

# InnovationNews

The latest on market ready innovations

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## New Issue of *Pictures of the Future*

The latest issue of the research magazine *Pictures of the Future* reports on sustainable product planning, digital security technology, and innovations for new markets. The magazine addresses the question of how to design all different types of products in an environmentally friendly, cost-effective manner with the help of environmental impact assessments. The "Digital Watchmen" theme area of the latest *Pictures of the Future* issue explains how technical solutions can ensure a high level of security and safety in the "actual" world and in the virtual environment of the Internet. Applications here range from fire detection systems to futuristic encryption technologies based on quantum physics principles. *Pictures of the Future* also covers "smart" technologies — solutions now being developed by Siemens for specific requirements of the Indian and Chinese markets. The new issue also features interviews with experts including Nobel Peace Prize laureate Rajendra Pachauri; Eileen Claussen, the president of the Pew Center on Global Climate Change; and Anton Zeilinger, one of the world's most renowned experts on quantum physics. There's also a discussion with Ottmar Edenhofer, chief economist of the Potsdam Institute for Climate Impact Research, and Ernst-Ulrich von Weizsäcker, a leading thinker who focuses on sustainable development through "climate protection as an engine of economic growth." Also presented in the latest *Pictures of the Future* issue are the results of a study that illustrates the great extent to which environmental technology pays off economically. The magazine can be ordered free of charge on the Internet.

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Photos: <http://www.siemens.com/ct-pictures/in20090503>

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## Optimizing Products Over Their Entire Lifecycle

Given today's rising energy costs and increasing environmental burdens, companies are now more closely examining their products' progression from the drawing board to the recycling yard. The latest issue of *Pictures of the Future* reports on how environmental impact assessments and lifecycle analyses can be used to help design products in a more environmentally friendly way, while also ensuring that their energy costs are recouped. Activities here range from Osram researchers' examination of environmental impact assessments for various types of lamps, to lifecycle analyses for entire locomotives, and the development of the world's most energy-efficient laundry dryer.

## Secure Banking Means No Chance for Scammers

Criminality has taken on a whole new face in the age of globalization and IT technology. Product pirates cause up to €300 billion in damages worldwide each year with their cheap imitations, and online scammers steal large sums of money with just a few clicks of a mouse. In addition to the danger posed by criminals, the threats facing society include fires and dangerous bacteria. State-of-the-art technologies can help to reduce such risks, and the new issue of *Pictures of the Future* presents some of these "digital watchmen." The topics addressed include forgery-proof radio chips, innovations for making online banking more secure, futuristic encryption technologies based on quantum physics principles, and sophisticated systems for identifying highly resistant bacteria and determining the effectiveness of specific antibiotics.

## Smart Technologies for New Markets

Technology must be adapted not only to what people want and need, but also to the environments in which they live. That's because needs and requirements in various regions differ greatly, as do the infrastructures that the regions have in place. What is needed, therefore, are technologies that offer customized benefits to people in their specific regions. The new issue of *Pictures of the Future* offers a profile of Siemens laboratories in India and China, where fascinating innovations for regional markets are created. Developments here include small biomass power plants that produce electricity with the help of coconuts, and systems that combine traditional Chinese medicine with Western medical techniques. The magazine also features a report set near Lake Victoria in Kenya, where Osram is providing fishermen with energy-saving lamps that can be recharged at small solar-powered stations, and give locals a clean, safe source of light at a fair price. Finally, *Pictures of the Future* interviews Rajendra Pachauri, a Nobel Peace Prize laureate and chairman of the Intergovernmental Panel on Climate Change, who talks about how environmental protection and the fight against poverty can be effectively pursued together in India.

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