55 percent [of Generation Y’s] consider call center work in a negative light. Moreover, one in three of those surveyed who are currently seeking work would rather claim unemployment benefits than work in a call center.¹

The National Football League is in talks with Verizon Wireless to distribute its football programming via a tablet computer.

"The NFL will be on a tablet," said Brian Rolapp, the NFL's senior vice president of media strategy. "It's a question of what shape or form. We are currently talking to Verizon about it."

Verizon recently announced plans to get their LTE network live in major NFL cities as soon as possible, and now this all makes more sense. Light up LTE in NFL cities, and then sell tablets in those cities with LTE support.
Google announces new photo format: WebP
WebP reduces file sizes by 40 percent compared to JPEGs. That means faster downloads from websites and less strain on networks.

<table>
<thead>
<tr>
<th>JPEG</th>
<th>WEBP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1093968 bytes</td>
<td>368168 (66.35%)</td>
</tr>
</tbody>
</table>

A high-res 1.2MB JPG, for example, became a 406KB JPG at 70 percent quality, but a 360KB WebP with the same settings.

Available first in Chrome by November.

Most of the common image formats on the web today were established over a decade ago and are based on technology from around that time. …WebP promises to significantly reduce the byte size of photos on the web, allowing web sites to load faster than before.

http://code.google.com/speed/webp/gallery.html

Gartner Says the World of Work Will Witness 10 Changes During the Next 10 Years

Egham, UK, , August 4, 2010 — The world of today is dramatically different from 20 years ago and with the lines between work and non-work already badly frayed, Gartner, Inc. predicts that the nature of work will witness 10 key changes through 2020. Organizations will need to plan for increasingly chaotic environments that are out of their direct control, and adaptation must involve adjusting to all 10 of the trends.

**3 Weak Links**

In swarms, if individuals know each other at all, it may be just barely, via weak links. Weak links are the cues people can pick up from people who know the people they have to work with. They are indirect indicators and rely, in part, on the confidence others have in their knowledge of people. Navigating one's own personal, professional and social networks helps people develop and exploit both strong and weak links and that, in turn, will be crucial to surviving and exploiting swarms for business benefit.

**4 Working With the Collective**

There are informal groups of people, outside the direct control of the organization, who can impact the success or failure of the organization. These informal groups are bound together by a common interest, a fad or a historical accident, as described by Gartner as “the collective.” Smart business executives discern how to live in a business ecosystem they cannot control; one they can only influence. The influence process requires understanding the collectives that potentially influence their organization, as well as the key people in those external groups. Gathering market intelligence via the collective is crucial. Equally important is figuring out how to use the collective to define segments, markets, products and various business strategies.

http://www.gartner.com/it/page.jsp?id=1416513
5 Futuristic Concept Phone Designs

The now ubiquitous cell phone has progressed by leaps and bounds, from the bricks-with-battery-packs of the 1980s to the sleek touchscreen devices of today. But what will the next 30 years of mobile phone design bring? Intrigued by what we might be making calls on in 2015 and beyond, we’ve taken a look at some futuristic concept phone designs.

1. Mozilla Seabird

http://www.youtube.com/watch?v=oG3tLxEQEdg

Sadly, as part of Mozilla’s “Concept Series” there are no plans to put the Seabird into production, but the exciting elements from the design — the pico projection and the Bluetooth dongle (both technically possible today) — are features we could see more of in the future.

http://mashable.com/2010/10/04/concept-phone-designs/
In addition to those curvaceous looks, the Kinetic offers the rather unusual ability of “standing up” when a call or text is received by “converting digital information into kinetic movement.”

Under the hood, the “visual clue” of the phone standing up would be carried out by an electromagnet shifting a weight, while the same position could be employed for a video call or even watching media.

Should you want to dismiss the “spontaneous, magical and undirected” alert, you could just gently push the phone to lie back down again.
The concept is simple: Many of us are tired of the excessive energy used and waste produced during the never-ending product cycles of the consumer electronics industry.

The idea is that instead of trading in your old handset for a new one, you upgrade elements of your phone as they wear down (e.g. the battery) or as better parts become available (e.g. the camera).

This way, says Kinneir Dufort, the system would allow “electronic products to keep pace with technological developments as well as consumer expectations.”
Andrew Kim’s design for the HTC 1 encompasses both the handset and elements of the user interface in order to “create a harmonized hardware and software design.”

What both elements have in common is a fantastic simplicity, with a smooth, seamless phone design complimented by a much more minimal “mono edition” of HTC’s existing Sense UI.

The wow factor for HTC 1’s design comes in with the simple, yet brilliant idea of offering a twist out kickstand across the entire bottom of the phone, which doesn’t ruin the device’s clean lines when not in use, and provides a useful way to stand the phone up, either for watching media or to set the phone on your nightstand as an alarm clock.

http://mashable.com/2010/10/04/concept-phone-designs/
5 Futuristic Concept Phone Designs

5. *Synaptics Fuse*

The Fuse has been designed for single-handed usage, and boasts multi-touch capacitive sensing, haptic feedback (that tiny feedback “buzz”), and 3D graphics, as well as force, grip and proximity sensors.

The single-handed control comes via the back of the phone and its touch-sensitive surface. Users can touch to navigate the interface on the display, while grip sensors on the side of the phone control pan and scroll.

[http://www.youtube.com/watch?v=8OILSN_Grl4](http://www.youtube.com/watch?v=8OILSN_Grl4)

Android has successfully destroyed Apple's dominance of consumer mindshare in the smartphone world, according to a new survey from ChangeWave Research about smartphone preferences.

ChangeWave found only 38% of the people it interviewed want iOS on their next smartphone.

That's down 12 points from June when 50% of the people it surveyed said they wanted an iPhone.
Firefox Panorama: The Web browser’s next big innovation

Design:

- Harness the power of spatial memory
- Seeing is remembering
- Minimize required interactivity
- Remove distractions: out of sight, out of mind

The ramifications for what it means to have a physical, spatial understanding of all of your online workspace are about to become apparent. When you zoom out, you won't see just your own tabs; you'll see your friends' tabs. You'll see social interaction; links coming in from your friends on Twitter.

Aza Raskin
Firefox Creative Lead

http://www.youtube.com/watch?v=5r0TQJ-gGi0


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Display and/or discussion of any given resource does not constitute endorsement of content nor products/services offered

Thar Be Dragons !!!  -- Please note that Panorama is currently in Firefox 4 BETA
If you are over 30 or 35, chances are that your first relationship with media was as a consumer. You read, watched, viewed and received.

But if you’re under 30, chances are pretty good that your first exposure to media was as a participant. You learned early on to post, share, distribute and create.

That completely changes the when, where and how brands need to connect and interact with this generation.

Edward Boches
creativity_unbound
http://edwardboches.com/will-gen-y-behavior-change-the-future-of-marketing