Berkeley National Laboratory, Materials Science Division; 1 Cyclotron Road, Mail Stop HEARST, Berkeley, CA 94720; phone: 510-642-1632; email: TXu2@lbl.gov; Web site: www.lbl.gov

LIQUID GLASS

A new spray-on coating is revolutionizing everything from medical implants to silk shirts, and could make cleaning products obsolete. It's made from nearly pure silicon dioxide (SiO₂) – the normal compound found in glass – that has been extracted from quartz sand. Depending on the application it is to be used for, the SiO₂ is mixed with either ethanol or water. It can then be sprayed on virtually any surface to protect it from UV rays, water, dirt, heat, insects or bacteria. Quantum forces hold the nano-scale glass particles to the surface, and the resulting coating is only 100 nanometers (15-30 molecules) thick. On this scale, the coating is also flexible and breathable so it can be used on fabrics and even plants with no adverse effects. In the home, it can be sprayed on sinks, tiles and countertops to eliminate the need for scrubbing and strong cleaners. One application will last for up to a year.

For information: Nanopool GmbH, Zum Felsacker 76, D-66774, Hülzweiler-Schwalbach, Germany; phone: +49-(0)6831-890-2712; fax: +49-(0)6831-890-2715; email: info@nanopool.eu; Web site: www.nanopool.eu

BRAIN-CONTROLLED REMOTE

A new brain-machine interface has been developed that allows users to operate electronic devices (like a TV remote) using brain power alone. The system scans the brain with near-infrared radiation to measure tiny changes in blood flow that occur with mental activity. Optical fibers relay the signal to a remote control which can then be used to operate a television, air conditioner, or other electronic device. The new system weighs just one kilogram (slightly over two pounds) compared with existing systems which are the size of a refrigerator. As an aid for the physically disabled, it should be ready for commercial distribution in three to four years.

For information: Hitachi, Ltd., 6-6, Marunouchi 1-chome, Chiyoda-ku, Tokyo, 100-8280, Japan; phone: +81-3-3258-1111; Web site: www.hitachi.com

LIGHT-EMITTING WALLS

Organic light-emitting diodes (OLEDs) are considered by many to be the logical choice for next generation lighting, and recent advances in OLED technology have made them more efficient and longer-lasting than fluorescent lamps. Because they are thin, lightweight and inexpensive to manufacture, one company is looking at using them to coat a flexible film that could be used to cover walls. Not only would it remove the need for traditional forms of lighting, but it would also save energy and produce a more natural-looking light. The new "light-emitting wallpaper" may be available for commercial use in homes around the world by 2012.

For information: LOMOX Limited, Brow Top, Lees Lane, Wilmslow, Cheshire, SK9 2LR, England; phone: +44-0870-623-6203; email: info@lomox.co.uk; Web site: www.lomox.co.uk/

BEYOND BLU-RAY

Next generation data storage technologies are currently in development that will exceed the capacity of today's Blu-ray disks by twenty times. By optimizing the transmittance, absorption, and reflection of the recording medium, some manufacturers have succeeded in producing disks that are capable of writing up to 16 layers of data. In addition, the distance between the layers has been reduced from 25 microns (as in the dual-layer Blu-ray technology) to 7 microns. Of course, this means that the optical mechanism for focusing and aiming the laser must also be fine-tuned in order to read and write to multiple layers quickly and accurately. The new disks will hold 500GB – enough to store up to 300 hours of digital television programming. A practical version is expected to be available within five years.

For information: TDK Corporation, 1-13-1, Nihonbashi, Chuo-ku, Tokyo, 103-8272, Japan; Web site: www.tdk.co.jp

3-D CONVERTER

Converting images into three dimensional motion pictures is currently a time-consuming, expensive, manual process that costs thousands of dollars per second of video. But a new technology will soon be available that can convert 2-D videos into 3-D automatically. The system, which is anticipated to become available as early as March of this year, will cost around \$100,000 and will greatly enhance the ability of film production companies and television broadcasters to produce 3-D content reliably and efficiently.

For information: RealD, 100 North Crescent Drive, Suite 120, Beverly Hills, CA 90210; email: info@reald.com; Web site: www.reald.com

BATTERIES FROM PLASTIC BAGS

Disposing of plastic bags is a serious problem being faced by countries around the world. Since they never decompose, some cities have even resorted to banning them from grocery stores and pharmacies in an effort to save local landfills. But now, a method has been developed that can convert the flimsy plastic sacks into recyclable batteries to power everything from cell phones to cars. It was discovered that when heated to a temperature of 700 degrees Celsius in the presence of a cobalt acetate catalyst, the plastic breaks down and the carbon in the plastic forms nanotubes on the cobalt particles. The nanotubes can then be used to produce lithium-ion batteries. As an added bonus, the process costs less than traditional methods of producing nanotubes, and it works on other types of plastic, including water bottles and plastic cups. The same procedure can also be performed without the cobalt acetate to produce carbon spheres, which can be used in printer ink. The developers have dubbed the process “upcycling” (as opposed to “recycling”) since the finished product has a higher value than the raw materials.

For information: Vilas Pol, Argonne National Laboratory, Chemical Sciences and Engineering, 9700 South Cass Avenue, Argonne, IL 60439; phone: 630-252-8127; email: pol@anl.gov; Web site: www.anl.gov

MOTOR OIL FROM ANIMAL FAT

G-OIL is the first bio-based motor oil to pass all of the American Petroleum Institute (API) engine test criteria. Made from American-grown animal fats, the eco-friendly, biodegradable oil is comparable in price to synthetics without the harmful effects on the environment. In addition to reducing our dependence on foreign oil, the manufacturing process is more efficient. It takes only one barrel of animal fat to produce one barrel of G-OIL as opposed to the three barrels of crude that are required to produce one barrel of motor oil. Over 585 million gallons of motor oil are sold in the U.S. each year. G-OIL is currently available in various weights for gasoline engines as well as 2-cycle, 4-cycle and bar-and-chain oil.

For information: Green Earth Technologies, Inc., 3 Stamford Landing, Suite 200, Stamford, CT 06902; phone: 877-438-4761; fax: 877-438-3293; Web site: www.getg.com

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