

## It's all in the mind!

Advances in technology continue to amaze me&mdash;seriously! They represent the ultimate in creativity merged with the possible. What really excites me is knowing that there is always more to come.

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In one of my early Beyond the Bank blogs, I wrote about Mattel's then-new game MindFlex. The game uses a headband to capture your brainwaves, converting them into digital information. With a little concentration, the user could move a foam ball through an obstacle course. It was totally cool. (If the truth were told, my pre-teen daughter is the MindFlex ace in our family.)

Tan Le, a research scientist at Emotive, has taken the concept of intercepting your brainwaves and neuroscience to a new level. She has developed a headset and the corresponding computer program technology (an interpretive algorithm) that literally reads your thoughts, not in the sense of words, but in actions. The technology is called Electro Encephalogram Acquisition or EEG Acq. Tan Le's demonstration of the technology at Oxford last year can be viewed at: [http://www.ted.com/talks/tan\\_le\\_a\\_headset\\_that\\_reads\\_your\\_brainwaves.html](http://www.ted.com/talks/tan_le_a_headset_that_reads_your_brainwaves.html)

The video runs about ten minutes, but is well worth your time. The potential of this technology is fascinating to me and it goes far beyond games.

Individuals that are currently limited in motor function (spinal cord injuries and others) can now interact with computer programs just by thinking about it.

In 1999, Bill Gates wrote a book titled, *Business @ The Speed of Thought* about the potential of a Digital Nervous System at the center of a business. In other words, technology integration. It was a thought-provoking book.

Now, only 12 years later, we have advanced the concept of integration to include the brain in a very real sense. The implications are far reaching and can apply to almost every area of computing, not just the financial industry. Imagine the possibilities of a brain based interface that integrates the customer with your website. Taking that a step further, completing new account or loan applications using a "Think & Click" program. Tan Le and her vision have opened a whole new realm of possibilities.

Just take a moment and think about it! It's all in the mind!

The Wombat!

About the Author

Dan Fisher is president and CEO of The Copper River Group, a consulting firm headquartered in Fargo, N. D., that focuses on technology and payment systems research and consulting for community financial institutions. For nearly 30 years, Fisher has worked in the financial industry using technology to improve the bottom line. He was CIO of Community First Bankshares (now part of BancWest), has served as a director of the Federal Reserve Board of Minneapolis, the chairman of the American Bankers Association Payment Systems Committee, and was a member of the Independent Community Bankers of America Payments Committee. Fisher has written numerous articles on banking technology and the payments system. He has authored or co-authored six books and recently published a book titled, "Capturing Your

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P.S. To understand Dan's nickname, check out "About the Wombat" on his website, [www.copperrivergroup.com](http://www.copperrivergroup.com)