

The Most Influential Women in Tech

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WEB
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& ESP

“MY SCAR
STARTS TO
TINGLE
WHEN I CONNECT
WITH COMPANIES
I WANT TO
WORK WITH.”
—SHAUN WHITE
Olympic gold medalist

Shaun White's BUSINESS IS RED HOT

How a 22-year-old
Action Hero Is
Schooling HP, Target &
More on the \$150 Billion
Youth Market By Mark Bord

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MEDICAL REMOTE MONITORING



AT&T Telehealth

House calls for the 21st century

DOCTORS' OFFICES may soon become much less crowded. AT&T is developing a software tool and networking platform that will use wireless devices to record a patient's health measurements at home and send the data to the doctor. AT&T's system runs on both Wi-Fi—enabling videoconferencing—and a second wireless technology named ZigBee, which receives data from medical sensors. ZigBee consumes considerably less power than Wi-Fi, so monitoring devices, including thermometers, pill dispensers, blood-pressure monitors, and pulse oximeters, can use small batteries to transmit data over long periods of time.

Home-based monitoring services like AT&T's—which is approaching the trial stage—could transform how doctors interact with their patients. "The

health-care industry is under a lot of stress," says Bob Miller, executive director of AT&T's communications-technology research department, "so there's a drive to explore ways of delivering better care at lower cost." And greater convenience for both doctor and patient: If a physician notices, for instance, that a blood-pressure medication isn't working, or if the patient isn't taking the drugs regularly, she'll be able to arrange a videoconference with the patient to discuss solutions.

AT&T isn't alone in exploring telemedicine technology, and the good news is that firms in this growing niche are banding together. AT&T is a member of the Continua Health Alliance—the group also includes Bayer, Cisco, GE, IBM, and Novartis—which is working to make medical-monitoring devices interoperable. —Tim McKeough



Walleye's camera, shown here in a rendering, captures microwave images of what lies beneath.



Visible



Microwave

Walleye's Microwave Camera

X-ray vision for the home

---> What handyman hasn't wished for the power to see through walls and know if that drill will hit wire or pipe? Massachusetts-based Walleye Technologies plans to offer that capability in late 2009 with handheld microwave cameras that see past the surface. "It's been known for some time that microwave technology can be used to generate images," says CEO Chris Adams, noting that the primary obstacle to Superman-like vision has always been price. "We were able to

reduce the cost of the key components from a couple of thousand dollars to a few dollars, which brings it in line with what consumers will be willing to spend." After some initial help from industrial-design firm Altitude, the first Walleye camera on store shelves is expected to be a construction tool. Walleye is also exploring other applications for the technology, including handheld security cameras for peering into suspect boxes—no superhero tights required. —TM



HP's Memory-Keeping Line

Bright colors for somber times

---> Every year, color and material consultant Laura Guido-Clark helps HP update its memory-keeping products—customizable photo albums, posters, and greeting cards sold in its retail photo centers. She aims to tailor materials and finishes to the cultural climate, and for 2009–2010, she is thinking, "People need optimism." HP's new products will feature vibrant colors such as "corals and brighter blues," and materials such as linen and embossed leather, which suggest a "back-to-nature" sentiment among consumers. There's also a touch of escapism: "We have some sweet little animal patterns," says Guido-Clark, "which lighten the load a little bit." Awww... —TM

GOT A TIP FOR THE FUTURIST?
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Photographs: Courtesy of Walleye (camera); Daniel Clark (scrapbook)