



The Nike Experiment: How the Shoe Giant Unleashed the Power of Personal Metrics

By Mark McClusky - www.wired.com

On June 6, 2008, Veronica Noone attached a small sensor to her running shoes and headed out the door. She pressed start on her iPod and began keeping track of every step she took. It wasn't a long run—just 1.67 miles in 18 minutes and 36 seconds, but it was the start of something very big for her.



Since that day, she's run 95 more times, logging 283.8 miles in about 48 hours on the road. She's burned 28,672 calories. And her weight, which topped 225 pounds when she was pregnant, has settled in at about 145.

Noone knows all of that thanks to the sensor system, called Nike+. After each run, she can sync her iPod to the Nike+ Web site and get a visual representation of the workout—a single green line. Its length shows how far she's gone, and the peaks and valleys reflect her speed.

[Complete Article.](#)

'Binging' Canada to the web

By Jennifer Yang - www.globeandmail.com



At first glance, it looks like some kind of wacky Internet promotion for Canadian tourism.

"Explore Canada," the banner urges, adorned by a Canadian flag logo. Underneath, the website suggests five "places of interest" to check out, with destinations that range from the expected (Jasper National Park) to the unexpected (the Alberta oil sands).

It recommends businesses too: Tim Hortons for Vancouverites, TD Bank for Torontonians, and Petro-Canada for Haligonians.

Right. So what exactly is Explore Canada?

Contrary to appearances, it's not a travel site. It's the

welcome pane for Bing Maps, a search engine by Microsoft launched in early June as a competitor to Google Maps. [Read on.](#)



Des accessoires originaux pour être plus productif

Par François Picard - www.directioninformatique.com

Le monde des ordinateurs est enrichi par les idées originales d'inventeurs qui cherchent à améliorer sans cesse la façon dont on peut profiter de ces appareils, plus facilement ou de façon plus rentable. De la sacoche à énergie solaire au robot de surveillance, voici quelques suggestions.

Une sacoche d'ordinateur à énergie solaire

Pour faire recharger son ordinateur en allant au travail ou pour des travaux dans la nature qui nécessitent l'utilisation d'un ordinateur, on peut maintenant profiter de l'énergie solaire pour avoir un maximum d'autonomie. En fait, les sacs d'ordinateurs portatifs à bandoulière à panneau solaire sont de plus en plus présentes sur le marché. Des fabricants comme Eclipse Solar Gear en proposent toute une gamme.

[Continuez.](#)

Prime Minister Stephen Harper announces major improvement to broadband Internet access in rural Canada

Press Release - www.sootoday.com

ADSTOCK, QC - More Canadian families and businesses will have access to high-speed internet services thanks to a major new investment to extend and improve broadband coverage, part of Canada's Economic Action Plan.

Prime Minister Stephen Harper today announced the next steps in the government's strategy to expand broadband internet access to unserved and underserved communities throughout Canada.



"The potential benefits of



expanded broadband services are enormous, particularly for the thousands of Canadians who live in rural and remote communities," said the prime minister. "The jobs of the future will increasingly depend on people in communities like Thetford Mines having consistent and reliable access to broadband services such as distance education, telehealth coverage and new online business opportunities. These are services that more and more Canadians rely on; they should also be services that all Canadians can count on."

[Full Story.](#)



10 Ways to Learn Anything on the Web

By Yardená Arar - www.itbusiness.ca

A tutorial or class for almost everything and anything is available online these days. Whether you're looking to beef up

your résumé with some new skills, to get a degree while waiting for the job market to pick up, or simply to have a little fun learning something new, the Web has a wealth of educational resources--many of them free of charge.

To give you some ideas, we've put together a list of sites in several categories, from skills for budding entrepreneurs and learning foreign languages to gourmet cooking and the choreography for Michael Jackson's iconic Thriller dance.

You can always Google for anything you don't see here, but be careful as you click. In researching this story, I ran into many sites that either tried to sell me classes (with little or no real free instruction) or were infested with pop-ups and adware. Antimalware software is a must.

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What is long-term evolution (LTE)?

By Karim Bardeesy - www.globeandmail.com

Long-term Evolution is the umbrella term given to the next phase of mobile transmission technology being developed by the world's leading telecommunications equipment

companies. It promises to bring devices and content together. Handset-maker Motorola says that "not only will access to all multimedia content and applications be available anywhere, but the wall between wired and wireless will come down."

[Complete Explanation.](#)



'Digital natives' : ils vont bouleverser l'entreprise

Par Miléna Nemc-Poncik



Ils sont quasiment nés avec une Playstation entre les mains, passent des heures à surfer sur Internet, communiquent par sms ou par messagerie instantanée avec leurs amis, et considèrent qu'il est tout à fait « has been »

de ne pas appartenir à un réseau social ou de ne pas tenir un blog. Ce sont les 'Digital natives', cette génération qui a grandi dans un monde numérique, biberonnée au Web 2.0 et à sa panoplie d'outils communicants. Également appelée génération Google ou génération Y, elle est actuellement en cours de formation, et même en train de débarquer sur le marché du travail, alors que les baby-boomers prennent progressivement le chemin de la retraite. LeMondeInformatique.fr a décrypté pour vous les habitudes et les attentes de ces jeunes imprégnés du numérique, et tenté de répondre à deux questions : les entreprises sont-elles prêtes à accueillir ces jeunes, exigeants en termes de mobilité, de communication et de rapidité mais paradoxalement pas toujours férus de techno pure et dure? Et de leur côté, que peuvent apporter les 'Digital natives' au monde du travail ?

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