

# Industry Innovations: Native Content

ASK ABOUT TYING  
IN LEAD-GEN!

More than ever, readers want to learn about brands and their offerings through content-driven mediums in addition to traditional advertising. The nature of the *Physics Today* reader is to crave evidence, information and data—details best delivered in the native, editorial space. Industry Innovations brings readers and brand-leaders together with the same form, feel, function and quality that readers expect from *Physics Today*.

## How it Works:

A collaborative approach ensures the content will be well-suited to the *Physics Today* audience, maximizing the success and penetration of your messages.

- 8 weeks prior to issue close date: An initial discovery call with our editor-in-chief helps set the content in motion, giving it direction and definition.
- A freelance writer is assigned to your article and will work with you to craft the piece. Embracing *Physics Today's* style and fit, the final product will flow seamlessly among the rest of the editorial.
- Include an image along with your final sign-off and you've secured your brand as a thought leader among *Physics Today's* elite readership!

*One Month of Promotion & 150,000 Impressions. We promote your content within our existing channels, with the rest of the magazine's editorial content, which includes highlights on the website, inclusion in the email alerts and Facebook posting, where applicable.*

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**NATIVE CONTENT** establishes thought leadership and a positive brand halo effect. Ads raise awareness of a company and its products. Together they position your brand at the forefront of the industry and customers' minds.

The screenshot shows a sponsored content article from 'Industry Innovations'. The header includes the title 'INDUSTRY INNOVATIONS' and a tagline 'THE LATEST DEVELOPMENTS DIRECT FROM THE INDUSTRY'. Below the header, it says 'SPONSORED CONTENT' and features a photograph of a man in a lab coat working with equipment. The article title is 'Long carbon nanotubes reveal subtleties of quantum mechanics' by Phil Dooley. The text discusses the work of Vikram Deshpande at the University of Utah, who found that carbon nanotubes hold a lot of promise as a building block. It mentions that the nanotubes held surprises even without being adorned with those structural bells and whistles. The article also notes that the nanotubes had up to several hundred degrees, and the impurities are knocked off the surface. The setup is cooled by pumped helium-4 at around 1.5 K, which is important, says Deshpande. He also mentions that the heat injected into the nanotube has no way out except along the tube, which is very ineffective. Another boon is the fact that the crystal is top loading so it's easy to access. Within 12 hours of installing a new sample, the entire system is cooled and ready for testing. With aged nanotubes in place and thoroughly clean, Deshpande applies voltage to inject electrons and explore their quantum behavior. The article also mentions that a major influence on electron behavior inside the nanotube is the quality of the end contacts. The electrons travel unimpeded within the tube, known as the ballistic regime. But the ease at which they can escape the tube affects their behavior radically. Using low conductivity contacts, Deshpande's team measured the energy required to add individual electrons to the tube. Subtle changes in the energy showed that the electrons were falling into an ordered pattern called a Wigner crystal—effectively a solid made of pure electrons—which occurs only at very low density. Lower electron density is obtained with longer lengths, which make our experimental signature possible, Deshpande says. His team reported their results in *Physical Review Letters* (volume 124, page 181701, 2010). Last year the team published another paper in *Physical Review Letters* (volume 103, page 236102, 2010) with results from high-conductance contacts. They found the electrons' wavefunctions spread along the tube, creating quantum interference, analogous to light in an interferometer. There was not only interference similar to the Fabry-Pérot effect between electrons bouncing back and forth, but also a more subtle interference caused by slight variations in the nanotubes, such as chirality. These are exquisite measurements of delicate quantum effects that we can only see because our long nanotubes accumulate measurable phase difference between these modes, Deshpande says. He has also made use of the DFR-IC3 cryostat's ability to apply magnetic fields up to 9 Tesla. If you thought the data so far were rich, you should see what happens in a magnetic field, he says. Phil Dooley is a freelance writer and former laser physicist based in Canberra, Australia. Industry Innovations offers sponsored content made possible by the supporting company. Articles are written by freelancers and edited by Pivotal to uphold their accuracy, quality, and value to readers. This Industry Innovations was sponsored by ICSTAR.

