

15 August 2005

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## [Nanotechnology, Progress vs. Cold Cash](#)

*The nanotechnological industry might heal the world, but not quite yet*

Due to some really smart people, nowadays the prefix "nan (o-)" doesn't necessarily mean the beginning of some horrible disease of stunted growth, as in "nanism". Actually, Nanotechnology (the Greek prefix "nano" means "billionth of a specific unit") is rapidly moving from scientists' laboratories into the marketplace. That means our tiny friends are everywhere, already making big money. 2002, USA, state of Pennsylvania - chemist Cynthia Kuper could help make steel obsolete. Experimenting with carbon nanotubes, structures a few atoms wide but 100 times stronger and much lighter than steel. In 2000, she launched Versilant, a company to develop nanotube-based components for airplanes and spacecraft, allowing them to fly higher and use less fuel. Nanotubes' properties mean they could transform entire industries, such as transportation, computing and medicine. "There's a whole world of products waiting to be invented," said Kuper, calling her work "an amusement park of discovery". And we said "Play nice, Doc!"... What a serene perspective! The lady was right, there's a whole world of products invented, but because we're only human... 2005, USA, New York- high prices became a barrier to nanotechnology commercialization, according to a new report from Lux Research entitled "Nanotech's Pricing Stalemate Ends." In a remarkable disconnect, 75% of large corporations that buy components based on nanotechnology believe that they hold the pricing power in deals, while 70% of sellers think that in fact they have the upper hand. The result: Deals languish while corporate buyers use delay tactics on overeager sellers". What else is there to be said? It's all about the Benjamins! Cancer and space conquer will just have to wait! Last, but not least, some good news, concerning especially Tiger Woods: sometime in 2005, start-up company NanoDynamics plans to sell a nanotech golf ball that promises to reduce hooks and slices for even the most frustrated of weekend golfers.