

Flipped OUT! I have just been CisKO'd!

Without warning, notice, or even a hint, Cisco just KO'd the flip video camera product line! Wow, I truly did not see that coming and I am having a hard time coping with being flipped off! Here's the link on the announcement: <http://Flipped OUT>

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I really do not understand the announcement at all. I really liked the Flip Camera. It was easy to use, portable and produced terrific video. And if you remember, we used the Flip to produce several videos from the Consumer Electronic Show (CES) this year. Our daughter Liz even used the camera to practice her presentation for the school science project.

Actually it was a great way for her to tell the parents to get lost... she will practice without us and our input! It was fun watching her many video "takes" and her improvement as she practiced, watched the video and tried again! The bottom line, the Flip is not only a easy and fun to use (even for business), it is a very effective learning tool.

Back to the issue... Cisco is done with the Flip and now we are stuck with a dead product. I wonder if Cisco really considered the emotional impact of such an announcement on their customers, me in particular. Probably not, and yes I am taking this a bit too far, but there is a lesson here.

If you are going to try and stay up with fast moving technology you should understand the risks. Products can hit and leave the market at the same rate of speed. That is to say, it is fun to stay up with the cool stuff, but it can cost you. So, don't bet the farm on one technology and always always, always have a Plan B. It also helps if you didn't spend more than a \$150 for the product!

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 Customer! The New Technology of Remote Deposit." You can contact Fisher at dan@copperrivergroup.com.

P.S. To understand Dan's nickname, check out "About the Wombat" on his website, www.copperrivergroup.com