

WIRED

CONTENIDO

VOLUME 19, No. 9 SEPTEMBER 2011

CONTENTS

- 110 **Let There Be Light.**
The heir to the inefficient incandescent bulb isn't the mercury-laden CFL. Instead, it's liquid-cooled creation that's radically different from anything ever screwed into a socket. The future will be lit by LED.
Dan Koeppe.
- 99 **Genetic @ Home.**
Lab equipment for DNA research can cost thousands of dollars. Or you could build your own for a few hundred bucks.
Erin Biba.
- 120 **Winging It.**
Ridiculously fast, hugely expensive, more than a little dangerous. The new America's Cup racers push the limits of what a sailboat can do.
Adam Fisher.
- 128 **Buried Treasure.**
Missing master tapes, deleted *Doctor Who* episodes, Eric Stoltz as Marty McFly... WIRED's definitive guide to pop culture's lost artifacts.
- 134 **Show of Force.**
At a weapons trade show in Abu Dhabi, military officers and arms dealers survey the latest in killing technology.
Photos by *Julian Röder.*
Text by *Noah Shachtman.*
- 142 **Identified.**
A massive biometric project in India aims to get millions of impoverished citizens a new form of ID.
Vince Beiser.
- 13 Letter to the Editor.
- 16 Release Notes.
- START**
- 19 How to fix the backlog at the Patent Office.
- 20 The rule of Thin Mints.
- 25 Obsessed: Slingshot mastermind.

- 28 Monitoring the skies from afar.
- 30 Mr. Know-It-All.
- 34 Q & A: Eric Ries, startup guru.
- 36 Infoporn: The price of pot.
- 38 Inflatable dolls are Hollywood's newest extras.
- 40 Corporate team-building gets hip.
- 42 What's Inside: Red wine.
- 44 Equation: The law of rainbows.
- 48 Clive Thompson: The Problem with advertising.

TEST

- 51 Fetish: Fujifilm FinePix X100.
- 52 Wireless streaming music systems.
- 56 Slow cookers.
- 60 Guitar gear.
- 62 CNC mills.
- 64 Steven Levy: Groupon is no revolutionary

PLAY: EMPIRE

- 68 The DC Comics crew gets a makeover.
- 70 Phototype: Leni Riefenstahl, the Third Reich's go-to director.
- 73 Fictional worlds and their habitability.
- 74 How Civilization was rebuilt for Facebook.
- 76 Player: *Boardwalk Empire's* Terence Winter.
- 78 How to pick a baseball player.
- 80 Filter: Globes.
- 82 Touring the secret history of New York.
- 85 If game dictators ran political campaigns.

- 86 Scholastic's winning formula.
- 88 Why *The Empire Strikes Back* is the best Star Wars movie.
- 90 Columbus' unexpected ecological impact.
- 92 Mary H. K. Choi: *Terra Nova*, please don't suck.