

LIVE RICH, RETIRE RICHER: INVESTMENTS FOR THE LONG HAUL THAT YOU CAN ENJOY TODAY

PAGE 99

# BUSINESS 2.0

THE

# 11 COOLEST NEW PRODUCTS ON THE PLANET

The winners of our annual design contest are indeed **great-looking**—but they look even better on their creators' **bottom line**. PAGE 67

### THE IN-HOME WINERY

Sold out its first 2 production runs



### THE PERSONAL POWER PLANT

Designed to capture urban air currents



### THE ULTRA-EFFICIENT JET

Giving rise to a brand-new industry



◆ **PLUS** ◆  
The Hugh Hefner of nerds and his \$200 million-a-year "hookup" empire  
PAGE 84

APRIL 2007 \$3.99 U.S./\$4.99 CANADA/E3.50



WWW.BUSINESS2.COM

## ENERGY

### ECO-POWER DOUBLES AS MODERN ART

**W**ant to turn your backyard into a wind farm? The QR5, from U.K.-based Quietrevolution, is a residential-scale wind turbine that generates enough electricity to power a standard U.S. home or a small office. It also looks like a piece of wind-powered sculpture, which may prove to be one of its most important selling points. Quietrevolution's Richard Cochrane designed the QR5 to masquerade as an objet d'art to mollify critics who might grumble about ugly, noisy propellers. But, one of our judges wonders, "does it make economic sense?"

Well, yes and no. Beneath the skin is what Quietrevolution calls the world's most efficient turbine for capturing air currents near buildings and other structures, with carbon-fiber blades shaped to grab gusty city winds without making much noise. It pumps out 800 kilowatt-hours a month in 13-mph winds, which makes it suitable for about a quarter of the potential locations around the United States. But make sure your checkbook is fully charged: At \$48,000, the QR5 costs twice as much as a traditional propeller-style unit that generates the same output. "Right now we're targeting urban commercial and civic projects," Cochrane explains. "We'll get the price down with volume." If he's right, prepare to be blown away.

**PRODUCT** QR5  
**MANUFACTURER** Quietrevolution  
**DESIGNER** Richard Cochrane

**BOTTOM LINE** Two units have been installed in commercial development projects around London, with 70 to 80 planned for the coming year.



COURTESY OF QUIETREVOLUTION, KODAK, AND ELECTROLUX (2)