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THE LIFE COACH IN YOUR HEADSET

Even the best executive could use a bit of nagging to help fix bad habits. Or at least that's the idea behind the latest breakthrough from the technology labs of Accenture. The \$17 billion consulting group has spent a year developing what it calls the Personal Performance Coach for type-A execs.

Running on any Windows-based smartphone paired with a Bluetooth headset, this patented software system can be made to provide instant feedback on anything from your conversational style to your fitness regimen. "It's an angel on your shoulder telling you how you should behave," says Accenture researcher Dana Le. The company is offering customized versions of the service, which it

PERFORMANCE REVIEW Accenture's system uses a phone, headset, and software to give instant feedback on, say, your pitch meeting.

hopes its clients will rebrand and resell. One application, which Accenture is aiming at the \$5.7 billion market for sales training, is a conversation coach. Want to be a better listener in sales meetings? Simply program the device to make sure you spend only a third of the time talking during a conversation. The earpiece identifies your voice, and the software keeps tabs on how long you have been talking. Interrupt too much and a computerized coach will whisper "Talk less" in your ear.

More promising, Le says, is an application for weight loss and fitness. Using GPS, or by triangulating its location from nearby Wi-Fi access points, the phone can tell how close you are to your gym, say, or the nearest McDonald's. The coach can then remind you how long it's been since your last workout or gently chide you for all the fast-food joints you've visited that week. Ken Dulaney, vice president for mobile computing at research firm Gartner, says the health market is "a good emerging area for cell-phone services." Indeed, consultants at Dallas-based Parks Associates say the U.S. digital home health market will grow from \$68 million in 2007 to \$467 million in 2010, fueled mainly by wellness monitoring services like Accenture's. — LINDSAY BLAKELY



8 NANOTECH TAKES ON WATER POLLUTION

Cleaning up contaminated water is big business. World demand for treatment is forecast to increase 6 percent per year through 2009 to more than \$35 billion, according to a 2006 report by research firm Freedonia. A new generation of nanotechnology companies is focused squarely on this market, using nanoparticles that form chemical bonds with contaminants

and don't let go. Thiol-SAMMS, a powder first developed by Battelle Labs for the Department of Energy, was brought to market last year by Steward Environmental Solutions of Chattanooga, Tenn. It can suck up 60 percent of its own weight in mercury, arsenic, lead, and other metals and is so absorbent that a single tablespoonful has the same surface area as a

FROM TOP: ILLUSTRATION BY BILL BUTCHER; CHRISTOPHER T. MARTIN

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AN EASIER WAY TO GO GREEN

OK, so you want to cut your energy bill and help save the planet. But how? Will a wind turbine provide more wattage in your neighborhood than a roof full of solar panels? What about installation costs, state rebates, and federal tax credits? How about just better insulation? It's enough to make any potential customer's head spin.

POWER PLAY
Standard Renewable is poised to capitalize on three growing global markets.

2006

2016

WIND POWER

\$18B



\$61B

SOLAR POWER

\$16B



\$69B

BIOFUEL

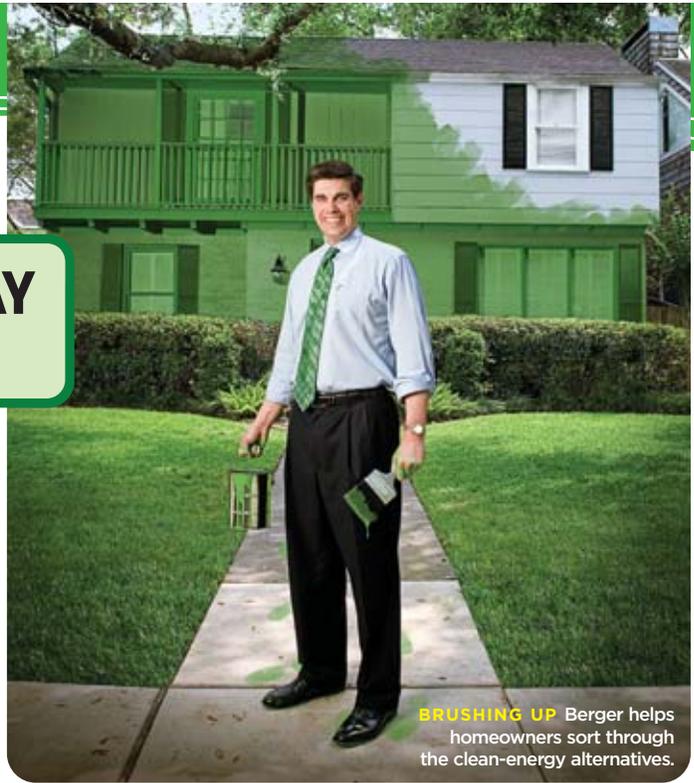
\$21B



\$81B

Note: Includes manufacturing and utilities. Source: Clean Edge

That's where Standard Renewable Energy comes in. The year-old startup is rolling out a nationwide service that figures out what combination of green technologies makes the most sense in a given location. The company will audit you for free and then bid to install what it recommends. Price: roughly \$30,000 for homes and \$200,000 for businesses. "We sort through the chaos for the consumer," says John Berger, a former Enron ener-

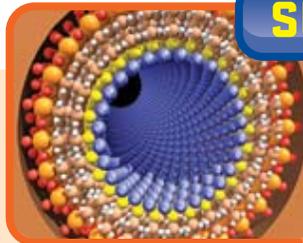


BRUSHING UP Berger helps homeowners sort through the clean-energy alternatives.

gy trader who founded Standard Renewable.

There's plenty of chaos to thrive on. In Austin, for example, putting solar panels on your roof nets out to about \$9,500; in Sag Harbor, N.Y., thanks to more generous local rebates, you can put in both wind and solar systems for that same price. U.S. consumers and businesses spent \$1.2 billion on such installations in 2006, a number set to rise to \$2.2 billion in 2008. Berger thinks he can make \$8 million in 2007, with service in six states by the end of the year; in 2008 he expects revenue of \$52 million from 15 states. In the unlikely event that it doesn't work out, Berger has a backup plan: Standard Renewable is also building massive biodiesel refineries with Chevron. — ERICK SCHONFELD

SUPER SUCKER



Nanotech-engineered powder Thiol-SAMMS can soak up 99.9 percent of the mercury in a solution within five minutes.

football field. Steward is rapidly scaling up production. "We've certainly met our investors' expectations," says Steward VP Robert Jones.

Meanwhile, a host of water-cleaning products are scheduled to come to market in late 2007. NanoDynamics of Buffalo, N.Y., is set to introduce its "cell-pore" ceramic filters, in which tiny holes are lined with highly absorbent nanocrystals. NanoScale of Manhattan, Kan., is releasing a line of products growing out of the success

of Fast-Act—a chemical cleaner first developed for the military. And there are plenty of treatments still in the lab. Researchers at Rice University have demonstrated "nanorust"—microscopic particles of the metal magnetite that bond to arsenic in water and can then be lifted out with an

ordinary magnet. Says Richard Sustich, development manager of the Water-CAMPWS research institute at the University of Illinois, "Within five years there's going to be an explosion of new materials that will change the way we do everything." — MELANIE HAIKEN

FROM TOP: MATTHEW MAHON, DIGITALLY ALTERED BY NICK FAIN; COURTESY OF BATTELLE LABS