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Technology Review

MIT's Magazine of Innovation

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BROWSE THE EARTH

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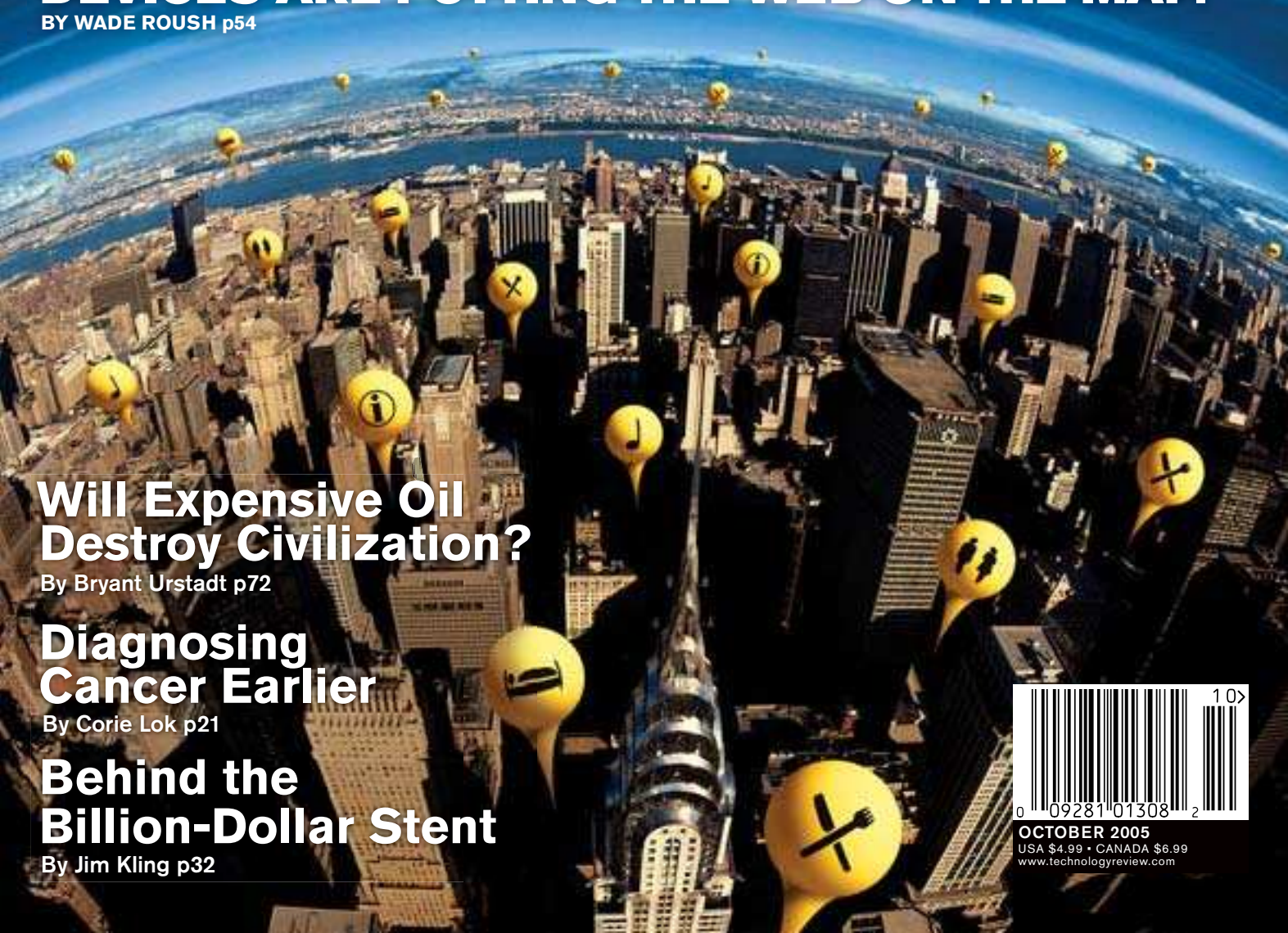

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Killer Maps

Reality is getting an upgrade. Web content can now be tied to specific geographical coördinates. And thanks to location-aware mobile devices and a boom in online mapping tools, that information can be delivered to consumers on the spot.

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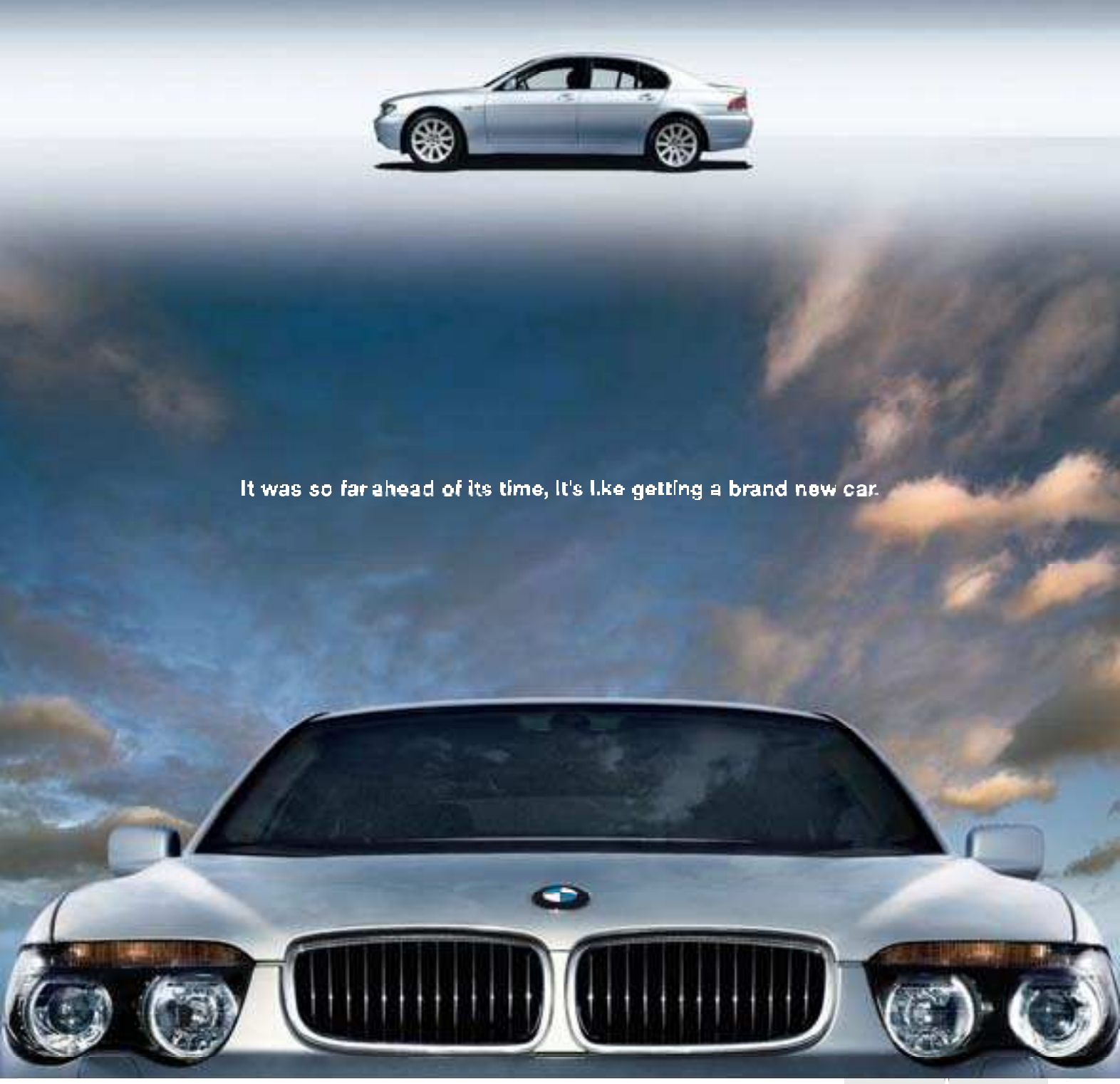

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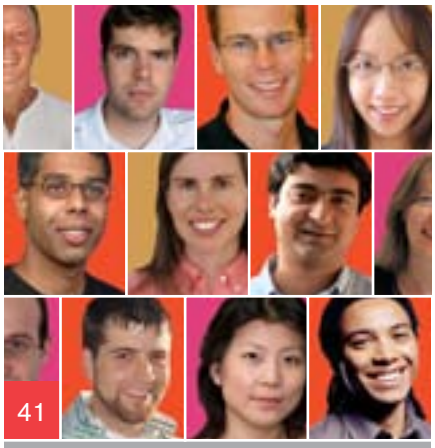

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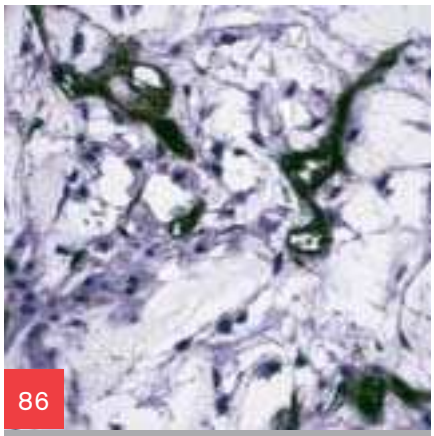
Meet 35 outstanding innovators under 35.



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By Steve Brodner

What's new at technologyreview.com

This month at technologyreview.com, we're helping everyone get a much better view of their world.

Online mapping tools are getting an upgrade. For this month's cover story (see "Killer Maps," p. 54), *Technology Review* senior editor Wade Roush describes the new views of the Earth—and of human culture—that are becoming available thanks to the work of independent software developers and big companies such as Microsoft, Yahoo, and Google. At www.technologyreview.com/maps, Roush takes readers on a tour of the coolest new online mapping applications, from Microsoft's MSN Virtual Earth to map "mash-ups" such as HousingMaps.com.

This issue of the magazine reveals the TR35, our list of the top innovators under 35. We've created an online interface that will let you easily find your way through the list. And we've reserved two special winners—Technology Humanitarian of the Year and Innovator of the Year—to be revealed at our Emerging Technologies Conference at MIT on September 28.

About Technology Review *Technology Review*, the oldest technology magazine in the world, is published by Technology Review, Inc., an independent media company owned by the Massachusetts Institute of Technology. Founded in 1899, *Technology Review* describes emerging technologies and analyzes their commercial, economic, social, and political impact for an audience of senior executives, researchers, financiers, and policymakers, as well as for the MIT alumni. In addition, Technology Review, Inc. produces technologyreview.com, a website that offers daily news and opinion on emerging technologies. It also produces live events such as the Emerging Technologies Conference. The views expressed in *Technology Review* are not necessarily those of MIT.

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Contributors

Bryant Urstadt wrote this month's review of James Howard Kunstler's *The Long Emergency: Surviving the Converging Catastrophes of the Twenty-First Century*, which argues that the coming end of cheap oil will threaten civilization as we know it (see "The Get-Ready Men," p. 72). "It is one of those great books," says Urstadt, "that tries to change your worldview. After I'd finished it, I was pretty much ready to head to the country with a bag of seed. Looking deeper, there was more to it, but it's a book that can really scare people. That may not be a terrible thing." Urstadt is a freelance writer whose work has appeared in *Harper's*, *Rolling Stone*, and the *New Yorker*.

Senior editor **Wade Roush** wrote this month's cover story on the way location-specific information is fundamentally changing the Web (see "Killer Maps," p. 54). "While I was researching and writing about the new movement in geo-aware computing," he says, "I found that I was experiencing 'place' in a different way myself. I'd just gotten a GPS receiver, I was paying a lot more attention to online mapping tools, and I was hanging around geeks who were linking places on the map with places on the Web. I started to feel like places on Earth could also become repositories, for my memories and those of everyone else who had passed through them. Now those places can hold memories of us online. I don't know exactly how that's going to change our lives, but it definitely will."

Michael Fitzgerald accepted our invitation to review a new wireless-networking technology called MIMO (multiple input, multiple output) (see "Hearing Multiple Signals," p. 77). He reports that upon receiving a router equipped with the technology, his first thought was, "Hey, maybe this thing gives me a reason to buy one of those new TVs with Wi-Fi!" But, he says, "I soon found that the answer is, Not yet. But I would like to be able to zip things from the DVR upstairs to the big-screen TV in the rec room, or take the TV into the confines of my office during the Stanley Cup play-offs." Fitzgerald is a reporter and editor who has worked at TechTV, *Red Herring*, and *Computerworld*. His writing has appeared in *Inc.*, the New York *Times*, and the *Economist*.

Steve Brodner created the illustration of a pizza-baking cell phone and other prospective PDAs that appears on the last page of this issue. "Cell phones have changed our lives—for the better, mostly, I think. At least I felt that way when I was rear-ended on the Cross County Expressway last January and the police arrived in about four minutes," says Brodner. "Now, in their unending quest to get consumers to replace everything they've already bought, companies are combining many gizmos into a single device. My cartoon explores the possible next steps." Brodner is a caricaturist whose work has appeared in many major publications. A book of his collected work, *Freedom Fries*, was published last year.

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