



FISCAL 2014
REPORT TO THE
COMMUNITY

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EVERYONE SHOULD UNDERSTAND SOFTWARE

Coding (writing computer software) is all the rage these days. What's up with that?

Dozens of organizations have sprung up to help people—particularly young people—learn how to program. There's Code.org, Hour of Code, Code-Day, Black Girls CODE, Code Camp, Girls Teach Girls to Code, Raspberry Pi Days, Made with Code, and more.

Even President Obama is in on it: “Don't just buy a new video game—make one. Don't just download the latest app—help design it. Don't just play on your phone—program it.”¹

This is music to our ears. Why? Knowing how to program isn't a guaranteed path to becoming a software billionaire in three years. But knowing what programming is and how it's done is part of being an informed participant in a world increasingly dependent on computers. Understanding how code works explains the magic of computers, like understanding how the moon orbits the earth explains the mystery of eclipses.

It isn't a new idea. In 1972 the computer scientist Andrei Ershov said, “To be a good programmer today is as much a privilege as it was to be a literate man in the 16th century... Is it not the highest aesthetic idea of our profession to make the art of programming public property?”²

At the Computer History Museum we have embraced this movement to democratize software, but with an added twist—we put it in historical context. We are in a unique position to explain not just how things are, but how they came to be. If you want to draw a line into the future, you need not just a point in time—today—but the points that came before, so that you can connect the dots.

We are increasingly focused on finding, preserving, and explaining software. Not just the code and related documents, but also the stories of the people who created it, who distributed it, and who used it. What was its impact on the world? We're collecting software,³ taking video oral histories,⁴ publishing historic code on the web,⁵ and designing new physical and web-based exhibits.⁶ Watch as we ramp up this activity over the next few years.

We will never abandon our roots as a museum of computing hardware. But the hardware alone is a universal machine that can do nothing. Software is the immaterial soul that makes it useful. Thank you for supporting us as we expand our domain from atoms to bits.



LEN SHUSTEK
CHAIRMAN OF THE BOARD OF TRUSTEES

¹ www.whitehouse.gov/blog/2013/12/09/don-t-just-play-your-phone-program-it

² A.P. Ershov, “Aesthetics and the Human Factor in Programming,” *Communications of the ACM*, vol. 15, no. 7, 1972, pp. 501–505.

³ www.computerhistory.org/atchm/bit-by-bit-software-collecting

⁴ www.computerhistory.org/collections/oralhistories/video/EeEGJg6vXCg

⁵ www.computerhistory.org/atchm/microsoft-word-for-windows-1-1a-source-code

⁶ www.computerhistory.org/atchm/make-software-change-the-world

GRATITUDE FOR A GREAT YEAR

The fiscal year that ended June 30, 2014, was one of the most productive and growth-oriented years for the Museum since the opening of our \$20 million exhibition, *Revolution: The First 2000 Years of Computing*, in 2011. We made progress on our strategic plan on almost every major front, and we increased our position in Silicon Valley as a community hub and gathering place for visitors and groups from around the world.

The three elements of our strategic plan—collection, interpretation, and engagement—moved forward in important ways. We opened two new exhibits and, as the year closed, were putting the finishing touches on a third. The IBM 1401 Demo Lab opened in November 2013 with extensive new design and became a fully public space for the first time. It does a tremendous job helping visitors understand the early roots of computing and is enhanced by demonstrations from a dedicated corps of volunteers. We also learned that the Museum will be awarded the 2014 Tony Sale Award in November by the British Computer Conservation Society for our outstanding restoration of the IBM 1401.

Joining these two labs was a significant new exhibit on the implications of computing for the future: *Where To? A History of Autonomous Vehicles*. This 3,000-square-foot exhibit documents the surprisingly long history of society's search for cars, submarines, flying vehicles, and other forms of transportation that can operate without human intervention. The star of the show is a working Google self-driving car, complete with a live demonstration of its essential LIDAR technology and a peek behind the scenes of what the car's navigation system "sees" on the road. With Google's help, we offered more than 400 Museum visitors the exclusive opportunity to ride in self-driving cars during two months of live demonstrations.

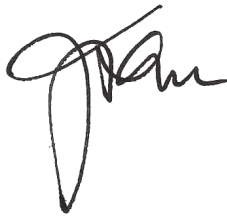
The year ended with our exhibition and media teams preparing for the opening of *Fearless Genius: The Digital Revolution in Silicon Valley, 1985–2000*. This surprising photo exhibit by photojournalist Doug Menez portrayed some of Silicon Valley's most intriguing people and seminal events of that tumultuous 15-year period. Perhaps the most surprising element was a candid behind-the-scenes series of photos of Steve Jobs as he was founding NeXT, the computer workstation company he launched after leaving Apple. *Fearless Genius* was accompanied by a handsome book and a live discussion by Menez, and it also introduced a new underwriter, Micron Technology, to the Museum family.

Our *Revolutionaries* series continued to draw some of the most luminous names in the history of computing to Hahn Auditorium—you'll find details of this year's lineup in this report. *Revolutionaries* drew hundreds of thousands of views on our YouTube channel, which surpassed 5 million views this year, and also built significant audiences on public broadcasting through our partnership with KQED public television and radio. We also syndicated the radio version of *Revolutionaries* nationally to Minnesota Public Radio and KUOW Seattle for the first time. And Steve Wozniak became the "voice" of *Revolutionaries* on the air.

Our education team had its most active 12 months to date, growing our signature K-12 program, *Get Invested*, to even larger audiences, and launching a new community computing program that uses Raspberry Pi computing devices. Our collections team received a major multi-year federal grant to accelerate our work cataloging the Museum's vast collection—and that collection grew even larger with the donation of a stunning private assemblage of vintage computers from long-time collector and Museum friend Paul Pierce.

Finally, we embarked on a three-year relationship with Cisco to co-create and curate a corporate archive for the company as it prepares to celebrate its 30th anniversary in 2015. This is the first such effort for the Museum, and the initial work in fiscal 2014 has already produced important, positive results. Museum Trustee Don Proctor was instrumental in helping to bring our institutions together. His vision has been important in moving the project forward and I'm happy to express my public gratitude to him here.

All of this work, and another successful financial year, has been made possible by the generous support of our major donors, members and dedicated volunteers. They join together with our talented and hard-working staff to make the history of computing engaging, vivid, and relevant for audiences and students both here and around the world. For those of you in those communities reading this report, and to all of you with an interest in the field, I extend my personal, profound thanks.



JOHN C. HOLLAR
PRESIDENT AND CHIEF EXECUTIVE OFFICER

FY14 HIGHLIGHTS

31,693

YouTube subscribers gained

59,659

Facebook fans

2

Major exhibits

150,000

Annual visitors

9,842

Media mentions

382

Events in 365 days

309

Artifacts added to the collection

9,094

Volunteer hours

61

Oral histories captured

3

New Fellows:
Lynn Conway, John Crawford and Irwin Jacobs

5,852

Student visitors



EXHIBITION UPDATE

IBM 1401 Donors

Gardner Hendrie and
Karen Johansen

Dorrit and Grant Saviers

IBM Corporation

Robin Beresford and
Robert Garner

Donna Dubinsky and
Len Shustek

Jack and Casey Carsten

David E. Liddle and
Ruthann Quindlen

John and Sheree Shoch

Steve Wozniak

Ronald C. Crane

Bernard L. Peuto and
Anne Bertaud-Peuto

Mike Cheponis

Allen and Barbara Palmer

Ron Williams

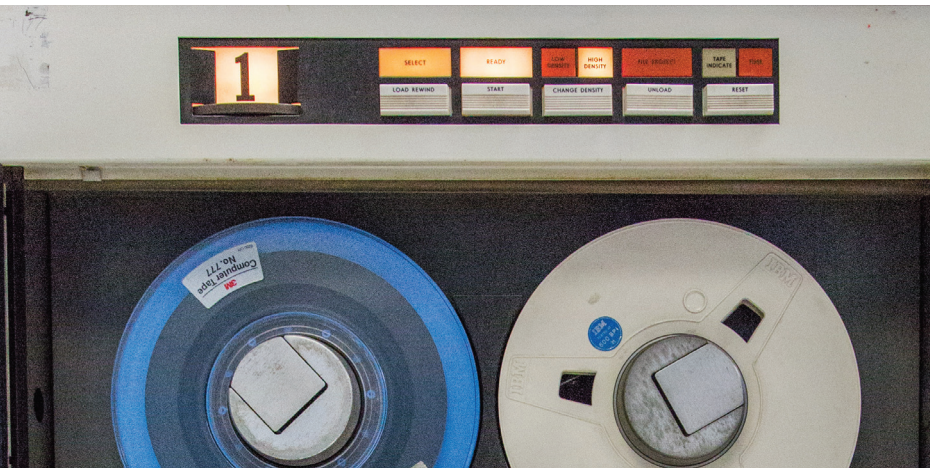
Charles E. Branscomb

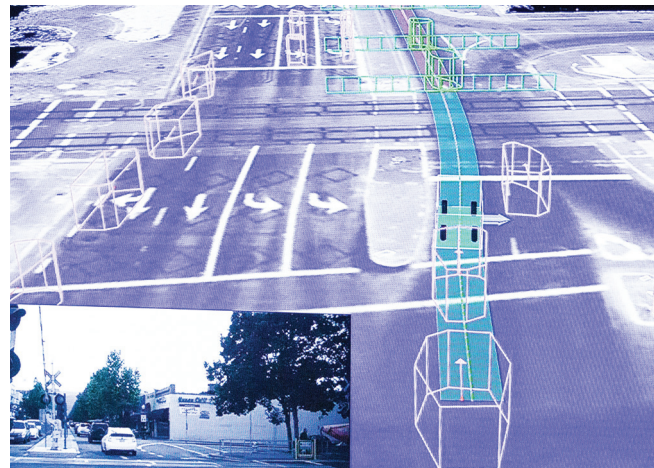
Robert and Roxanne
Brubaker

On November 17, 2013, the Museum opened the IBM 1401 Demo Lab.

IBM 1401 transformed data processing and helped change the world, becoming one of the most popular computers of all time. The working machines bring a lost era of computing to life, providing visitors with a unique first-hand experience they won't find anywhere else in the world. The restored system also provides a rich platform for education by focusing on four themes: computer basics, technological change, the 1401 story as a game-changer, and a live demonstration of the restored 1401 system. Through generous contributions from Museum members, trustees, volunteers, private donors, and IBM, we have expanded the former 1401 restoration area into a full-on lab that is now fully exhibited to the public.





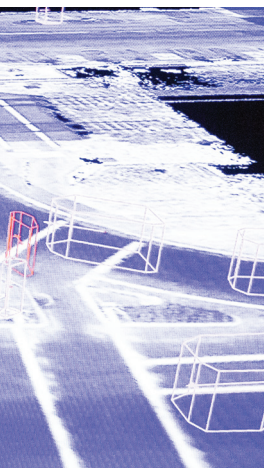




On May 9, 2014 the Museum opened *Where To? A History of Autonomous Vehicles*. This new exhibit chronicles the decades-long challenge of bringing self-driving cars to the general public.

Self-driving cars have remained perpetually “two decades away” since the 1930s, while over the past century, autonomous and semi-autonomous vehicles have conquered the air, sea, and roamed the edges of our solar system. In this timely new exhibit, visitors will learn about the history of autonomous vehicles, enjoy science fiction and popular culture dreams of the driverless family car, get up close with the Google self-driving car, and learn how this amazing technology works.

The exhibit was made possible through the generosity of Google, Inc.



TOP 10 ARTIFACTS

ATL Automatic Totalisator Shaft Adder, 1946, New Zealand

X6907.2014
Gift of Bob Doran

Totalisators (sometimes called "tote boards") occupy a unique niche in the history of computing. At first entirely mechanical, these building-size arrangements of gears, shafts, and mechanical linkages were first used in the early decades of the 20th century for computing the odds at racetracks that used the paramutuel betting system. Automatic Totalisators, Ltd. (ATL), founded by Australian inventor George Julius in 1917, was the market leader of these systems and a mainstay of racetrack betting for nearly a century. Although it is only a small fragment of a totalisator that was used at the Manawatu Racing Club's racetrack in New Zealand, this shaft adder was a component of the machine that aided in calculating bet totals and final payouts for winning bets.

Berkeley Systems Flying Toaster, ca. 1991, USA

X6951.2014
Gift of Berkeley Systems

The foundation of this artifact, a vintage McGraw Electric Model 1B9 toaster, was first introduced in 1939, but was transformed nearly a half century later into an iconic mascot for software company Berkeley Systems. The object was used by the sales and marketing group of the company as a display object at tradeshow booths to attract attention to the company's After Dark screensaver software.

Popularized in the early-1990s, After Dark featured a number of quirky and well-known screensaver modules, and of those, the "Flying Toaster" is one of the most recognizable.

Word for Windows 1.1a Source Code, 1989, USA and Microsoft DOS V1.1, 1981, and 2.0, 1983, Source Code, USA

X6961.2014
Gift of Microsoft Corporation

Microsoft Word had its origins at Xerox PARC with the Bravo word processing program developed there and brought to Microsoft along with its original designer, Charles Simonyi. At Microsoft, the development team rebranded and revamped Simonyi's inspiration, and Microsoft Word for DOS was released in 1983 to modest fanfare and mixed reviews. However, when Microsoft Word for Windows 1.1a was introduced in 1989, it was considered a major improvement over its predecessor. Two of its main competitors at the time, WordStar and WordPerfect, did not have Windows-compatible versions until nearly two years later, and within that time Word for Windows gained critical market share. Several years later, 90 percent of word processing market revenue was from Microsoft Word. Word's success has continued, and it is among the most recognizable and successful pieces of software ever produced.

When IBM entered the personal computer market in 1981 with the introduction of its IBM PC, it also transformed Microsoft into a serious force in the software industry. IBM had contracted with Microsoft to deliver an operating system for its PC. To meet this need, Microsoft, in turn, licensed an existing operating system called 86-DOS from Seattle Computer Products, which it then modified for the IBM contract. Version 1.0 of PC-DOS was released with the first IBM PC in August 1981 and consumed only 12 kilobytes of memory, or several thousand lines of code. MS-DOS went through eight versions. Development ceased in 2000.

This donation is a part of "Software Gems: The Computer History Museum Historical Source Code Series."

Texas Instruments, French and Italian Speak & Spell, 1983, USA

X7156.2014, X7157.2014
Gift of Ryan Pettway and Venus Uttchin

Speak & Spell was developed by a team at Texas Instruments looking for new applications for speech synthesis technology they had developed. Released in 1978, Speak & Spell became a very popular American educational game that used a built-in speech synthesizer to teach spelling and pronunciation. Foreign language versions were also created. Recently, The Museum placed two of these non-English versions on its online Wish List in order to bring these rare objects into the Permanent Collection. Within months, we had two new Speak & Spells: the *Italian Grille Parlante* (Talking Cricket) and the *French*

Dictée Magique (Magical Spelling Bee). Both were first released in 1983 and, like their English language counterparts, came with separate language specific plug-in spelling game modules to extend their capabilities. The last Speak & Spell was made in 1992.

Collection of Amazon Kindle (Project Fiona) Prototype Units, 2005, USA

X7198.2014
Gift of Amazon

This donation includes a number of unique prototypes from Project Fiona, the internal codename for the original Amazon Kindle project. These prototypes were designed in 2005 at Amazon's Silicon Valley R&D campus, Lab126, Inc. The items include a prototype Kindle development board, unused industrial design concepts, the final Kindle product design and cover, and designs for consumer packaging. When the first Kindle was introduced in 2007 at a price of \$399, it sold out in less than a day and was subsequently out of stock for several months. By the end of 2013, 44 million Kindles had been sold. Gregg Zehr, who helped facilitate the transfer of this donation to the Museum, is president of Lab126.

Juniper M40 Router, 1998, USA

X7084.2014
Gift of Juniper Networks

The M40 router, Juniper Networks' first product, introduced several new innovations to router design that supported the rapid growth of Internet traffic in the late 1990s. Among these innovations was the use of custom Application Specific Integrated Circuits (ASIC) technology, separation of the forwarding and control plane functions, and integration of a control plane running on a conventional operating system. The proprietary ASIC was the core of Juniper's design, capable of forwarding data at a rate more than 100 times faster than that of any other available router architecture at the time. Today, many of the largest routers forming the global Internet infrastructure employ the same basic architecture and principles of the M40 router.

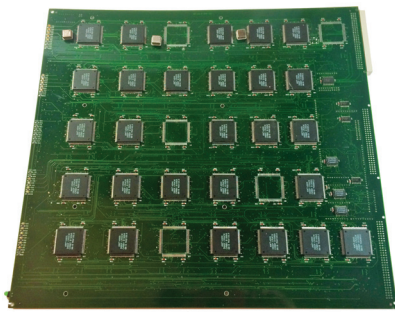
Personal Collection of Gary Boone, 1969-2005, USA

X6996.2014
Gift of Gary Boone

Throughout his career, Gary Boone amassed a vast collection of documentation related to the microprocessor industry. Boone invented a microcontroller during his tenure at Texas Instruments and holds a number of key patents for microprocessors. He later became an expert in patent issues involving microprocessor technology and was frequently called upon as an expert witness.



Amy



Deep Crack Circuit Board



Flying Toaster

Speak and Spell



Boone's entire collection, composed of materials related to his work as an engineer and as an expert witness, was photographed and painstakingly inventoried by his colleague (and Museum friend) Steve Golson. Another notable inclusion in this collection is a working prototype of the TMX-1795 microprocessor. Incredibly, the 32 boxes that had been deemed the most important were removed from a storage location just weeks before a huge Colorado wildfire burned it to the ground. All other materials were destroyed in the fire.

Boone passed away on December 12, 2013.

TI 7400 Quad 2-Input NAND Gate, 1966, USA

X6928.2014
Gift of Lawrence Livermore National Laboratory (LLNL)

TTL (Transistor-Transistor Logic) integrated circuit technology was invented in 1961 by James L. Buie of Pacific Semiconductor (later acquired by TRW). Sylvania produced the first TTL family for aerospace applications in 1963. In 1966 Texas Instruments introduced the 7400 Series of TTL devices in low-cost plastic packages that made them attractive for commercial system applications. TTL offered higher speed than diode-transistor logic (DTL) that had been a mainstay in the industry and was copied by many companies in Western and Eastern Bloc nations.

As the first device in the family, the 7400 contained four identical 2-input NAND logic gates. The 7400 NAND gate in this donation was given to an engineer at LLNL by a TI salesman in 1966 for testing.

Deep Crack Printed Circuit Board, 1998, USA

X6936.2014
Gift of Allen Baum

For less than \$250,000, the Deep Crack computer was built by the Electronic Frontier Foundation with help from Cryptography Research and Advanced Wireless Technologies. Designed specifically to prove the inadequacy and insecurity of the Data Encryption Standard (DES), the computer successfully "cracked" a DES-encrypted message in contests sponsored by RSA Laboratories in 1998 and 1999.

IBM, under the auspices of the NSA, designed DES in the 1970s as a nominally secure and reliable means of protecting sensitive information. It was widely used over the next few decades. Thanks to Deep Crack's proof, DES is now considered an insecure encryption standard—largely because of its relatively small 56-bit key length—and has long been replaced. This circuit board is one of 29 identical "DES Cracker" boards used in the system.

Honeywell "Amy" Siamese Cat Sculpture, 1966, USA

X7218.2015
Purchase of the Computer History Museum

The Museum's newest addition to its Honeywell animal sculpture collection is Amy, a Siamese cat named after a Honeywell executive's daughter who came up with the idea for this design. The ad

featuring "Amy" ran with the tag line "Picking a computer is no time for pussyfooting" and promoted the Honeywell Series 200 computer. The Honeywell ad campaign was one of the most successful in computer marketing history and is fondly remembered by people even today. Ads were based on animal sculptures constructed of electronic components—appealing to both artistic and technical sensibilities and impossible to forget. Amy was the highest scoring ad for the sculpture campaign during that period. Amy joins the Honeywell Grasshopper, Bison, St. Bernard, and Fox sculptures already at the Museum.

TOP 10 ORAL HISTORIES

Lillian Schwartz Interviewed by Chris Garcia

August 21, 2013
X6924.2014

Lillian Schwartz is a 20th century artist and pioneer of computer-mediated art. She is one of the first women artists notable for basing almost her entire oeuvre on computational media. Schwartz was hired to work at Bell Labs in 1968 as an artist-in-residence by Leon Harmon. She collaborated extensively with notable software engineers at Bell Labs, and together they produced a series of computer-animated films from the output of visual generative algorithms, which were written by the engineers and edited by Schwartz. Schwartz's work has been recognized for its aesthetic success and was the first in this medium to be acquired by the Museum of Modern Art. Her contributions in starting a new field of endeavor in the arts, art analysis, and the field of virtual reality have been recently awarded Computer-World Smithsonian Awards.

David Bakalar Interviewed by Gardner Hendrie

December 4, 2013
X7038.2014

David Bakalar was born in Lynn, MA, and attended Harvard University. He served in the Navy during WWII before returning to Massachusetts and graduating from Harvard. He would go on to earn his doctorate in physics from MIT. He left MIT in 1952 to join Bell Labs, Murray Hill, where he found himself working down the corridor from William Shockley. At the age of 28, Bakalar set up Transiron Electronic Corp. in his hometown of Lynn, MA, where the company

started making diodes and the first high voltage silicon rectifiers. Transiron went public five years later. It was one of the largest semiconductor companies in the late 1950s. Bakalar stayed with the company as president until 1984 when he retired at age 60. After his retirement Bakalar returned to an early love: art. He is a collector of fine art and an internationally recognized sculptor.

Tim Koogle Interviewed by Marc Weber

December 16, 2013
X7037.2014

Koogle was recruited by Yahoo! founders David Filo and Jerry Yang as the CEO of Yahoo. Koogle guided the company from \$0 to over \$1 billion in revenue in six years. Under his leadership, the firm refined features such as personalized home pages, stock quotes, chat rooms, and free e-mail, in addition to its core web directory services. It aggressively acquired companies to expand. Prior to joining Yahoo!, Koogle was an executive for a series of companies in the electronics sector. A Virginia native, Koogle is the son of a machinist; and as a doctoral candidate in mechanical engineering at Stanford, he founded his first business around preparing Porsche engines for the race track.

John Crawford Interviewed by Douglas Fairbairn

February 24, 2014
X7104.2014

John Crawford grew up in suburban Philadelphia, PA. Crawford received a bachelor's degree in computer science from Brown University and a master's degree in computer science from the University of North Carolina, Chapel Hill. Crawford holds 38 patents in computer engineering. In 1977 Crawford joined Intel. He gained recognition and joined the 80386 development team, where his software expertise was valued. Soon thereafter he became the lead architect of the 80486 and follow on Pentium processors. He was successful in incorporating some of the key concepts of RISC computing into the Intel architecture that allowed Intel to fend off the competition. In 2014 he was named a Fellow of the Computer History Museum.

Lynn Conway Interviewed by Dag Spicer

February 24, 2014
X7105.2014

Lynn Conway studied physics at MIT and earned a bachelor of science in 1962, followed by a master of science in electrical engineering in 1963 from Columbia University. Conway joined IBM Research in Yorktown Heights, NY. Working on IBM's Advanced Computing Systems project, she made foundational contributions to computer architecture including the invention of multiple-out-of-order dynamic instruction scheduling. In the late 1970s, a revolution in electronics design occurred that would change the way engineers designed digital systems and foster the creation of many

new kinds of consumer electronics devices and computing systems. The revolution occurred as a result of new methods, and a companion book, devised by Caltech professor Carver Mead and Conway. A Fellow of the IEEE, Conway received the Computer Pioneer Award of the IEEE Computer Society, holds an honorary doctorate from Trinity College, and is a Member of the National Academy of Engineering. In 2014 she was named a Fellow of the Computer History Museum.

Irwin Jacobs Interviewed by Marc Weber

February 27, 2014
X7106.2014

Irwin Jacobs is best known as the co-founder of Qualcomm and the main force behind the CDMA standard for mobile phones. Jacobs was born in New Bedford, MA. He entered Cornell and earned a degree in electrical engineering. He went to MIT for graduate school and earned a doctorate in electrical engineering and computer science in 1959. He then joined the faculty at MIT. In 1966 he moved West to help found the Computer Science and Engineering department at UC San Diego. In 1968 Dr. Jacobs, Andrew Viterbi (creator of the Viterbi Algorithm), and others co-founded LINKABIT. In 1985 Dr. Jacobs went on to co-found Qualcomm along with Andrew Viterbi and other LINKABIT alumni. A key project was the Omni-TRACS system for trucks, which pioneered techniques that would soon apply to mobile phones. In the late 1980s Dr. Jacobs and Qualcomm pioneered a standard and the needed chips and hardware for mobile phone communication using Code Division

Multiple Access (CDMA). Dr. Jacobs has received numerous honors and awards, and in 2014 was named Fellow of the Computer History Museum.

Evelyn Berezin Interviewed by Gardner Hendrie

March 10, 2014
X7126.2014

Evelyn Berezin was born on April 12, 1925. She is known for creating what is considered to be the first office computer in 1953 during her time at the Underwood Company and is also credited for developing the first computerized airline reservation system at Teleregister. She received her bachelor of science from New York University in physics in 1951. In 1968 Berezin had the idea of developing a word processor that would enable secretaries to store and edit text, which was more efficient and less tedious than typewriters. In 1969 she founded one of the first word processor companies, Redactron Corporation. A few years later, Redactron went public and sold their word processing machines in competition to IBM. Redactron was sold to Burroughs Corporation in 1975. At this time Berezin got involved in venture capital and became interested in supporting two more revolutionary ideas: biological research and helping women start their own companies. She is a recipient of the Long Island Distinguished Leadership Award and has been featured in *BusinessWeek's* list of Top 100 Business Women in the United States.

**Xbox Oral History Panel,
with Nick Baker, Todd Holmdahl, and Albert Penello
Moderated by Dag Spicer**

March 25, 2014
X7120.2014

Three key members of the original Microsoft Xbox team discuss the early development of Xbox and Xbox 360, two of the most significant game consoles in computer history. Architect Nick Baker, head of hardware Todd Holmdahl, and marketing lead Albert Penello cover the early development years of the original Xbox and their attempt to gain a foothold in the highly competitive game console market. They then continue with the history of the Xbox 360 console, the successor to the original, and the changing nature of the video game business during that period that allowed for innovations such as live, interconnected play over a network and the Kinect input capture device. Strategic, technical, and marketing aspects of this history are discussed, as are visions for the future of gaming.

**Gregg Zehr
Interviewed by John Hollar**

May 9, 2014
X7163.2014

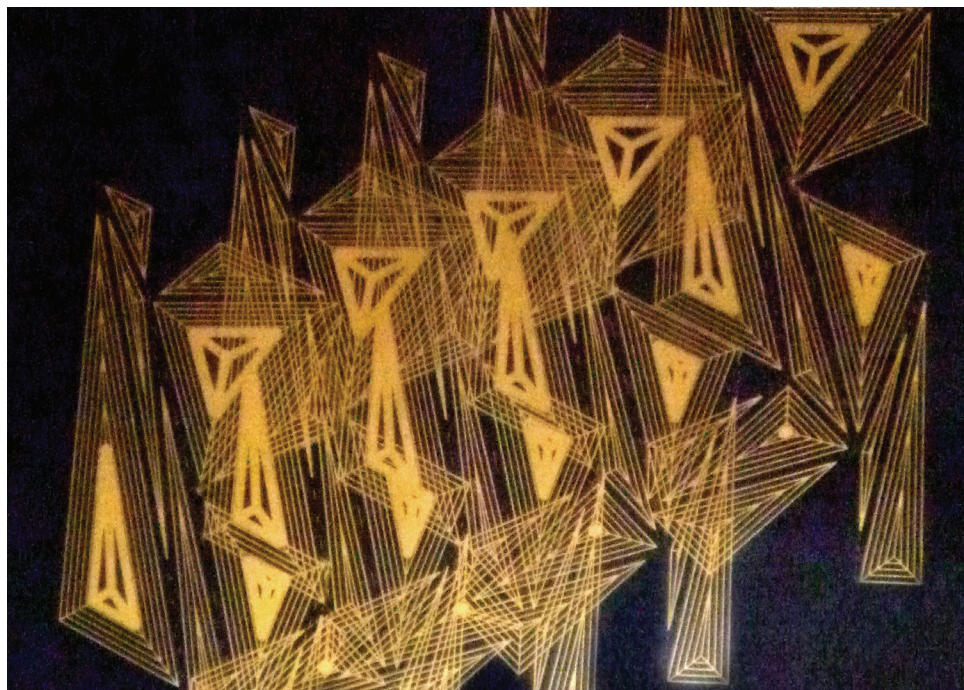
Gregg Zehr is the president of Lab 126 in Cupertino, CA, Amazon's secret engineering team that develops technology and products for wireless consumer electronic devices. Zehr led the development of the Kindle reporting directly to Amazon Founder and CEO Jeff Bezos. Prior to Lab 126, Zehr was vice president of hardware engineering at Palm Computing, where he managed the development team that invented new handheld products. He also spent nine years at Apple where he became vice president of PowerBook engineer-

ing, managing the design group responsible for new notebook products as well as continuation engineering. Zehr has a bachelor of science in electrical engineering and a master of science in electrical engineering, both from the University of Illinois. He holds 12 patents and in 2011 was awarded the Innovation Award for Consumer Product by *The Economist*.

**Chuck Peddle
Interviewed by
Douglas Fairbairn**

June 12, 2014
X7180.2014

Chuck Peddle is an American electrical engineer best known as the main designer of the MOS Technology 6502 microprocessor, the KIM-1 SBC, and its successor the Commodore PET personal computer, both based on the 6502. Peddle was born in Bangor, ME, where he attended the University of Maine before going to work for General Electric, where he worked with timesharing systems. In 1973, he would go on to work for Motorola where he received notoriety for developing the 6800 processor. He left Motorola for MOS Technology and headed the design of the 650x family of processors, the most famous being the 6502, which Peddle developed in 1976. The 6502 was a fraction of the cost of its competitors, including the Intel 8080, and was used in many commercial products including the Apple II, Commodore VIC-20, and Nintendo.



Above: David Bakalar (left) at the Transitron Booth at the Western Electronic Show and Convention, 1957. Cow Palace, San Francisco, California.

Bottom: Lillian Schwartz, *Homage to Duchamp Nude Descending Staircase*, ca. 1970; created at Bell Labs. Gold etching on circuit board. Schwartz's designs were etched onto integrated circuits that were bonded to circuit boards before deployment.

2/27/2013

AMERICA'S CUP
COMES TO
SAN FRANCISCO

TECHNOLOGY UNDER SAIL

TOM ERMAN
STAN HONEY
WITH
JOHN HOLLAR

Computer History Museum | REVOLUTIONARIES

Major funding for the Revolutionaries Series is provided by Intel

APRIL 6, 2014

REGIS MCKENNA

IN CONVERSATION WITH
JOHN MARKOFF

MARKETING

Computer History Museum | REVOLUTIONARIES

Major funding for the Revolutionaries Series is provided by Intel

3/3/2014

ERIC SCHMIDT

JARED COHEN

IN CONVERSATION WITH
FACEBOOK'S SHERYL SANDBERG

Computer History Museum | REVOLUTIONARIES

Major funding for the Revolutionaries Series is provided by Intel

August 8, 2013

AN EVENING WITH
QUALCOMM'S

DR. PAUL JACOBS

IN CONVERSATION WITH THE MUSEUM'S JOHN HOLLAR

Computer History Museum | REVOLUTIONARIES

Major funding for the Revolutionaries Series is provided by Intel

This event was made possible by Qualcomm

June 11, 2014

DARPA DIRECTOR
**ARATI
PRABHAKAR**

IN CONVERSATION WITH
THE NEW YORK TIMES' JOHN MARKOFF

Computer History Museum | REVOLUTIONARIES

Major funding for the Revolutionaries Series is provided by Intel

May 8, 2014

CREATIVITY, INC.

AUTHOR ED CATMULL
IN CONVERSATION WITH MUSEUM CEO JOHN HOLLAR

Computer History Museum | REVOLUTIONARIES

Major funding for the Revolutionaries Series is provided by Intel

March 27, 2014

THE ART &
TECHNOLOGY
OF

CIRQUE DU SOLEIL

CIRQUE'S WELBY ALTIDOR AND MATTHEW WHELAN
IN CONVERSATION WITH SID LEE'S WILL TRAVIS

Computer History Museum | REVOLUTIONARIES

Major funding for the Revolutionaries Series is provided by Intel

April 10, 2014

GAME CHANGERS

SONY COMPUTER ENTERTAINMENT'S
SHUHEI YOSHIDA

IN CONVERSATION WITH MARK CERNY

Computer History Museum | REVOLUTIONARIES

Major funding for the Revolutionaries Series is provided by Intel

December 9, 2014

TECHNOLOGY LEGEND

HONORING DOUGLAS ENGELBART

Computer History Museum | REVOLUTIONARIES

Major funding for the Revolutionaries Series is provided by Intel



April 11, 2013

OSTP'S DIRECTOR JOHN P. HOLDREN

WITH JOHN MARKOFF OF THE NEW YORK TIMES

Computer History Museum
REVOLUTIONARIES

Hosted by Intel
intel

AN EVENTFUL YEAR

07.16.13

CHM Soundbytes

The Totalisator—An Algorithm that Led to an Industry

Speaker

Bob Doran
Emeritus Professor of Computer Science
University of Auckland,
New Zealand

10.08.13

CHM Presents Revolutionaries

An Evening with Intel's Justin Rattner

Moderator

John Hollar
President & CEO
Computer History Museum

Speaker

Justin Rattner
Intel Senior Fellow
Former CTO & Director
of Intel Labs

10.27.13

CHM Presents

Educate Girls, Change the World: A Special Screening of 10x10's Girl Rising

Moderator

John Hollar
President & CEO
Computer History Museum

Speakers

Martha Adams
Senior Producer/Creative
Director
Girl Rising

Deborah S. Conrad
Vice President &
Chief Marketing Officer
Intel Corporation

08.08.13

CHM Presents Revolutionaries

An Evening with Qualcomm's Dr. Paul E. Jacobs

Moderator

John Hollar
President & CEO
Computer History Museum

Speaker

Dr. Paul E. Jacobs
Executive Chairman &
Chairman of the Board
Qualcomm, Inc.

10.23.13

CHM Presents Revolutionaries

Game Changers: Trip Hawkins with *The New York Times*' John Markoff

Moderator

John Markoff
Senior Writer
The New York Times

Speaker

Trip Hawkins
Founder, Electronic Arts
Hall of Fame Member,
Academy of Interactive Arts
& Sciences

08.27.13

CHM Presents Revolutionaries

America's Cup Comes to San Francisco: Technology Under Sail

Moderator

John Hollar
President & CEO
Computer History Museum

Speakers

Ian "Fresh" Burns
Design Team Member
Oracle Team USA Racing

Stan Honey
America's Cup Event
Authority
Director of Technology

Matthew Mason
Grinder
Oracle Team USA

10.25.13

CHM Soundbytes Deus Ex Machina

IBM Fellow Grady Booch on Computing: The Human Experience

Speaker

Grady Booch
IBM Thomas J. Watson
Research

11.18.13

CHM Soundbytes

The Smithsonian's History of America in 101 Objects: Author Richard Kurin in Conversation with Museum CEO John Hollar

Moderator

John Hollar
President & CEO
Computer History Museum

Speaker

Richard Kurin
Under Secretary for History,
Art & Culture
Smithsonian Institution

11.20.13

CHM Exhibit Opening

IBM 1401 Demo Lab

Moderator

John Hollar
President & CEO
Computer History Museum

Speakers

Robert Garner
IBM 1401 Restoration
Team Leader

Sheldon Jacobs
IBM 1401 Marketing Lead

Charles Branscomb
IBM 1401 Project Manager

March 4, 2014

MLB ADVANCED MEDIA'S
**ROBERT A.
BOWMAN**
IN CONVERSATION WITH
MUSEUM CEO JOHN HOLLAR

Computer History Museum
REVOLUTIONARIES

Hosted by Intel
intel

March 12, 2014

TECHNION'S PRESIDENT
**PERETZ
LAVIE**
IN CONVERSATION WITH
MUSEUM CEO JOHN HOLLAR

Computer History Museum
REVOLUTIONARIES

Hosted by Intel
intel

12.09.13

CHM Presents

Technology Legend:
Honoring Douglas Engelbart

Moderator

John Markoff
Senior Writer
The New York Times

Speakers

Karen Engelbart
Wife of Douglas Engelbart

Bill English
Former Chief Engineer
Augmentation Research
Center

Harvey Lehtman
Former Software Developer
Augmentation Research
Center

Elizabeth Feinler
Former Director
ARPANET/DDN NIC
SRI International

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Designer & Generalist

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President
The Long Now Foundation

Ade Mabogunje
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Futurist
Discern Analytics

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Internet History Program
Computer History Museum

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President & CEO
SRI International

Adam Cheyer
Co-founder
Siri

Christina Engelbart
Co-founder & Executive
Director
The Doug Engelbart Institute

12.11.13

**CHM Presents
Revolutionaries**

OSTP's Director John P.
Holdren with *The New York
Times'* John Markoff

Moderator

John Markoff
Senior Writer
The New York Times

Speaker

Dr. John P. Holdren
Director
White House Office of
Science & Technology Policy

01.09.14

**CHM and Commonwealth
Club Present**

Telecommunications Policy:
Remarks by new FCC
Chairman Tom Wheeler

Moderator

John Hollar
President & CEO
Computer History Museum

Speaker

Tom Wheeler
Chairman
Federal Communications
Commission

02.06.14

**CHM Presents
Revolutionaries**

Regis McKenna in
Conversation with *The New
York Times'* John Markoff

Moderator

John Markoff
Senior Writer
The New York Times

Speaker

Regis McKenna

02.13.14

How Do We Continue to
Power Modern Civilization
Without Destroying It? A
Film Screening of Pandora's
Promise

Speakers

Robert Stone
Academy Award Nominee
& Director

Michael Shellenberger
Co-founder
Breakthrough Institute

Burton Richter
Stanford Professor of
Physical Sciences,
Emeritus, Nobel Prize
Physicist & Author

02.18.14

**CHM Presents
Revolutionaries**

Cisco's Padmasree Warrior
in Conversation with NPR's
Laura Sydell

Moderator

Laura Sydell
Digital Culture
Correspondent
NPR

Speaker

Padmasree Warrior
Chief Technology &
Strategy Officer
Cisco

03.03.2014

**CHM Presents
Revolutionaries**

The New Digital Age: Authors
Eric Schmidt and Jared
Cohen in Conversation with
Facebook's Sheryl Sandberg

Moderator

Sheryl Sandberg
Chief Operating Officer
Facebook

Speakers

Jared Cohen
Director
Google Ideas

Eric E. Schmidt
Executive Chairman
Google, Inc.

03.04.14

**CHM Presents
Revolutionaries**

MLB Advanced Media's
CEO Bob Bowman in
Conversation with Museum
CEO John Hollar

Moderator

John Hollar
President & CEO
Computer History Museum

Speaker

Robert A. Bowman
President & CEO
MLB Advanced Media

03.12.2014

**CHM Presents
Revolutionaries**

Technion's President Peretz
Lavie in Conversation with
Museum CEO John Hollar

Moderator

John Hollar
President & CEO
Computer History Museum

Speaker

Peretz Lavie
President
Technion-Israel Institute of
Technology

03.15.14

CHM Education Program

Pop-Up Pi Day: Make, Learn,
and Play with the World's
Simplest Computer Kit!

03.21.14

CHM Education Program
Talking to the Future

Speakers

Rich Hilleman
Chief Creative Director
Electronic Arts

Ryan Germick
Doodle Team Lead
Google, Inc.

Tim Olson
Vice President of Digital
Media and Education
KQED

Reena Singhal Lee
Staff Technical Program
Manager, Android
Google, Inc.

Saurabh Madaan
Data Scientist
Google, Inc.

03.27.14

**CHM Presents
Revolutionaries**

The Art & Technology of
Cirque du Soleil

Moderator

Will Travis
President & CEO
Sid Lee USA

Speakers

Welby Altidor
Director of Creation
Cirque du Soleil

Matthew Whelan
Technical Director
Cirque du Soleil

04.10.14

**CHM Presents
Revolutionaries**

Game Changers: Sony
Computer Entertainment's
Shuhei Yoshida in Conversa-
tion with Mark Cerny

Moderator

Mark Cerny
Consultant
Cerny Gaming

Speakers

Shuhei Yoshida
President
Sony Computer
Entertainment, Inc.

05.09.14

CHM Exhibit Opening

Where to? A History of
Autonomous Vehicles

Moderator

John Hollar
President & CEO
Computer History Museum

Speaker

Chris Urmson
Director of Self-Driving Cars
Google, Inc.

05.08.14

**CHM Presents
Revolutionaries**

Creativity, Inc: Author Ed
Catmull in Conversation with
Museum CEO John Hollar

Moderator

John Hollar
President & CEO
Computer History Museum

Speaker

Ed Catmull
President
Walt Disney Animation &
Pixar Animation

06.11.14

**CHM Presents
Revolutionaries**

DARPA Director Arati
Prabhakar in Conversation
with *The New York Times'*
John Markoff

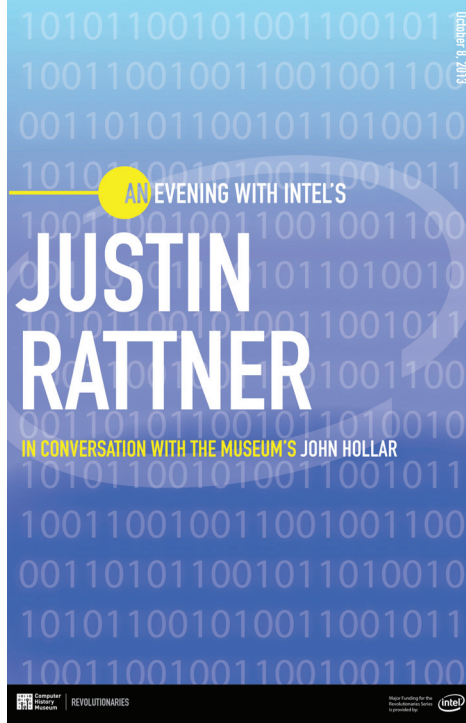
Moderator

John Markoff
Senior Writer
The New York Times

Speaker

Arati Prabhakar
Director
Defense Advanced Research
Projects Agency

**Major Funding for the
Revolutionaries series is
provided by Intel**



FINANCIAL SUMMARY

INCOME STATEMENT (\$K)

	FY 2014	FY 2013
Total Revenue	\$11,016	\$7,514
Total Expenses	\$7,813	\$7,063
Net Operating Income (Loss)	\$3,203*	\$451*

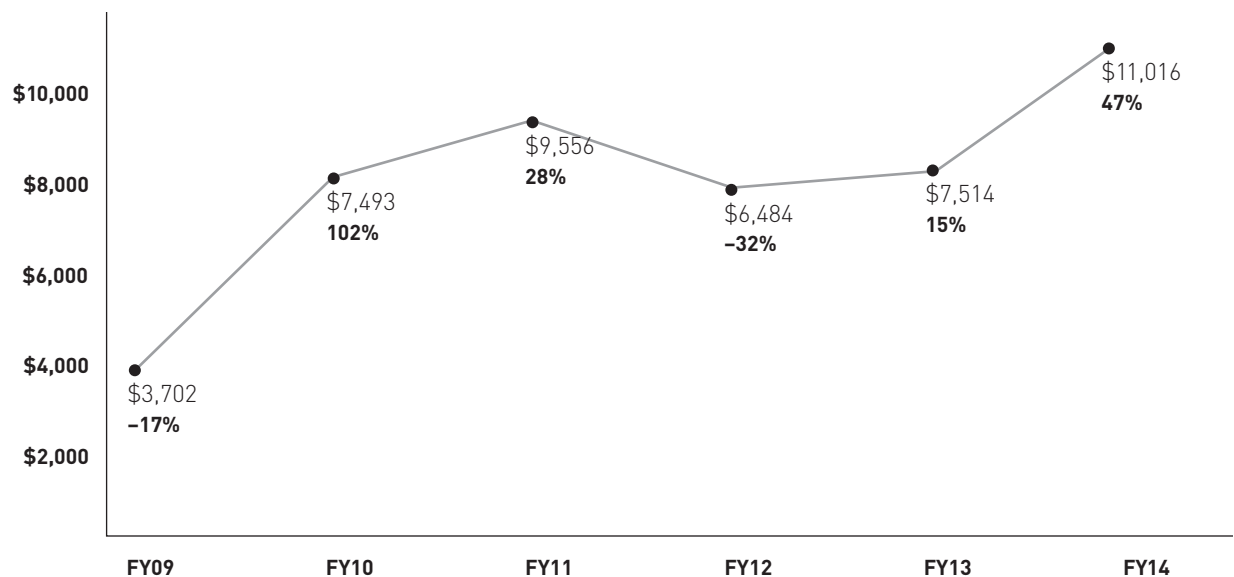
REVENUE CATEGORIES (\$K)

Unrestricted Donations	\$1,499	\$1,455
Public Programs	\$3,811	\$2,067
Museum Operations	\$1,946	\$1,867
Investment Income (Loss)	\$3,718	\$1,917
Other Income	\$241	\$208
	\$11,016	\$7,514

EXPENSE CATEGORIES (\$K)

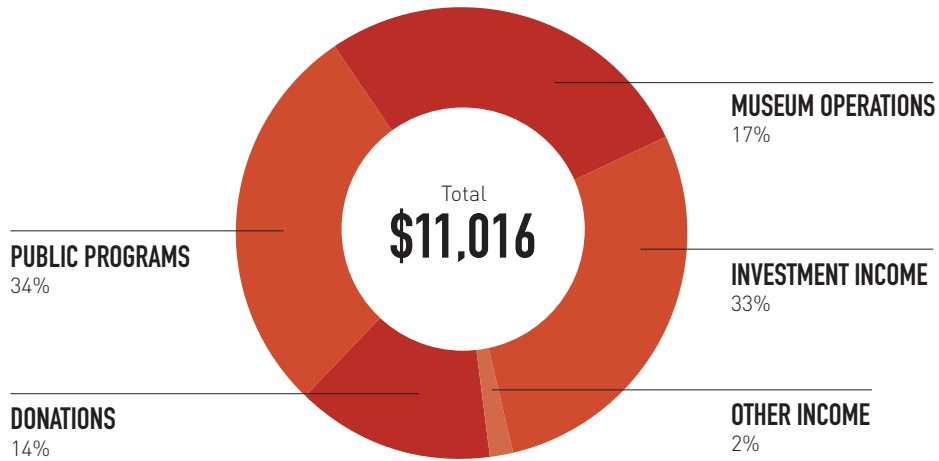
Operations	\$1,873	\$1,833
Content & Public Programs	\$4,910	\$4,442
Marketing & Development	\$1,031	\$787
	\$7,813	\$7,063

REVENUE GROWTH YEAR OVER YEAR (\$K)

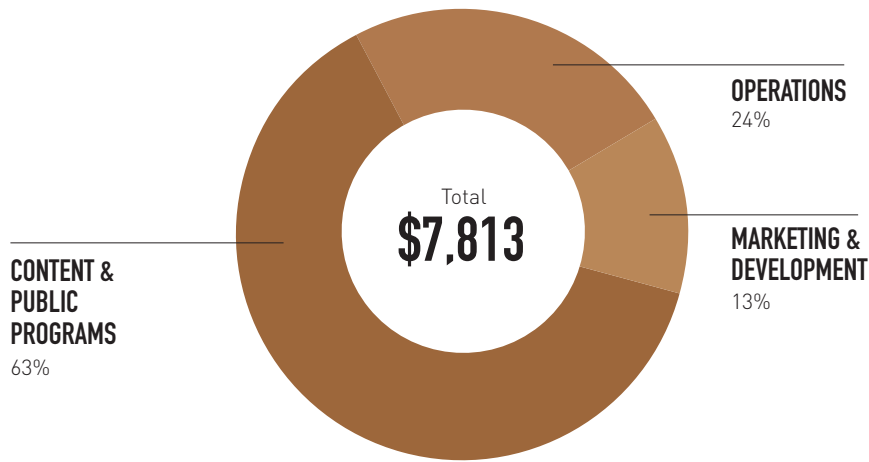


*Earnings before depreciation & amortization

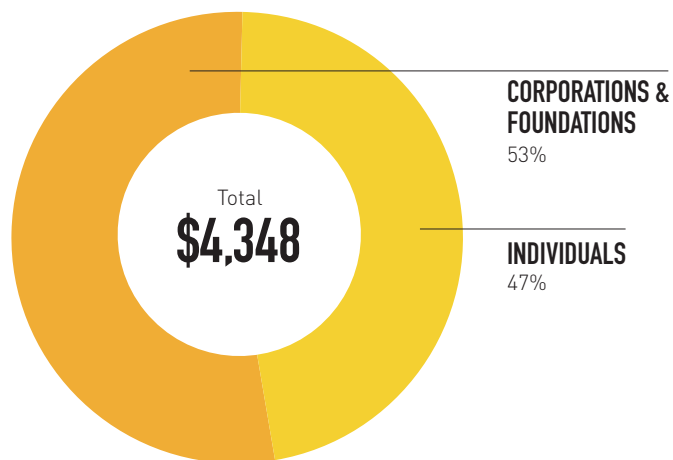
REVENUE BY CATEGORY (\$K)



EXPENSES BY CATEGORY (\$K)



DONATIONS BY TYPE OF DONOR (\$K)



HONOR ROLL OF MUSEUM DONORS

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(Through January 2011)

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The Computer History

Museum is the world's leading institution exploring the history of computing and its ongoing impact on society. The Museum is dedicated to the preservation and celebration of computer history and is home to the largest international collection of computing artifacts in the world, encompassing computer hardware, software, documentation, ephemera, photographs, oral histories, and moving images.


The Museum brings computer history to life through large-scale exhibits, an acclaimed speaker series, a dynamic website, docent-led tours, and an award-winning education program.


HOURS


Wednesday–Sunday
10 am–5 pm


CONTACT


Computer History Museum
1401 N. Shoreline Blvd
Mountain View, CA 94043
info@computerhistory.org
650.810.1010

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Cover: Close-up of the Little Professor arithmetic game, Texas Instruments, 1976. The Little Professor was a “backwards calculator” designed for children ages 5-9 that generated unsolved expressions such as “4 X 3” = “ and which then prompted the user for the answer. It had over 16,000 preset problems in its memory and well over one million units were sold in its first two years.

Inside Front Cover: Close-up of the Sega Enterprises AI Keyboard (ca. 1986): Japan encouraged research in artificial intelligence based on the Prolog programming language. This personal computer for AI education came with voice recognition software and a touch pad.