When she whispers... SCSI it drives me crazy.
Tell me
I’m not alone
in my insanity.
The 1995 Computer Bowl
Thursday, April 20, 1995

Presented by Apple Computer
The Sponsors
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The 1995 Bowl is a live event on two coasts. Each team will be on its respective coast and play the game via high-speed video and audio link. A Computer Bowl first not to be missed, on April 20, 1995.

**East Coast**
The World Trade Center
164 Northern Ave.
Boston, MA
Reception: 7:00 p.m.
Dinner: 7:45
Auction: 9:00
Bowl: 9:30
MVP Award: 10:45

**West Coast**
The Santa Clara Convention Center
5001 Great America Pkwy.
Santa Clara, CA
Reception: 5:30 p.m.
Auction: 6:00
Bowl: 6:30
MVP Award: 7:45
Dinner: 8:00

**East Coast Team**
Joseph Alsop  
*Progress Software*
Katherine Clark  
*Landmark Systems*
Paul Gillin  
*Computerworld*
John Landry  
*Lotus Development*
Carl Ledbetter  
AT&T Consumer Products

**West Coast Team**
Eric Benhamou  
*3Com Corporation*
Steve Blank  
*Rocket Science Games*
Andy Hertzfeld  
*General Magic*
Roel Pieper  
*UB Networks*
Cheryl Vedoe  
*Tenth Planet*
1) Yes, I/we will attend the live 1995 Computer Bowl, April 20, 1995, at: (please choose a location)
   ___ The World Trade Center in Boston (doors open at 7:00 p.m.)
   ___ The Santa Clara Convention Center in California (doors open at 5:30 p.m.)

TICKETS: □ I would like ___ tickets @ $250 for reception, dinner and the Bowl
         □ I would like ___ tickets @ $50 for the Bowl only

TABLE:   □ I would like a table for 10 @ $2,500, which includes reception, dinner, the Bowl AND a listing in the Bowl Program

2) MULTIPLE TABLES:
   □ I would like ___ tables of 10 @ $2,500 each, which includes reception, dinner, the Bowl, and a listing in both the Bowl Program AND a post-Bowl ad in Business Week.

Please designate number of tables at each location:
   ___ tables in Boston       ___ tables in Santa Clara

To place your order:
CALL: 415.323.1909
E-MAIL: welsh@tcm.org. Please include ALL of the information requested here in your e-mail.

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□ I would also like more information about additional sponsorship opportunities for The Computer Bowl.

Please return this registration with payment to: The Computer Bowl, The Computer Museum, 300 Congress Street, Boston, MA, 02210.
For more information please call: 415.323.1909 or e-mail welsh@tcm.org.

Your contribution solely supports the educational programs of The Computer Museum and is tax deductible to the full extent allowed by law.
If computer technology fires,
your passion, join me.
trivia and knowledge
to benefit the Computer
Museum, Boston.
Your attendance will
assure that the passion
will be passed to the
next generation.

The 1995 Computer Bowl.
Ten of the computer
industry's Titans in a
contest of computing
your passion.


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Film output and production: Wace USA/Walker Graphics.
The 1995 Computer Bowl
The obsessive passion of technology.
The Computer Museum's

1995 Computer Bowl

Thursday, April 20, 1995

Presented by Apple Computer, Inc.

The World Trade Center, Boston
The Santa Clara, CA, Convention Center

The Computer Bowl is a project to benefit the educational programs of The Computer Museum, Boston.
THE EAST COAST TEAM
Joseph Alsop, Progress Software
Katherine Clark, Landmark Systems (Captain)
Paul Gillin, Computerworld
John Landry, Lotus Development
Carl Ledbetter, AT&T Consumer Products

THE WEST COAST TEAM
Eric Benhamou, 3Com Corporation
Steve Blank, Rocket Science Games
Andy Hertzfeld, General Magic
Roel Pieper, UB Networks
Cheryl Vedoe, Tenth Planet (Captain)

THE QUESTIONER
Nicholas Negroponte

THE GAME MASTER
Chris Morgan

THE SCOREKEEPR
Steve Golson

THE JUDGES
Dave Nelson
Bob Frankston

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Silicon Valley Bank, The Bank
Stratus Computer, The Fault Tolerant Computer Company
UB Networks, The Network Solutions Company
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The 1995 Computer Bowl Volunteers

**WEST COAST COMMITTEE**

Kathy Sulgit Johnson  
*Co-Chairperson*
Mary Brown  
Vince Emery  
Linda Lawrence  
Lisa Payne  
Dorrit Saviers  
Del Thorndike  
Greg Welch  

Mark Johnson  
*Co-Chairperson*
Kelli Richards  
Vera Kark  
Claudia Mazzetti  
Diane Nelson  
Stacy Peña  
Linda Marie Strunk  
Gerry Van Zandt

**EAST COAST COMMITTEE**

Eileen deCastro  
Steve Golson  
Monisha Kumar  
Lauren Lampinen  

Pat Erickson  
Karen Johansen  
Pat Kreger  
Chris Morgan

**WEST COAST VOLUNTEERS**

Yasutara Aoyama  
Cecil Dye  
Colleen Gleason  
Yoshitaka Kanagaki  
Debbie Maddock  
Robert Morris  
Paul Sanford  
Steve Teicher  

Gary Brown  
Joyce Dye  
Marilyn Gleason  
Debbie Karmer  
Ted Matsumaura  
Maureen Mudge  
Ken Schwarz  
Paul Thorndike  

Jackie Burness  
Amy Fritche  
Cheryl Johnson  
Ed Karmer  
Peter Moore  
Mako Nakano  
Mike Smolenski  

Tom Chang  
Lindsey Gerzacio  
Bonnie Kao  
Sandie Knott  
Akiko Morita  
Samir Patel  
Jan Schneiderman

**EAST COAST VOLUNTEERS**

Alison Bartold  
Libby Curtis  
Anne Fish  
Steve Henkenmeier  
Cathy McQuinn  
Marilena Santos  
Gus Warren  

Todd Barton  
Bill Davis  
Emily Fisher  
Kevin Kelly  
Nancy Perez  
Rebecca Seel  

Elizabeth Barton  
Alan Deane  
Cheryl Gill  
Sallie Lanza  
Susan Pernice  
Anthony Sinnott  

Glenn Chamuel  
Christine DeGraan  
Kathy Hazlett  
Violet Markowski  
Scott Rumrill  
Lisa Sinnott

**COMPUTER BOWL QUESTIONS**

Special thanks and a videotape of the 1995 Computer Bowl to the following people who submitted creative, challenging and often humorous questions to this year’s game. (We apologize that due to time considerations, not all questions are used for the game.)

Gwen Bell  
Mark Brehob  
Sean D. Ennis  
Steve Golson  

Michael Hyman  
Toben Mogensen  
Chris Morgan

**MUSIC**

Peter Morgan, The Computer Bowl Show Musician  
Darryl Patrick Band, West Coast Dinner
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Chipcom  
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Karen Johansen & Gardner Hendrie  
Andy Hertzfeld  
Interval Research  
Mary & Jim McKenney  
Lois Paul & Partners  
Lotus Development  
Mathworks  
Russell Reynolds Associates, Inc.  
Tenth Planet
VERY SPECIAL THANKS

Gwen Bell, for championing The Computer Bowl and guiding its success!
Chris Morgan, for boundless energy in simultaneously assembling the 1995 Bowl questions, authoring “The Computer Bowl Trivia” book AND hosting tonight’s show!
The OUTSTANDING West Coast Volunteer Committee, skippered brilliantly by Kathy & Mark Johnson

The HARD WORKING East Coast Volunteer Committee, with exceptional contributions by Eileen deCastro, Steve Golson, Karen Johansen and Monisha Kumar
Bill Cleary, Traci Gifford, Rob Gemmell, John Avilla, Adrienne Wannamaker, Suzan Packee, Scott Gripenstraw, Rich Nelson—all of CKS Partners, for tireless efforts and wonderful creative inspiration in creating The Bowl advertising, image, invitation and this program, all pro bono!
Gerry Van Zandt, Cunningham Communication and the PR volunteers for top-flight public relations guidance and implementation
Lisa Payne, for pulling the rabbit out of the hat, again!
Dave Nelson, for working so diligently to overcome technical challenges
Julie McGrew of Tech Productions, for being so generous with time and resources
Stewart Cheifet, Sarah O’Brien, Crystal Burgos of PCTV for their help in creating the “cyber” Bowl
John DuBois of KICU-TV, Channel 36, for his continuing support
Marjorie Ferris, for courageously anchoring The Bowl on the East Coast
John Marchiony, for skillfully managing the East Coast production
Martha Ballard, for expert consultation on the East Coast event
David Greschler, for kind advice and assistance on technical challenges and David Warren Johnson, for reminding us all why we do this!

COMPUTER BOWL MANAGEMENT

Dr. Gwen Bell, National Chairperson
Carol Welsh, Project Manager
Betsy Riggs, Director of Development
Marjorie Ferris, East Coast Event Manager
John Marchiony, East Coast Production Manager
Gail Jennes, Director, Public Relations
Geoff Sellers, Public Relations
Jane Hussey, Marketing Associate
Susanne Schantz, Auction Coordinator

Watch for the “Computer Chronicles” broadcast of The Computer Bowl during the week of May 29, 1995. Check your local PBS listings during that week for exact air date and time in your area.

The Computer Bowl is a project to benefit the educational programs of The Computer Museum, 300 Congress Street, Boston, MA, 02210.
Oliver Strimpel, Executive Director
Your passion for technology is surpassed only by your generosity towards the Computer Museum, Boston.

Thank you for helping assure the next generation will be just as passionate.
1995 Computer Bowl
Auction Items

- East Coast -

One tour, for four, of the Volpe Transportation Center in Cambridge and the FAA's Boston Center in Nashua, N.H.

An afternoon for you and five friends on a “Champagne Flight” to Nantucket or Martha's Vineyard, via “deCastro Air,” with Captain Ed and attendant Eileen.


Become publisher of *Computerworld* magazine for one week in the U.S., plus take one all-expenses-paid trip to any Computerworld office in the world, including Beijing, Prague, London, Paris, etc.

Original artwork by Aaron, the Computer Artist, as seen on “The Today Show,” with a videotape copy of the program.

- West Coast -

A “multi-autographed” copy of the Mid-Peninsula Free University Catalogue, presented by ex-faculty member Larry Tesler.

Spend a day boating, with five of your friends, on San Francisco Bay with Skipper Grant Saviers and First Mate Dorrit Saviers.

Be the first one on your block . . . to own one of the first Macintosh clones, from “King Kahng.” Use it or put it away for the next auction!

Fred Hoar, himself, will be your "toastmaster" at the occasion of your choice.

A Rubylith of the Intel 8008. This classic product is the basis of a true work of industrial art.
1995 Computer Bowl

We'd like to gratefully acknowledge these table sponsors who joined us after our program printing deadline:

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Dave Nelson
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NEW FORMAT AND CONTESTANTS USHER COMPUTER BOWL® INTO THE 'NET GENERATION

1995 Computer Bowl To Be Held Bicoastally in Cyberspace
With Live Electronic Simulcast on America Online™

BOSTON, MA (April 6, 1995)—Launching The Computer Bowl firmly into the next generation of technology, The Computer Museum announced today that the seventh annual Computer Bowl trivia contest will be held Thursday, April 20, 1995, in two locations. Via "cyberspace," the Bowl will be connected simultaneously to The World Trade Center Boston, and the Santa Clara, California, Convention Center.

Featuring an all-new cyberspace format that will be conducted interactively from both coasts using state-of-the-art audio/video technologies, this year’s Bowl departs radically from past years, when the game was played in a single location. In addition, America Online (AOL) will conduct a real-time "cybercast" of the Bowl on-line, allowing AOL users to play along with Computer Bowl contestants during the event. The Computer Bowl also will be televised on PBS’s “Computer Chronicles” during the week of May 29, 1995. (Check your local station for date and time.)

At a Glance:
• 1995 Computer Bowl to be Held April 20, 1995
• America Online to Hold Live, On-line Computer Bowl “Simulcast”
• Use of Computer Technology Allows Bowl to be Held Bicoastally
1995 Computer Bowl Contestants

The West Coast Bowl team includes Captain Cheryl Vedoe, Tenth Planet; Eric Benhamou, 3Com; Steve Blank, Rocket Science Games; Andy Hertzfeld, General Magic; and Roel Pieper, UB Networks.

The East Coast team consists of Captain Katherine Clark, Landmark Systems; Joe Alsop, Progress Software; John Landry, Lotus; Carl Ledbetter, AT&T; and Paul Gillin, Computerworld.

Nicholas Negroponte, director of MIT’s Media Lab, will ask the questions for the game, and Chris Morgan will serve as the host.

1995 Computer Bowl Sponsors


America Online

Complementing The Computer Bowl’s new format, America Online hosted a pre-Bowl game for its two million subscribers on March 29. During the one-hour game, contestants competed against each other for prizes, including free hours on AOL. On April 20, AOL will play the Bowl on-line in real time, allowing subscribers to play along and compare their scores with those of the Bowl contestants and other AOL subscribers.

The Bowl is an annual fundraising event benefiting the educational programs of The Computer Museum in Boston. Featuring two teams of top high-tech industry CEOs, the Bowl is a spirited, hour-long trivia contest loosely based on the “College Bowl” concept. Since it was first held in 1988, the Bowl has become an industry fixture celebrating computing’s “best and brightest,” while raising more than $1.7 million to foster computer literacy and education.

For more information, sponsorship opportunities, or tickets to the Bowl, please contact Carol Welsh at (415) 323-1909 or via the Internet at welsh@tcm.org

--------------------------------------------------------------------------------------------------------------------------
The Computer Museum is the only museum in the world devoted solely to people and computers, with more than 160 interactive exhibits featuring the information highway, the award-winning Walk-Through Computer™, two theaters, including a multi-media robot show and the finest collection of vintage computers and robots in the world.

The Computer Bowl is a registered trademark of The Computer Museum.
The Walk-Through Computer is a trademark of The Computer Museum.
The Computer Bowl is an annual fundraising event benefiting the educational programs of The Computer Museum in Boston. To date, The Computer Bowl has raised approximately $1.7 million to foster computer literacy and education.

Conceived in 1988, The Computer Bowl brings computer industry leaders together for a one-hour, televised, computer trivia contest. Designed (loosely) around the “College Bowl” concept, team members buzz-in to answer toss-up questions of varying degrees of difficulty and win a shot at a bonus question which their team can exclusively answer for extra points.

The first series of Computer Bowl games took place from 1988 through 1994. This series of games was presented annually as a special broadcast of PBS’s “Computer Chronicles.” The Bowl aired nationally over 289 PBS stations and garnered a million viewers eager to test their computer smarts against the top names in the industry. In addition to airing on “Chronicles,” The 1994 All-Star Computer Bowl was broadcast on the Jones Computer Network and distributed to over 200 major foreign cities for a total viewership of over 31 million people.

This year’s Computer Bowl will be held April 20, 1995, and played simultaneously at both the Santa Clara, CA, Convention Center and the World Trade Center Boston. The Computer Museum, and the computer industry that loyally supports The Computer Bowl Project, have exciting plans for the next generation of the games. The Bowl will remain true to the question-answer format that has made it popular. The program itself will become even more entertaining and engaging for all involved.

The Computer Bowl is the only computer-industry event designed exclusively to raise funds for ongoing support of computer education for all.

For further information, please call Carol Welsh at (415) 323-1909.
The Computer Bowl® 1995
The 7th Annual Computer Bowl
Fact Sheet

WHEN
Thursday, April 20, 1995
9:30 p.m. East Coast
6:30 p.m. West Coast

WHERE
The World Trade Center Boston, Boston, Massachusetts
Santa Clara Convention Center, Santa Clara, California

WHAT
East and West Coast industry leaders vie for supremacy in a trivia contest of computer smarts to benefit The Computer Museum.

CONTESTANTS
West Coast team: Cheryl Vedoe, Tenth Planet (Team Captain); Eric Benhamou, 3Com; Steve Blank, Rocket Science Games; Andy Hertzfeld, General Magic; Roel Pieper, UB Networks.

East Coast team: Katherine Clark, Landmark Systems (Team Captain); Joe Alsop, Progress Software; Paul Gillin, Computerworld; John Landry, Lotus; and Carl Ledbetter, AT&T.

EXAMINER
Nicholas Negroponte, professor and director, MIT Media Lab

HOST
Chris Morgan, author, Computer Bowl Trivia Book

SPONSORS
Apple Computer, Computerworld, Intel Corporation, Association for Computing Machinery, Cirrus Logic, Kleiner Perkins Caufield & Byers, Powersoft Corporation, Price Waterhouse, Progress Software, Stratus Computer, Silicon Valley Bank, UB Networks, Visix Software

SCHEDULE

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<th>East Coast</th>
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<td>Reception</td>
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-END-
Cheryl Vedoe, CEO, Tenth Planet (Team Captain)

Vedoe joined Tenth Planet as president and CEO in June, 1994. Tenth Planet is a venture-backed startup developing innovative multimedia curricula for the education market. Prior to that, she served as vice president and general manager for Apple’s K-12 Education Division, responsible for the company’s product marketing and sales strategies for the K-12 market. Vedoe directed all marketing and sales activities for elementary and secondary educational institutions in the United States as well as leading the company’s academic affiliations with organizations at the regional, state, and national levels.

Vedoe joined Apple in 1992 following 3 1/2 years at Sun Microsystems, where she served as vice president and general manager of SunConnect, an independent business unit responsible for UNIX-based networking integration technologies and products. In that capacity, Vedoe directed all engineering, marketing, and sales functions. She also served as vice president of product marketing during her tenure at Sun.

Prior to joining Sun, Vedoe spent four years with Apollo Computer, serving as director of product marketing and product manager for the computer workstation manufacturer, and nine years at Digital Equipment Corporation in a variety of software engineering and marketing positions.

She holds a B.A. in Mathematics from Wheaton College and an M.B.A. from Northeastern University.

Eric Benhamou, President and CEO, 3Com Corporation

Joining the 3Com Corporation in 1987, Benhamou moved up the company to become president and CEO in September 1990. Benhamou was previously the executive vice president responsible for all product operations including development, marketing and manufacturing. A co-founder of Bridge Communications in 1981, he was vice president of engineering until its merger with 3Com in September of 1987.

In 1990, Communications Week named him an Industry Visionary for their report on the 25 most influential people in business. In 1992, he received the President’s Environment and Conservation Challenge Award, the United States’ highest environmental award.

Benhamou holds a Master’s degree in electrical engineering from Stanford University and a Diplome d’Ingenieur from Ecole Nationale Superieure d’Arts et Metiers, Paris.
Steve Blank, President and CEO, Rocket Science Games, Inc.
As co-founder of Rocket Science, Blank has grown company from $40 million to over $200 million in 3½ years.

At Rocket Science, the mission is to become the leader in an emerging new class of entertainment companies by developing the best library of interactive content across a range of video-game platforms and cable-set boxes.

Blank was vice president of marketing at SuperMac Technology before starting Rocket Science. From 1986 to 1990, he was vice president of marketing and a co-founder of Ardent Computer, a graphics supercomputer company; and vice president of marketing and co-founder of MIPS Computer Systems, a RISC processor and technology company.

Andy Hertzfeld, Co-founder, General Magic
Hertzfeld is a co-founder of General Magic as well as the leader of the Magic Cap engineering team. His goal is to make useful and fun software that will reach people who do not use computers today.

Hertzfeld spent five years working at Apple Computer. He was the principal member of the original Macintosh team, where he wrote a major portion of the Macintosh system software, including the User Interface Toolbox and desk accessories like the Control Panel and the Scrapbook.

After leaving Apple in 1984, Hertzfeld designed and produced a number of ground-breaking products for the Macintosh. Best known among them are Thunderscan™, a low-cost, high-resolution scanner; Switcher™, the first multitasking environment for the Macintosh; and QuickerDraw, a graphics package that tripled the speed of key Macintosh graphics routines.

He was also a founder of Radius, Inc. At Radius, he developed software for Radius Full Page Display, which pioneered the use of multiple screens in a single coordinate space. Hertzfeld also wrote the system software for the Radius Accelerator and several other Radius products.

Roel Pieper, President and CEO, UB Networks
In addition to being president and CEO of UB Networks, Pieper is also senior vice president of UB Networks' parent company, Tandem Computers. UB Networks is one of the world's largest network communications vendors providing organizations with solutions such as ATM, Ethernet, FDDI and Token Ring. Pieper is a champion of open systems, networking, and client/server computing.

Prior to joining UB Networks, Pieper established his record as a strong president and CEO while at UNIX Systems Laboratories (USL), the former AT&T subsidiary that merged with Novell. In particular, he was instrumental in establishing the strategic and financial viability of the company with the introduction of UNIX System V Release 4.2 in 1992. The success of UNIX SVR4.2® paved the way for USL's eventual sale to Novell. Before moving to USL, Pieper spent ten years at Software AG as chief technical officer and senior vice president of the technology division.
Fluent in Dutch, French and German, as well as English, Pieper is a frequent keynote speaker and panelist at international software, networking and end-user conferences and seminars. A Summa Cum Laude graduate of the University of Delft in the Netherlands, Pieper holds a doctoral degree in computer sciences and mathematics.

EAST COAST

Katherine Clark, President and CEO, Landmark Systems  (Team Captain)

As president and CEO, Clark is responsible for the overall strategic direction of the company and the operational execution of that strategy.

One of the original founders of Landmark, Clark has used her industry and business knowledge to position the company as a leading provider of performance management solutions across the enterprise. Under her leadership, Landmark has grown from a one-product company to a corporation with management solutions for both distributed and mainframe environments.

Since Landmark’s founding in 1983, Clark has provided many valuable contributions, including establishing the industry’s first unconditional customer satisfaction guarantee. She played an integral role in the development and introduction of The Monitor for CICS®, Landmark’s very first product.

Before co-founding Landmark, Clark held numerous positions at Blue Cross Blue Shield and worked as an independent consultant.

Joseph Alsop, President, Progress Software Corporation

Joseph W. Alsop, co-founder of Progress Software, developer and marketer of the market-leading PROGRESS fourth-generation language (4GL) and relational database management systems (RDBMS), has been president of the company since it was organized in December 1981.

Under Alsop’s leadership, the firm’s revenues have grown steadily from $8 million in 1985, Progress Software’s first full year of product sales, to beyond the $15 million mark in 1988. In 1991, Progress’ first year as a publicly traded company, revenues surpassed $58 million. Since then the increases have been more substantial, with revenue expectations of more than $100 million for 1993.

With over 20 years of management and technical experience in the computer industry, Alsop was founder and CEO of Intercomp Inc., and later served as president and CEO of Aristonics Corporation. He is director of M/A/R/C Inc., a leading national marketing research company.

Among his professional honors, Alsop received INC. Magazine’s 1990 New England “Entrepreneur of the Year” award in the software category.

Alsop received a B.S. degree in Electrical Engineering from MIT, where began his career as a researcher for PROJECT MAC — the principal organization within the Institute devoted to research in computer sciences.
Paul Gillin, Executive Editor, Computerworld
Gillin has 12 years of experience as a writer and editor of the computer industry, including the past seven years as executive editor and editor of Computerworld. He has written about all aspects of corporate computing from microcomputers to corporate information systems. Gillin is a frequent speaker at industry shows, user group meetings, and on college campuses. He has been interviewed on many radio and television stations, including NPR, CNN and CNBC. He also is on the advisory boards of several major computer industry trade shows.

Prior to joining Computerworld in his current position, he was executive news editor of Digital Review, where he helped manage that publication's conversion from magazine to newspaper. He was also a senior editor at PC Week in the early days of personal computing. He began his career in computer journalism at Computerworld in 1982, where he covered large systems software and worked to establish that paper's first PC section.

He holds a B.S. in journalism from Boston University.

John Landry, Senior Vice President and Chief Technology Officer, Lotus
Landry has more than 18 years of experience in the software industry, developing financial systems, tools and mail-enabled applications for hardware platforms. As Lotus Development Corp.'s senior vice president of Lotus' Communications Business Group and Chief Technology Officer, he oversees all aspects of development for the company's communications products and is responsible for defining the company's technical direction.

Prior to joining Lotus, Landry was executive vice president of software development and chief technology officer at Dun & Bradstreet (D&B) Software. Preceding his position at D&B, he was chairman and CEO of Agility Systems, Inc., the developer of technology for mail-enabled applications. Previously, he served as executive vice president and a member of the board of directors of Cullinet Software. Landry joined Cullinet when the company acquired Distribution Management Systems (DMS), where he was chairman. Prior to DMS, Landry served as executive vice president at McCormack & Dodge Corp., where he was responsible for the development of the Millennium software operating environment.

Landry serves on the board of directors of many companies, and is also president of the American Software Association, and serves on the board of trustees of the Massachusetts Computer Software Council.

Carl Ledbetter, Jr., President, AT&T Consumer Products
Ledbetter is president of AT&T Consumer products, the division of AT&T that designs, manufactures, sells, and leases high quality communications products for personal use.

Ledbetter began his career as a professor of mathematics at Clark University and Wellesley College. Soon after moving to Sonoma State University as academic dean, he was appointed by then-Governor of California Jerry Brown as director of a state agency.
Ledbetter left state government in 1981 to take a position as senior scientist in IBM’s Los Angeles Scientific Center. He worked for IBM in a number of posts, eventually reaching the position of director of the company’s Scientific and Engineering Processor Products Laboratory. In 1987, he became vice president for operations of ETA systems, a subsidiary of Control Data Corporation (CDC), and was later named president and CEO.

Ledbetter left Control Data to open his own company, Decision Point Marketing, in 1989. Decision Point provided marketing, financial and management consulting services to technology companies and venture capital groups. 1991, he was appointed vice president of Sun Microsystems, Inc., and general manager of one of the $4 billion computer maker's eight operating divisions, SunSelect.

He holds a B.S., masters and doctoral degrees in mathematics, from the University of Redlands, Brandeis University and Clark University, respectively.

Examiner Biography

Nicholas Negroponte, Director, MIT Media Lab
Nicholas Negroponte is a founder and the director of the Massachusetts Institute of Technology’s uniquely innovative Media Laboratory. The ten-year-old Media Lab, an interdisciplinary, multi-million dollar research center of unparalleled intellectual and technological resources, focuses exclusively on the study of and experimentation with future forms of communication from entertainment to education. Media Lab research is supported by federal contracts and by more than seventy-five corporations worldwide.

Negroponte studied at MIT, where as a graduate student he specialized in the then-new field of computer-aided design. He joined the Institute's faculty in 1966, and for several years divided his teaching time between MIT and visiting professorships at Yale, Michigan and the University of California at Berkeley. In 1968 he founded MIT’s pioneering Architecture Machine Group, a combination lab and think tank responsible for many radically new approaches to the human-computer interface. Out of this experience came several influential texts by Negroponte, including: The Architecture Machine, Soft Architecture Machine and Computer Aids to Design and Architecture.

In 1980, he served a term as founding chairman of the International Federation of Information Processing Societies’ Computers in Everyday Life program in Amsterdam, The Netherlands. At the French government's invitation, he became the first executive director of the Paris-based World Center for Professional Computation and Human Development, an experimental project originally designed to explore computer technology’s potential for enhancing primary education in underdeveloped countries. Since then, Negroponte has delivered hundreds of presentations worldwide, including the prestigious Murata “People Talk” address in Kyoto in 1990. In addition, he consults to both government and industry, serves as an active member on several corporate boards of directors and is a special general partner in a venture capital fund dedicated to new technologies for information and publishing. Negroponte is a senior columnist for Wired magazine and the author of BEING DIGITAL, his latest book.
The Computer Bowl®1995
The 7th Annual Computer Bowl
Fact Sheet

WHEN

Thursday, April 20, 1995
9:30 p.m. East Coast
6:30 p.m. West Coast

WHERE

The World Trade Center Boston, Boston, Massachusetts
Santa Clara Convention Center, Santa Clara, California

WHAT

East and West Coast industry leaders vie for supremacy in a trivia contest of computer smarts to benefit The Computer Museum.

CONTESTANTS

West Coast team: Cheryl Vedoe, Tenth Planet (Team Captain); Eric Benhamou, 3Com; Steve Blank, Rocket Science Games; Andy Hertzfeld, General Magic; Roel Pieper, UB Networks.

East Coast team: Katherine Clark, Landmark Systems (Team Captain); Joe Alsop, Progress Software; Paul Gillin, Computerworld; John Landry, Lotus; and Carl Ledbetter, AT&T.

EXAMINER

Nicholas Negroponte, professor and director, MIT Media Lab

HOST

Chris Morgan, author, Computer Bowl Trivia Book

SPONSORS

Apple Computer, Computerworld, Intel Corporation, Association for Computing Machinery, Cirrus Logic, Kleiner Perkins Caufield & Byers, Powersoft Corporation, Price Waterhouse, Progress Software, Stratus Computer, Silicon Valley Bank, UB Networks, Visix Software

SCHEDULE

<table>
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<tr>
<th>East Coast</th>
<th>West Coast</th>
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<tbody>
<tr>
<td>Reception</td>
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</tr>
<tr>
<td>7:00 p.m.</td>
<td>5:30 p.m.</td>
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<tr>
<td>Dinner</td>
<td>Auction</td>
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<td>7:45</td>
<td>6:00</td>
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<td>Auction</td>
<td>Bowl</td>
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<td>9:00</td>
<td>6:30</td>
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<td>Bowl</td>
<td>MVP Award</td>
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<td>9:30</td>
<td>7:45</td>
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<td>MVP Award</td>
<td>Dinner</td>
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<td>8:00</td>
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-END-
1995 Computer Bowl
Auction Items

- East Coast -

One tour, for four, of the Volpe Transportation Center in Cambridge and the FAA's Boston Center in Nashua, N.H.

An afternoon for you and five friends on a “Champagne Flight” to Nantucket or Martha's Vineyard, via “deCastro Air,” with Captain Ed and attendant Eileen.

A book of essays, Albert Einstein: Philosopher Scientist, signed by Einstein himself. This book is virtually untouched. Some of the pages are still lightly bound together, as found only in new books. Donated by Allen Michels.

Become publisher of Computerworld magazine for one week in the U.S., plus take one all-expenses-paid trip to any Computerworld office in the world, including Beijing, Prague, London, Paris, etc.

Original artwork by Aaron, the Computer Artist, as seen on “The Today Show,” with a videotape copy of the program.

- West Coast -

A “multi-autographed” copy of the Mid-Peninsula Free University Catalogue, presented by ex-faculty member Larry Tesler.

Spend a day boating, with five of your friends, on San Francisco Bay with Skipper Grant Saviers and First Mate Dorrit Saviers.

Be the first one on your block ... to own one of the first Macintosh clones, from “King Kahng.” Use it or put it away for the next auction!

Fred Hoar, himself, will be your "toastmaster" at the occasion of your choice.

A Rubylith of the Intel 8008. This classic product is the basis of a true work of industrial art.
The Computer Bowl is an annual fundraising event benefiting the educational programs of The Computer Museum in Boston. To date, The Computer Bowl has raised approximately $1.7 million to foster computer literacy and education.

Conceived in 1988, The Computer Bowl brings computer industry leaders together for a one-hour, televised, computer trivia contest. Designed (loosely) around the “College Bowl” concept, team members buzz-in to answer toss-up questions of varying degrees of difficulty and win a shot at a bonus question which their team can exclusively answer for extra points.

The first series of Computer Bowl games took place from 1988 through 1994. This series of games was presented annually as a special broadcast of PBS’s “Computer Chronicles.” The Bowl aired nationally over 289 PBS stations and garnered a million viewers eager to test their computer smarts against the top names in the industry. In addition to airing on “Chronicles,” The 1994 All-Star Computer Bowl was broadcast on the Jones Computer Network and distributed to over 200 major foreign cities for a total viewership of over 31 million people.

This year’s Computer Bowl will be held April 20, 1995, and played simultaneously at both the Santa Clara, CA, Convention Center and the World Trade Center Boston. The Computer Museum, and the computer industry that loyally supports The Computer Bowl Project, have exciting plans for the next generation of the games. The Bowl will remain true to the question-answer format that has made it popular. The program itself will become even more entertaining and engaging for all involved.

The Computer Bowl is the only computer-industry event designed exclusively to raise funds for ongoing support of computer education for all.

For further information, please call Carol Welsh at (415) 323-1909.