July-August, 1988

The Computer Museum NEWS

IDG & USSR Celebrate History at The Computer Museum

On the eve of the Reagan-Gorbachev summit in Moscow, an American high tech publishing empire signed its own "summit" agreement with the USSR.

IDG Communications Inc., a major publisher of computer-related publications, joined forces with the Soviet Union April 25th in an unprecedented alliance. They will publish *PC World USSR*, the first personal computer magazine produced in the USSR.

The day after signing the joint agreement, International Data Group Chairman and Founder Patrick J. McGovern celebrated with his Soviet counterparts at a private evening reception and dinner at The Computer Museum.

This is one example of many functions and events hosted at the Museum by corporations and non-profit institutions. The Museum's original wood beams, exposed brick and the latest in computer technology lend special character and warmth to many events.

Digital Equipment Corporation of Maynard, MA, for example, held eight events at the Museum during the DECWORLD conference in Boston last year. The Museum offered the best unobstructed view and setting for Spaulding & Slye's celebration of the Travelers Building "implosion" in March.

MASSCOMP of Westford, MA, recently hosted a product announcement and press conference here. And in June, E.I. Dupont deNemours & Co. is having a reception and dinner here.

Interested parties can reach the Museum's Functions Manager at (617) 426-2800, ext. 340. □

Photo Courtesy of IDG

Patrick J. McGovern, Chairman of International Data Group (right), views a timeline at The Computer Museum during a celebration of the new publishing alliance between IDG Communications, Inc., and the USSR. McGovern is a Museum Trustee. Center: Eugene Salnicov, Director, Radio i Sviaz. Left: interpreter.

High Tech Heroes Compete at World's First Computer Bowl

Ever wonder who sold Katharine Hepburn a computer in the movie "Desk Set"?

Sorry. The answer to this and other technological teasers will have to wait until Friday, October 7, 1988, when The Computer Museum launches the world's first Pro Computer Bowl in Boston, Massachusetts.

Longtime rivals will finally meet head-on when luminaries from the East and West Coast square off to field questions on everything from computer history, technology, and business to folklore and trivia.

Many of these high tech heavyweights - already formidable foes in business - are now training to win the Computer Bowl.

On the West Coast: **David Bunnell,** Chairman and CEO, PCW Communications, a division of IDG Communications Inc., the world's leading publisher of computer periodicals (team captain); revolutionary wunderkind **William "Bill" Joy,** co-founder of Sun Microsystems; **Allen Michels,** President, Ardent Computers; **Casey Powell,** President and CEO, Sequent Computers, Inc.

From the East Coast: industry savant **Richard Shaffer,** once of *The Wall Street Journal,* now Editor-Publisher, *Technologic Computer Letter* (team captain); **Esther Dyson,** Editor-Publisher of the computer newsletter *Release 1.0*; **David Hathaway,** Partner, Venrock Associates, whose best known success was investing in Apple Computer; **Mitchell Kapor,** Chairman, ON Technology, the founder of Lotus Development Corporation; **Dr. John William Poduska, Sr.,** founder of Prime and Apollo Computer, now Chairman and CEO of Stellar Computer, the developer of a graphics supercomputer.

Kapor and Poduska are on the Museum's Board of Directors.

This bi-annual fundraising event will support the Museum's educational programs. Stay tuned for more details! □

the Computer Bowl

Museum Friends Get the *NEWS*

The Computer Museum *NEWS,* a new bi-monthly publication, will now bring you the Museum's activities and events in a timely way. It will reflect our many new roles as an increasingly diverse, vibrant institution.

Since it opened in Boston in 1984, the Museum has been changing, and it will continue to change. We are building a larger, more diversified audience, membership and supporter base. We have taken on new educational, outreach, event, collecting and exhibit challenges to serve this public.

We are stretching in yet another direction by launching our first traveling exhibition, "Computers In Your Pocket," this fall.

The quarterly *Report,* as you know it, will no longer be published. A handsome *Annual Report* published each fall will continue the tradition of providing historical articles on computer pioneers, our collection, and major events.

As the Museum becomes a larger local, national and international cultural resource, it is even more important for us to stay close to our friends. Please let me know what you think of the *NEWS.* Your thoughts and ideas will help us serve you better, and we'll be a better Museum for it.

I look forward to hearing from you.

Joseph F. Cashen

Joseph F. Cashen
Executive Director

Meet the Board

Gardner Hendrie: New Chairman urges more support, new exhibits

"If in 25 years a future Bill Poduska or Steve Jobs recalls he became excited about computers during a visit to The Computer Museum as a child, then we'll know we've been doing a good job," says Gardner Hendrie, the Museum's new Chairman of the Board of Directors.

He becomes the third Chairman of the Board, succeeding John William Poduska, Sr., who served from 1984-1988, and Kenneth Olsen, who had the post from 1982-1984.

"I want to try to help the Museum achieve the goal we all share - to fill it with exhibits as dynamic, educational and informative as Smart Machines (our newest gallery) without changing its fundamental historical nature," says Hendrie.

He believes the Museum "should and can" serve three audiences. The first is its original one, computer professionals interested in early machines, software, and state of the art computing. The second is people involved with computers in their daily lives, whether as users or as the spouse of a computer professional. The third - our young people, who will all be increasingly involved with computers.

After graduating from Harvard with a physics major in 1954, Hendrie led the design of an industrial control computer at RCA. He says, "experience was my education . . . there were no courses in computers."

In the sixties he designed one of the first 16-bit minicomputers, the Computer Controls Corporation DDP-116. In the seventies he built the first single chip 16-bit microprocessor. And in the eighties he led the design team for Stratus' fault tolerant computer.

"I liked trying to do things I didn't know how to do when I started. But I never saw myself as a risk-taker," he says. At 56, he works with Sigma Partners, a venture capital firm. "I only undertake things I am pretty certain I can do."

In 1983 he visited both The Computer Museum in Marlboro and the Smithsonian's computer exhibit. He contrasted the Smithsonian's modest exhibit of early computers with The Computer Museum's rich, varied collection. He realized we could make a unique contribution.

"The Museum collects and preserves artifacts during the growth of an industry, rather than digging them up later," he says. He believes it makes sense to support such efforts "while it's still possible to do so easily." And he says as computers grow ever more important, people need to learn more about them.

The National Air and Space Museum is a superb "role model because it covers the history and science of flight in an informative way, interesting to many audiences.

"My goal is to fill the Museum with fascinating exhibits. We know how to do it. Now we need the support."

The "teapot," a milestone in itself, is preserved at The Computer Museum. As the first complex object to be realistically rendered on a computer, the teapot has also provided the basic shape for other experiments in rendering. A large set of teapot photos and the original drawing of the teapot on graph paper were collected by Frank Crow of Xerox PARC and presented to The Computer Museum.

Museum Co-Sponsors First-Ever Graphics Project

For the first time, the benchmarks in computer graphics will be chronicled in a major project, "Milestones: The History of Computer Graphics," sponsored by ACM SIGGRAPH and The Computer Museum. Funded by ACM SIGGRAPH, the project will be carried out by The Museum with E. Jan Hurst as project director.

The Museum's goal is an endowed collection on the milestones of computer graphics. It would include artifacts, interviews, film, video, photographs, and other materials from major innovators in the field. The Museum would preserve and make it accessible to scholars and others.

The Milestones project is an excellent way to begin because it focuses on the most important developments in the field.

The Milestones Advisory Committee held its first meeting at the Museum on April 29th. Committee members are: Gwen Bell, The Computer Museum; Bruce E. Brown, ACM SIGGRAPH Executive Committee; Robert M. Dunn, The CADWARE Group, Ltd; Carl Machover, Machover Associates Corporation; Michael S. Mahoney, Princeton University; George A. Michael, Lawrence Livermore National Laboratories; and Thurber J. Moffett, Northrup Corporation.

The Committee will meet again on Monday, August 1, in conjunction with SIGGRAPH 88.

If you know of films, photos, or other precious materials on the history of graphics lurking in the dampness of a basement or curling in the heat of an attic, please call Jan Hurst (303) 623-8775 or Gwen Bell at the Museum (617) 426-2800.

IEEE Honors Museum Board Member

Dr. Robert M. Metcalfe Honors Museum

The Institute of Electrical and Electronics Engineers, Inc. (IEEE), recently awarded Dr. Robert M. Metcalfe its Alexander Graham Bell Medal for his pioneering work with computer network systems, especially the invention of the historic Ethernet system. The IEEE is the world's largest engineering society.

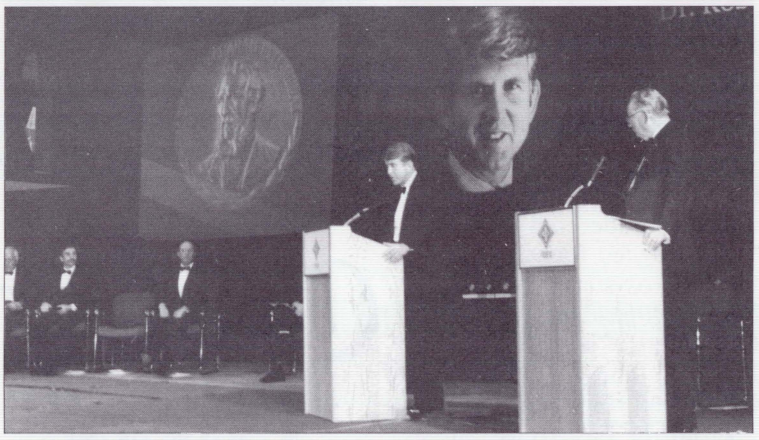
Metcalfe, Vice President, Technology, of 3Com Corporation and a member of the Museum's Board of Directors, has generously decided to donate the award's $10,000 prize to The Computer Museum.

While it is unusual for an IEEE Medal recipient to donate an award, it is no surprise Metcalfe would support the Museum.

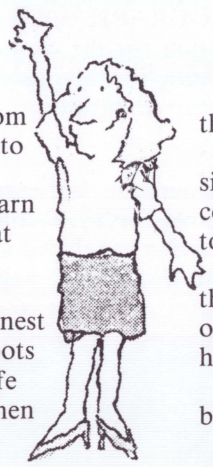
He believes The Computer Museum can "catch the excitement of young people, show them how much fun computers can be and give them a taste of their challenge. Wide-eyed curiosity is the beginning of all great things."

The Museum is also important because it "collects computer artifacts and synthesizes their history," he said. "I believe what Confucius said - study the past, if you would divine the future." □

Photo Courtesy of IEEE



For Industry News, Teaching Views & Robot Moves..



Everyone - from industry leaders to eight-year-old children - can learn something new at The Computer Museum.

The world's finest collection of robots now comes to life in a new way when the Museum's "human" interpreters show people how the robot Boat Builder makes a toy sailboat from seven pieces using an artificial sense of vision and a robotic arm.

They can watch AARON, the Museum's own computer artist, plot original drawings and see how a sentry robot guards a warehouse. Kids of all ages light up when Crackpot, Wrinkles and other toy robots come out to play. Just ask an interpreter when the next demonstration is.

For the latest in industry trends, there are special breakfast seminars for corporate members. Recently, they heard Dr. Jon Miller, Director of Northern Illinois University's Public Opinion Laboratory, discuss the future of scientific literacy.

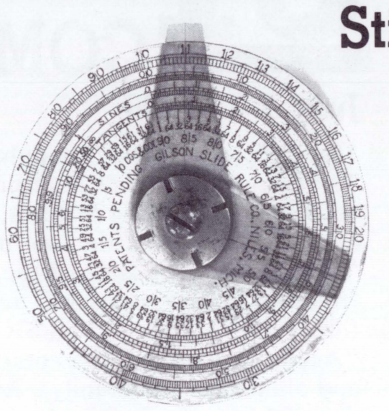
This spring, at our first workshop for elementary schools, Education Coordinator Michael Chertok gave teachers ideas for class field trips. At another workshop, junior high and high school teachers got artifacts to use in their classes on the history of computers.

Chertok also brought a new program featuring robot toys and a robotic arm to Massachusetts schools. Kids programmed the robot and explored today's technology. The Massachusetts Council on the Arts and Humanities partially funds this program.

In Springfield, Massachusetts, teachers learned how to teach about robots and artificial intelligence. With such programs, the Museum tries to help them keep up with the latest ideas and technology. □

Sticks, Stones, Bones & Electrons?

Museum Launches First Traveling Exhibit



The Computer Museum opens its first traveling exhibition "Computers in Your Pocket: The History of Hand-held Calculators" August 27, 1988, at The Science Museum of Virginia, Richmond.

This collection of unusual calculators from around the world chronicles the basic human need to count and remember with tools they can carry.

Organized by The Computer Museum and circulated by the Smithsonian Institution Traveling Exhibition Service (SITES), the exhibition was funded by Hewlett-Packard. It will travel for two years.

From counting on fingers to the Hewlett-Packard 41C, throughout time, people have wanted pocket-sized computing devices. This hands-on, historical exhibition invites you to travel back in time and count with an ancient shepherd's pebbles, a Japanese merchant's soroban or an English tax collector's dipstick and whiskey barrel.

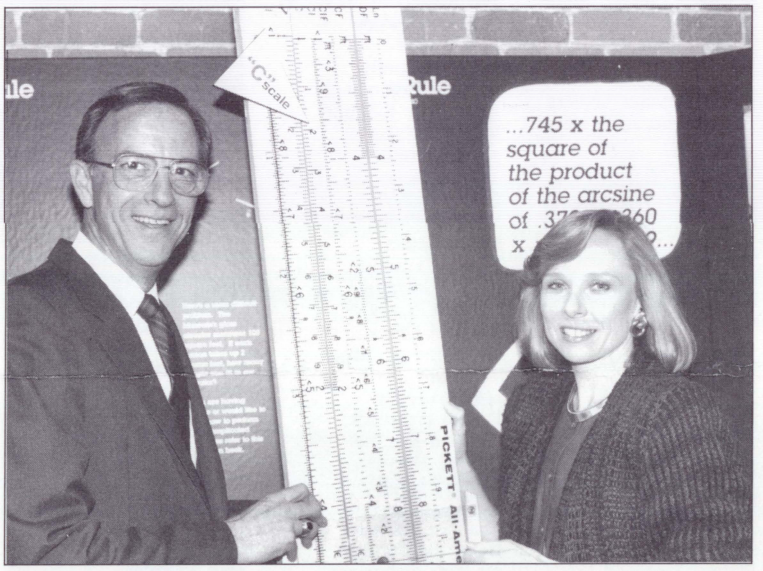
"Today's inexpensive electronic pocket calculator is less than 20 years old," says Dr. Gwen Bell, the Museum's Founding President. "But the pocket calculator has been around since the beginning of time. Each generation thinks it invents the pocket calculator. In fact we only reinvent what we had, using new technologies."

Since most human beings don't like to sum or recall digits, before long," Dr. Bell predicts, "we'll be carrying full-blown computers in our pockets."

The exhibition is another example of cooperation between the Smithsonian and The Computer Museum. In 1987, they both signed an unprecedented joint collecting agreement which promises to enhance their computing collections.

At press time, the following institutions had booked the exhibition: August 27-September 25, 1988 - Science Museum of Virginia, Richmond; March 11-April 9, 1989 - Discovery Center, Amarillo, Texas; April 29-July 16 - Science Place, Dallas, Texas; November 11, 1989-January 28, 1990 - Detroit Science Center, Detroit, Michigan.

For booking information, call: Carol Harsh, SITES Coordinator for Scheduling, at (202) 357-3171. □



SITES Project Director Betsy Hennings and Museum Executive Director Joseph F. Cashen review the Museum's first traveling exhibition "Computers in Your Pocket: The History of Hand-held Calculators." It opens August 27 at The Science Museum of Virginia, Richmond.

**This exhibition includes over 60 artifacts on loan from the collections of Hewlett-Packard, IBM, the MIT Museum, the Peabody Museum of Salem and others.*

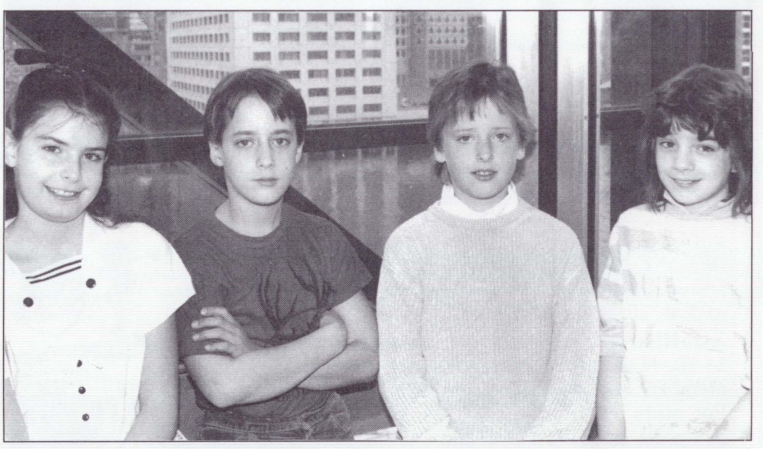
Winners of Kids Computer Art Contest Visit Museum

How many people can say they've shown art work at a major museum, when they're only 11 years old?

"I'm proud my project's in the one and only computer museum in the world," says Justin Frye, a 5th grader from East Bridgewater (MA) Middle School.

He and classmates Rosemary Rudolph, Lisa Walcott, and Michael Nilson won a national computer creativity contest for kids and teachers, sponsored by Apple Computer Clubs and Sunburst Communications Inc.

In their honor, the Museum launched a new exhibit, "By Kids' Design," featuring their computer-generated designs and the pottery made from them. Art teacher Kathy Douglas and students couldn't wait to see it. They visited the Museum in April with family and friends. □



The winners of a national computer creativity contest for kids and teachers visited The Computer Museum in April. From left to right: Rosemary Rudolph, Michael Nilson, Justin Frye and Lisa Walcott, all from East Bridgewater (MA) Middle School.

Thank You New Members

Individual and corporate membership income supports the Museum's continuing educational and exhibit programs. **New** or **renewing** companies and individuals will be recognized in each issue of the *NEWS,* as will new capital campaign supporters. A complete list of corporate and capital campaign supporters will be published in the *Annual Report.*

January 1, 1988 - April 30, 1988

NEW CORPORATE MEMBERS

BENEFACTOR LEVEL ($10,000 or more)

Cognex

PATRON LEVEL ($3000-$9,999)

PC World Communications
Spectrum Interactive
Ziff-Davis

CONTRIBUTOR LEVEL ($1000-$2,999)

AI Corporation
Bachman Information Systems
Continental Cablevision
Control Data Corporation
Greater Boston Chamber of Commerce
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The Computer Society
The Technology Research Group
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Ron Todd
Daniel Toomey
S. Lester Ungerleider
Seth Vose III
Ann Walsh
Mike Weiner
John Welch
Mark Weston
Richard Whitcome
Rudolf Williams
Ernest Witschi

UP COMING EVENTS

July 2-4, 1988

11a.m.-5p.m. **"The Computer Animation Show"**
The fantastic world of electronic animation presents cunning creatures, astounding features, and the latest "3-D" character animation in one of the best movie marathons around. This "Who's Who" of state of the art computer-generated graphics from around the world will amaze all who see it. It includes film clips from the annual SIGGRAPH conference (the "Academy Awards" presentation for the computer graphics and animation community). Runs continuously Saturday, Sunday and Monday in the Museum auditorium.

October 7, 1988

"Pro Computer Bowl" The Computer Museum launches the world's first Pro Computer Bowl Friday, October 7, in Boston. This bi-annual fundraising event will support the Museum's education programs. See article, page 1.

TO JOIN:

Members get free admission for one year; The Computer Museum *NEWS,* a bi-monthly newsletter of Museum activities; the *Annual Report,* a richly illustrated journal of computer history; invitations to exhibit previews and member-only events; advance notice of exhibitions and lectures; a 10% discount on purchases over $5 in The Computer Museum Store; and the opportunity to buy admission pass booklets at significant savings.

Individual Memberships	Family Memberships	Contributing Memberships
$30 One-year	$45 One-year	$500 Donor
$50 Two-year	$80 Two-year	$250 Sponsor
$20 One-year student*		$100 Friend

YES, sign me up! My check, payble to The Computer Museum, is enclosed in the amount of $ _____.

Or, charge my ☐ MasterCard, ☐ Visa, ☐ American Express.

Card No._____ Expiration Date_____

Signature _____

Name _____

Name for 2nd Family Card _____

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Will your company match your gift? Yes ☐ No☐
If yes, please send appropriate matching gift form.

*Please enclose verification.

Membership contributions are tax deductible to the extent provided by law.

The Computer Museum

PLEASE NOTE: Summer hours - July 4 through Labor Day! Visit The Computer Museum daily, 10am to 5pm (Fridays until 9pm).

ADMISSION: Adults $4.50, students and elders $3.50. Half price Friday evenings. Free to Museum members and children under five.
For more information, call our talking computer at (617) 423-6758.

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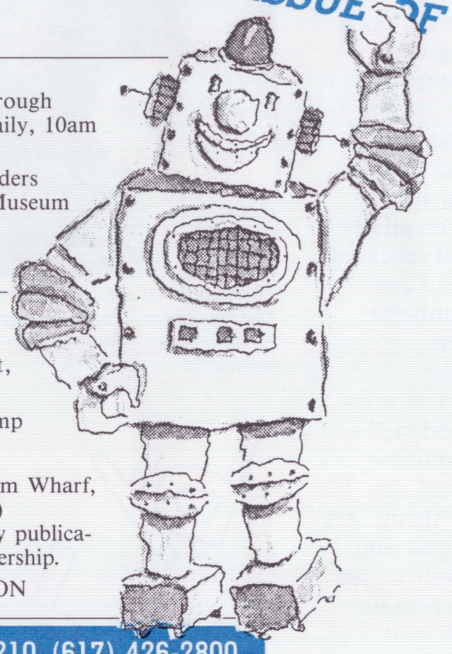
PREMIERE ISSUE OF THE NEWS!!



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