FISCAL 2013
REPORT TO THE
COMMUNITY

Computer History Museum

076	190		716	994	540	046	606	254	865	553	275	028	807	811	
072	192		714	992	538	044	604	212	864	552	274	027	806	610	435
068	188	408	712	090	536	042	602	210	863	551	273	026	805	609	434
064	184	404	710	088	534	040	600	208	862	550	272	025	804	608	433
060	180	400	708	086	532	038	598	206	861	549	271	024	803	607	432
056	176	396	706	084	530	036	596	204	860	548	279	023	802	606	431
052	172	392	704	082	528	034	594	202	859	547	269	022	801	605	430
048	168	388	702	080	526	032	592	200	858	546	268	021	800	604	429
044	164	384	700	078	524	030	590	198	857	545	267	020	799	603	428
040	160	380	698	076	522	028	588	196	856	544	266	019	798	602	427
036	156	376	696	074	520	026	586	194	855	543	265	018	797	601	426
032	152	372	694	072	518	024	584	192	854	542	264	017	796	600	425
028	148	368	692	070	516	022	582	190	853	541	263	016	795	599	424
024	144	364	690	068	514	020	580	188	852	540	262	015	794	598	423
020	140	360	688	066	512	018	578	186	851	539	261	014	793	597	422
016	136	356	686	064	510	016	576	184	850	538	260	013	792	596	421
012	132	352	684	062	508	014	574	182	849	537	259	012	791	595	420
008	128	348	682	060	506	012	572	180	848	536	258	011	790	594	419
004	124	344	680	058	504	010	570	178	847	535	257	010	789	593	418
000	120	340	678	056	502	008	568	176	846	534	256	009	788	592	417
996	116	336	676	054	500	006	566	174	845	533	255	008	787	591	416
992	112	332	674	052	498	004	564	172	844	532	254	007	786	590	415
988	108	328	672	050	496	002	562	170	843	531	253	006	785	589	414
984	104	324	670	048	494	000	560	168	842	530	252	005	784	588	413
980	100	320	668	046	492	998	558	166	841	529	251	004	783	587	412
976	096	316	666	044	490	996	556	164	840	528	250	003	782	586	411
972	092	312	664	042	488	994	554	162	839	527	249	002	781	585	410
968	088	308	662	040	486	992	552	160	838	526	248	001	780	584	409
964	084	304	660	038	484	990	550	158	837	525	247	000	779	583	408
960	080	300	658	036	482	988	548	156	836	524	246	999	778	582	407
956	076	296	656	034	480	986	546	154	835	523	245	998	777	581	406
952	072	292	654	032	478	984	544	152	834	522	244	997	776	580	
948	068	288	652	030	476	982	542	150	833	521	243	996	775	579	
944	064	284	650	028	474	980	540	148	832	520	242	995	774	578	
940	060	280	648	026	472	978	538		831	519	241	994	773		
936	056		646	024	470	976	536		830	518	240	993	772		
932	052		644	022	468	974	534		829	517	239	992	771		
928	048		642	020	466	972	532		828	516	238	991	770		
924	044		640	018	464	970			827	515	237	990			
920			638	016	462	968			826	514	236	989			
916			636	014	460	966			825	513	235	988			
912			634	012	458	964			824	512	234	987			
908			632	010	456	962			823	511	233	986			
904			630	008	454				822	510	232				
			628	006	452				821	509	231				
			626	004	450				820	508	230				
			624	002	448				819	507	229				
			622	000	446				818	506	228				
			620	998					817	505					
			618	996					816	504					
			616	994					815	503					
			614	992					814	502					
			612	990					813	501					
			610	988					812	500					
			608						811						
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			598						806						
			596						805						

PREPARING FOR FUTURE HISTORY

We have no idea what kind of computers our great-great grandchildren will have in 2113. We are notoriously bad at that kind of guessing game.* Writer Andrew Hamilton, musing about "computers in the future" in the March 1949 issue of *Popular Mechanics*, couldn't possibly have predicted the World Wide Web, smartphones, or Google Glass (sidebar image).

We do know, however, that our descendants in the 22nd century will want to understand the story of how their computers came to be, just as we do. That gives the Computer History Museum two equally important but different missions: (a) explaining the history to people today, and (b) preserving the artifacts and stories that people 100 years from now (or 500!) will need to construct the explanations for their day.

We've been doing that for over thirty years, but with continually evolving activities. Here are some of our priorities for the next several years:

Increase the focus on software
Collect source code and running software, and the stories behind its creation and use. Work to keep those artifacts usable and instructive in the future.

Interpret software history and the impact on our civilization. Our planned *Make Software, Change the World!* exhibition, for example, will propel us in this direction.

Provide storage and public access to digital objects
Our digital repository project provides secure accessible cataloged storage for the increasing part of our collection that is made of bits rather than atoms: software, digital documents, photos, videos, oral histories, and more.

Expand the physical collection
Our warehouse in Milpitas, which stores the physical objects and documents not currently on display, is now about 85 percent full. We have to do something when it gets to 100 percent in a few years!

More demonstrations & interactive exhibits
Our restored IBM 1401 computers will be the centerpiece of a new "time machine" exhibit on computing in the 1960s.

Increase the outreach to new audiences
Continue to diversify our offerings to students, entrepreneurs, and the general public. We're not just the "museum for geeks!"

Broaden our offering beyond the building, with more radio, TV, and web presence.

Market the Museum so we're no longer, as a writer said a few years ago, "the best-kept secret in Silicon Valley."

Incidentally, our name is the Computer History Museum, but the word "computer" is gradually becoming obsolete. It evokes images of large boxes that fill rooms or small boxes that sit on desktops, and modern intelligent devices don't take that form. Every inanimate man-made object will soon have embedded intelligence and thus be a "computer." Perhaps someday we'll change our name, but in the meantime we increasingly view "computer" not as a specific kind of object, but as a metaphor for any software-controlled device, be it a video screen or a pencil.

Welcome to the new world of the smart gizmo! We'll preserve its history, whatever it's called, and whatever it looks like.

[signature]

LEN SHUSTEK
CHAIRMAN OF THE BOARD OF TRUSTEES

uum tubes and weighs 30 tons, **computers in the future may have only 1000 vacuum tubes and perhaps weigh only 1½ tons.**

*For an amusing illustrated catalog of our failures in that regard, see *The History of The Future: Images of the 21st Century* by Christophe Canto and Odile Faliu, Flammarion, 1993, Paris, 160 pages.

Cover: Detail image of RCA's Drum type printer print head (ca. 1960). Hammers pushed paper and inked ribbon onto the appropriate characters as they came around on the constantly rotating drum.

Opposite page: Detail of Jos W. Fowle's Elizur Wright Arithmeter, No. 11 (ca. 1869). The Elizur was designed by "The Father of Life Insurance" to make accurate insurance calculations.

CONTINUING OUR GROWTH

As our fiscal year ended June 30, 2013, the Museum experienced a surge of visitors from around the world, a satisfying financial result, and a strong sense that we are well into a new era in our wonderful history as an institution.
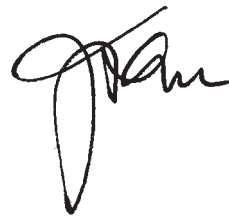
You will see the words, pictures, and statistics in this annual report—our fifth published report as a Museum. They include an award-winning year for our Education team, which won the Superintendent's Award for the best education program in California from the California Association of Museums. They also include record attendance, another 12 months packed with conferences and meetings in our unique facility, and a period of generous giving by donors both locally and throughout the country. Our *Revolutionaries* series set viewership and listener records in our second year on KQED public television and radio, and our YouTube channel surpassed 4 million views.

Thanks to the work of our teams in collections, exhibitions, development, and operations, we closed Fiscal 2013 with the sounds of circular saws, hammers and power drills once again echoing through the halls of the Museum. Under construction now, and scheduled to open in late 2013, is *The IBM 1401 Demo Lab*—a unique permanent exhibit featuring our two fully restored IBM 1401 computer systems. At the height of its prominence in the mid-1960s, the IBM 1401 represented half of all computer systems operating in the world. Its success far exceeded IBM's original market projections, and the system ushered in an area of electronic data processing that set the stage for the mainframe systems that changed the world.

The Demo Lab will be a bit of time travel. It will allow visitors to stand in a space that feels very much like a vintage computer room. It will allow them to have a tactile experience not entirely possible today—where you can see code being written on punched cards, hold a panel of core memory in your hand, gaze at the actual circuitry powering the central processing units, and hear the unmistakable sound of the chain printer producing a result. It will also be a human experience: visitors on selected days will engage with a wonderful team of dedicated volunteers who have invested tens of thousands of hours in restoring two 1401 systems to remarkable working order.

I hope to see you at the Museum this year as we carry forward with this work. Most of all, I want to take the opportunity to say thank you for all that you do to help make this growth possible. This issue truly is a report to a remarkable community of supporters, and all of us at the Museum extend our gratitude and personal thanks.

Yours sincerely,

JOHN C. HOLLAR
PRESIDENT AND CHIEF EXECUTIVE OFFICER

22,756
Hours spent in Education programs

135,000
Annual visitors

7,473
Press mentions on the web

343
Events in 365 days

60
Entries in the new @chm blog

3,500+
Volunteer hours

@CHM is the official blog of the Computer History Museum. It's an informative and engaging platform for topics and discussions about computer history. It also provides a window to the behind the scenes life of the Museum. **Some recent highlights:**

WOMEN AND THE PUBLIC FACE OF COMPUTING

Senior Curator Dag Spicer examines the changing portrayal of women in company marketing materials over time. bit.ly/16aFCgG

THE APL PROGRAMMING LANGUAGE SOURCE CODE

Chairman of the Board of Trustees Len Shustek describes the donation to the Museum of the original APL programming language source code and its significance. bit.ly/TD9YpB

THE OTHER INTERNET PART 1: MASAI MARA

Curator Marc Weber gives readers a glimpse into the life of Masai tribesman George, who is using the Kenya-wide mobile payment system M-Pesa in a blend of traditional tribal culture and modern wireless technology. bit.ly/TF4xkD

OUR CATEGORIES:

Curatorial Insight
From the Collection
Behind the Scenes
Remarkable People
From the CEO

AN EVENTFUL YEAR

07.24.12
CHM Presents
Revolutionaries:
DARPA's Dan Kaufman
in Conversation with
John Markoff of *The New
York Times*

Moderator
John Markoff
Senior Writer,
The New York Times

Speakers
Dan Kaufman
Director, DARPA
Innovation Office

07.31.12
CHM Soundbytes:
Insanely Simple: The
Obsession That Drives
Apple's Success. Author Ken
Segall in conversation with
TIME's Harry McCracken

Moderator
Harry McCracken
Editor-at-large, *TIME*

Speakers
Ken Segall
Author

08.08.12
CHM Presents
Revolutionaries:
The Art & Technology
Behind Google Doodles

Moderator
John Hollar
President & CEO,
Computer History Museum

Speakers
Ryan Germick
Google Team Lead,
Google

Kris Hom
Doodle Engineer, Google

Marcin Wichary
Doodler, Google

Jennifer Hom
Doodler, Google

08.20.12
CHM Presents:
Data Storage in the Flash
Memory Revolution

Moderator
Jonathan Fortt
Technology Correspondent,
CNBC

Speakers
Dr. Eli Harari
Senior IEEE member

Dr. Gordon Day
Founder, Sandisk

09.13.12
The Financial Times
and CHM Present: The
Anthropology of Innovation

Moderator
Gillian Tett
US Managing Editor,
The Financial Times

Speakers
Genevieve Bell
Intel Fellow, Intel Labs
Director

George Kembel
Executive Director and
Co-Founder,
Stanford d.School

Laura D. Tyson
Professor of Global
Management, Haas School of
Business, UC Berkeley

10.16.12
CHM Presents
Revolutionaries:
Microsoft Research's Rick
Rashid in Conversation
with John Markoff of
The New York Times

Moderator
John Markoff
Senior Writer,
The New York Times

Speakers
Rick Rashid
Chief Research Officer,
Microsoft Research

10.27.12
CHM, Big Picture Science
and Bay Area Science Festi-
val Present: Doomsday Show

Speakers
Stephen S. Smith
Arma Partners

Ken Caldeira
Carnegie Institution
Department of Global
Ecology (Stanford)

Luke Muehlhauser
Executive Director,
Singularity Institute

Brad Voytek
NIH-funded Neuroscience
Researcher

Moderators
Molly Bentley
Executive Producer &
Co-host, *Big-Picture Science*

Seth Shostak
Producer & Co-host,
Big-Picture Science

Andy Fraknoi
Chair, Astronomy
Program, Foothill College

Guy P. Harrison
Author

Kirsten V.K Gilardi
Associate Director, UC Davis
Wildlife Health Center

11.01.12
25th Anniversary Panel
Discussion and Luncheon
SPARC at 25: Past, Present
and Future

Moderator
David House
Chairman of the Board
and Director, Brocade
Communication Systems

Speakers
Bill Joy
Partner, Kleiner Perkins
Caufield & Byers

Anant Agrawal
Venture Consultant

Andy Bechtolsheim
Chief Development Officer,
Arista Networks

David Patterson
Professor of Computer
Science, UC Berkeley

Bernard Lacroute
Partner, Kleiner Perkins
Caufield & Byers

Rich Hetherington
Vice President, Hardware
Development Systems,
Oracle Corporation

11.07.12
CHM Presents
Revolutionaries: Game
Changers: Mark Cerny with
EA's Rich Hilleman

Moderator
Richard Hilleman
Chief Creative Director
Electronic Arts

Speakers
Mark Cerny
Cerny Games

11.14.12
CHM Presents
Revolutionaries: An Evening
With Google's Executive
Chairman Eric Schmidt

Moderator
John C. Hollar
President & CEO,
Computer History Museum

Speakers
Eric E. Schmidt
Executive Chairman, Google

01.22.13
CHM Presents
Revolutionaries:
An Evening With Elon Musk

Moderator
Alison van Diggelen
Host of Fresh Dialogues &
KQED Contributor

Speakers
Elon Musk
CEO and Product Architect
of Tesla Motors, CEO/CTO
of Space Exploration
Technologies (SpaceX)

01.29.13
CHM Soundbytes: Author
David Alan Grier on The
Company We Keep

Speakers
David Alan Grier
Author and Writer for IEEE
Computer Society

02.19.13
CHM Presents
Revolutionaries:
Citizenville: How to Take
the Town Square Digital and
Reinvent Government

Moderator
Michael Krasny
Host, *KQED Forum*

Speaker
Gavin Newsom
Author and
Lieutenant Governor
of California

03.11.13
CHM Soundbytes: "I Think,
Therefore I am" IBM Fellow
Grady Booch on Computing:
The Human Experience

Speaker
Grady Booch
IBM Thomas J. Watson
Research

03.14.13
CHM Soundbytes: The Age of
Edison: Electric Light and the
Invention of Modern America.

Moderator
John Hollar
President & CEO,
Computer History Museum

Speaker
Ernest Freeberg
Author and Distinguished
Professor of Humanities,
University of Tennessee

DARPA'S DAN KAUFMAN

IN CONVERSATION WITH JOHN MARKOFF OF THE NEW YØRK TIMES

Computer History Museum | REVOLUTIONARIES

Major Funding for the Revolutionaries Series is provided by: (intel)

04.17.13
CHM Presents Revolutionaries: Innovating the Future: SRI's Curt Carlson and Bill Mark in Conversation with John Markoff of *The New York Times*

Moderator
John Markoff
Senior Writer,
The New York Times

Speakers
Curtis R. Carlson
President & CEO,
SRI International

William Mark
Vice President, Information and Computing Sciences,
SRI International

04.29.13
CHM Soundbytes
The Martian's Daughter:
A Memoir.

Moderator
John Hollar
President & CEO,
Computer History Museum

Speaker
Marina von Neumann
Whitman
Author and Professor,
University of Michigan

05.08.13
CHM Presents Revolutionaries: Lean In: Women, Work and the Will to Lead. Author Sheryl Sandberg in Conversation with Google's Eric Schmidt

Moderator
Eric E. Schmidt
Executive Chairman,
Google

Speaker
Sheryl Sandberg
Author and Chief Operating Officer, Facebook

05.15.13
CHM Presents Revolutionaries: Chroniclers of Technology: An Evening with David Kirkpatrick, Steven Levy and John Markoff

Moderator
John Hollar
President & CEO,
Computer History Museum

Speakers
David Kirkpatrick,
Author

John Markoff
Senior Writer,
The New York Times

Steven Levy
Senior Writer,
Wired Magazine

06.11.13
CHM Presents Revolutionaries: An Evening with IBM Research's Dr. John Kelly
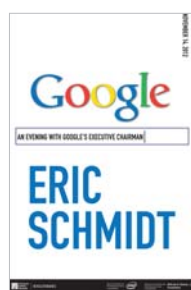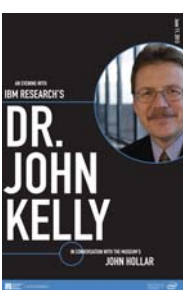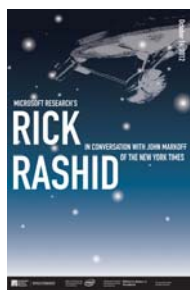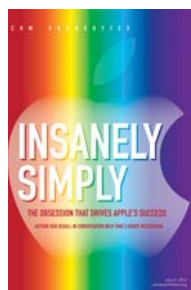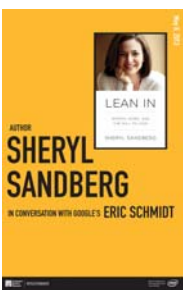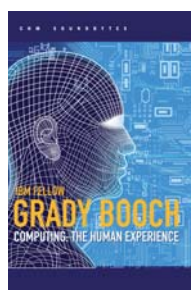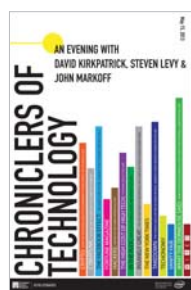
Moderator
John Hollar
President & CEO,
Computer History Museum

Speaker
John E. Kelly III
Senior Vice President & Director, IBM Research

Major Funding for the *Revolutionaries* series provided by Intel
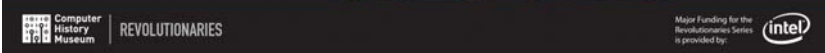
FINANCIAL SUMMARY

INCOME STATEMENT ($K)	FY 2013	FY 2012
Total Revenue	**$7,514**	$6,484
Total Expenses	**$7,063**	$7,298
Net Operating Income (Loss)	**$451***	($814)*

REVENUE CATEGORIES ($K)		
Unrestricted Donations	$1,455	$1,486
Public Programs	$2,067	$4,144
Museum Operations	$1,867	$1,759
Investment Income	$1,917	($1,130)
Other Income	$208	226
	$7,514	**$6,484**

EXPENSE CATEGORIES ($K)		
Operations	$1,833	$1,911
Content & Public Programs	$4,442	$4,516
Marketing & Development	$787	$871
	$7,063	**$7,298**

REVENUE GROWTH YEAR OVER YEAR ($K)
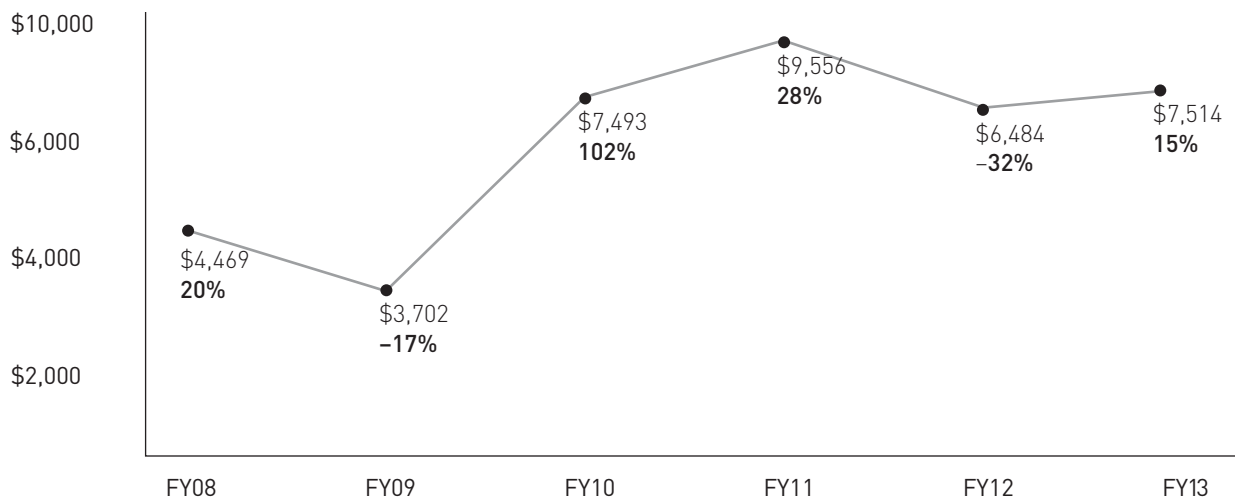
*Earnings before interest, depreciation, and amortization.

REVENUE BY CATEGORY ($K)

Total
$7,514

MUSEUM OPERATIONS
25%

INVESTMENT INCOME
25%

OTHER INCOME
3%

DONATIONS
19%

PUBLIC PROGRAMS
28%

EXPENSES BY CATEGORY ($K)

Total
$7,063

OPERATIONS
26%

MARKETING &
DEVELOPMENT
11%

CONTENT &
PUBLIC
PROGRAMS
63%
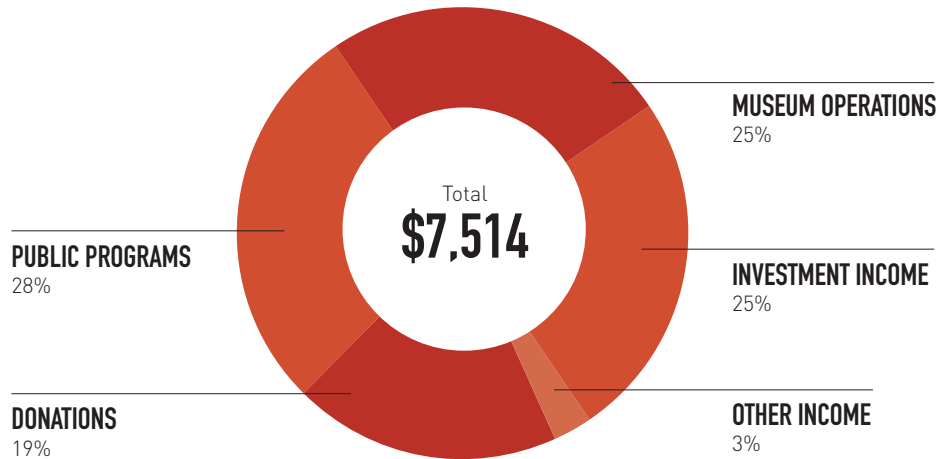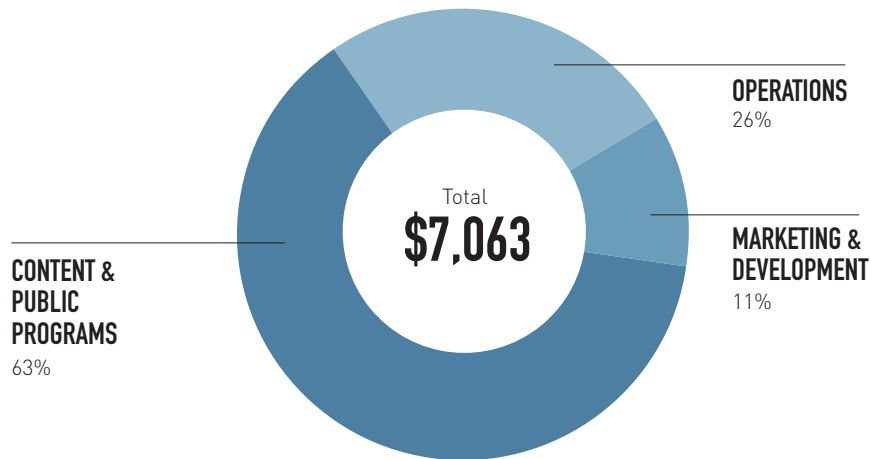
DONATIONS BY TYPE OF DONOR ($K)

Total
$4,348

INDIVIDUALS
89%

CORPORATIONS &
FOUNDATIONS
11%
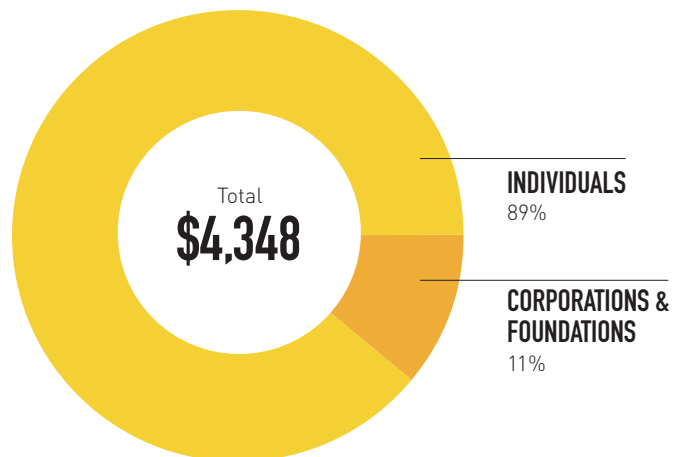
MUSEUM DONORS

Capital Campaign Donors

EXA / $10M+

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Gardner Hendrie and Karen Johansen

PETA / $5M–$9.99M

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Intuit, in honor of founder Scott Cook

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TERA / $1M–$4.99M

Anonymous

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Burgess and Elizabeth Jamieson

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Max and Jodie Palevsky

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Charles Simonyi Fund for Arts & Sciences

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