



Woodrow Wilson
International
Center
for Scholars

News Release

FOR IMMEDIATE RELEASE

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**Release No. 13-08
February 11, 2008**

Know Your Nano? Free iPods To Those With High “Nano IQ”!
New Web site runs contest to test public’s knowledge of nanotechnology

Washington, DC - Five free iPod Nanos are up for grabs! Winners will be randomly selected from entrants who successfully complete a five-question “Nano-IQ” test posted on the newly redesigned Project on Emerging Nanotechnologies Web site (www.nanotechproject.org).

The iPod Nano is one of over five hundred publicly available nanotechnology consumer products cataloged in the Project’s frequently cited inventory (www.nanotechproject.org/consumer). The completely redesigned Web site is home to this inventory, as well as a host of other resources about nanotechnology including video archives from public events, podcasts, free reports and commentary from leading experts in the field of nanotechnology policy.

“Since the Project first went online in 2005, millions of users - from the general public and students to leaders in government and industry - have taken advantage of our site’s tremendous breadth of resources,” said the Project’s New Media Director Alex Parlani. “We are a major reference point in the rapidly expanding universe of nanotechnology policy. This Web site will dramatically improve access to our growing catalog of research and policy analysis, while allowing us to explore new ground and provide fresh, unique content for our diverse audiences.”

With the redesign, the Project also released a biennial retrospective report of its activities (www.nanotechproject.org/publications). For experts, the report provides a quick survey of Project research. For the uninitiated, it offers an accessible overview of many of the issues involved in the safe, responsible development of a technology that many see enabling the “next industrial revolution.”

About Nanotechnology

Nanotechnology is the ability to measure, see, manipulate and manufacture things usually between 1 and 100 nanometers. A nanometer is one billionth of a meter; a human hair is roughly 100,000 nanometers wide. Emerging nanotechnology was incorporated into products worth more than \$60 billion in 2007. By 2014, Lux Research projects that \$2.6 trillion in global manufactured goods will incorporate nanotech, or about 15 percent of total global output.

The **Project on Emerging Nanotechnologies** is an initiative of the Woodrow Wilson International Center for Scholars and The Pew Charitable Trusts. It is dedicated to helping business, government and the public anticipate and manage possible health and environmental implications of nanotechnology. For more information log on to www.nanotechproject.org.