



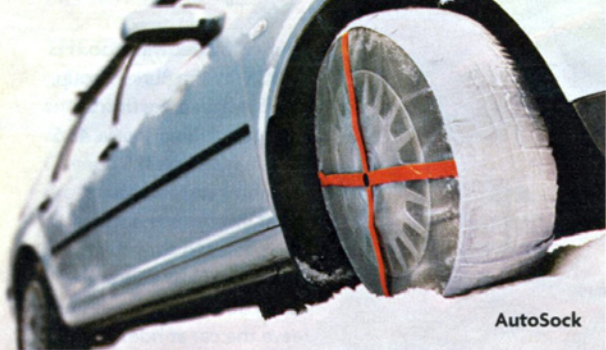
WHY
DIDN'T
I THINK OF
THAT?

33 GREAT IDEAS

[FROM AROUND
THE WORLD]

We scoured the globe to find the latest, greatest ideas and inventions, and here's what we found: 33 inspired new ways to make your life easier, safer—better. Read on to learn about a firefighting robot and snow socks for your car, smog-clearing concrete and retractable heels, even wireless electricity. A brighter tomorrow is here today.

BY MARYANNE MURRAY BUECHNER



AutoSock


the U.S.) for about \$100 a pair. To find a dealer, go to autosock.us.

Norway 

A BETTER WORLD

SMOG SCRUBBER

A new cement coating developed by Italcementi takes smog right out of the air. The material, called TX Active, contains titanium dioxide, which neutralizes nitrous oxide and sulfur dioxide when exposed to light. The pollution eater, which can be painted on buildings, bridges and streets, also keeps surfaces white and bright.

Italy 

SEARCH FOR GOOD

Now you can raise money for your favorite charity just by surfing the Net. Every time you search the Web at GoodSearch.com, a penny goes to the nonprofit of your choice. The site uses

Yahoo! Search—the second most popular search engine after Google—so you get results you can trust. Yahoo! and GoodSearch share the site's advertising revenue, generated when users click on sponsored links; GoodSearch, a for-profit philanthropy, gives away half its cut, or about 1 cent per search. For some beneficiaries, it's no chump change. So far, GoodSearch has helped the Save Darfur Coalition raise \$3,635; the ASPCA, more than \$6,000.

U.S. 

CAN DO

Would a funny-looking bin make you more likely to recycle your empty Coke cans? Designer Patricio Forrester's "Feed the Cow" design inspired many in Buenos Aires to dispose of plastic bottles, paper and

glass more responsibly—62% more over 3 months—and now the CowBins have migrated to the U.K. Maybe sheep are next.

Argentina 

MIRROR, MIRROR

In the Andalusian countryside, just outside Seville, there's a field of 600 mirrors, each one 1,290 square feet. Their job: direct the sun's rays to the top of a concrete tower, where the heat turns water into steam, which is used to drive turbines that generate electricity—11 megawatts of it, in fact, enough to power 6,000 homes. The operator of this solar thermal power plant, Solúcar, is working to increase the yield to 10

times that so the plant can someday serve all of Seville.

Spain 

THIS BOT'S HOT

Any fire department would be lucky to have the RoboGat. The

robot is designed to douse flames in tunnels and other hard-to-reach places. Inventor Domenico Piatti, a fire engineer from Naples, went to work on the project after 39 people perished in the



CowBin