

New Gadget:

The Flip

Video Camcorder

by Pure Digital Technologies



Key Product Features

- Small & lightweight (pocket size)
 - Full 30 fps video quality at VGA (640x480) resolution
 - Uses 2 standard AA batteries
 - No cables required – just “flip” out USB connector
 - No software CD – stored on camera's hard drive
 - Built in microphone and speaker for playback
 - Instant playback, review and delete
 - Plays directly to any TV
 - Integrated upload to video sharing (like YouTube)
 - One-hour processing to DVD through retailers like CVS, Rite Aid, Wolf Video, etc.
-
-

Ease of use



- One button record
 - Quick review and delete
 - Flip USB connector to computer
 - Software stored on camera so you can use it anywhere you go
 - One click emailing
 - Can import video to iMovie or MS MovieMaker for editing
 - Retailers can convert video to DVD for around \$12
-
-

Downsides

- No real zoom – 2x digital zoom (this may be considered an advantage for newbie videographers who can make you sick with too many zooms!)
 - Low light filming not great
 - Limited memory – two hard disk sizes:
 - 512 MB – about 30 minutes of recording time
 - 1 GB – about 60 minutes of recording time
 - Microsoft Vista OS software incompatibility
 - Video service upload automatically inserts a brief promo for the Flip (you can see a lot of them out there – search for flip camcorder)
-
-

Availability

- Camera is available in two disk sizes:
 - 512 MB is around \$100
 - 1 GB is around \$140
- Widely available on the Internet from Amazon, Best Buy, Target, etc.
- Store availability advertised as Costco and Toys 'R' Us



Credits

- Manufacturer's site - Pure Digital Technologies:
<http://www.theflip.com/>
 - **Fan Site** - <http://www.flipvideo101.com/>
 - **Internet Video Magazine review:**
http://www.internetvideomag.com/Articles_2007/050107_FlipVideoCamcorder.htm
 - **PC World**
Review:<http://www.pcworld.com/printable/article/id,132511/printable.html>
 - **Business Week podcast:**
http://www.businessweek.com/mediacenter/podcasts/techmaven/techandu_05_24_07.htm
-
-