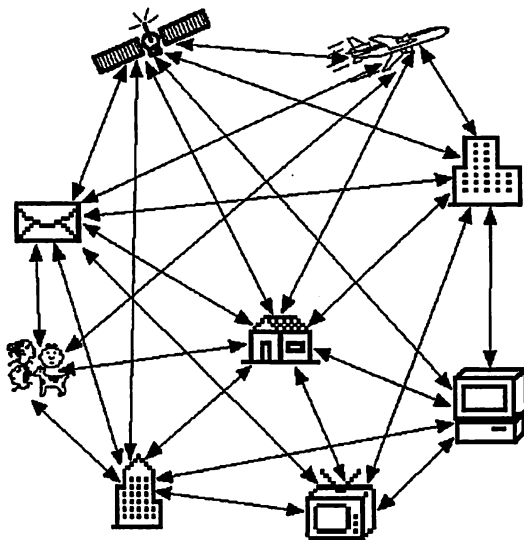


The Networked Planet

**A Museum Exhibit Designed to Promote Public
Understanding and Use of Computer Networks**



***The Networked Planet* is the world's first museum exhibit about global computer networks.**

Opening in November 1994, this \$1.5 million exhibit is designed to promote public interest in and understanding of the technology, uses, impact, and potential of computer networks.

Through a series of interactive simulated environments, including a hospital, a bank, and a home, visitors will learn about the complex web of computer networks and the abundance of information that surrounds them. *The Networked Planet* will provide the public with a comprehensive vision of the importance of networking technology, how it is changing our world, and the promise it holds for the future.

***The Networked Planet* exhibit will highlight:**

- The applications of global computer networks
- The technology of computer networks
- The impact and potential of a global information infrastructure
- The social and ethical issues surrounding computer networks.

***The Networked Planet* exhibit will consist of five areas:**

- **Film:** An immersive film will introduce visitors to the basics of computer networks, answering questions like "What is a network?" "How are they used?" "How do they impact our lives?"
- **Network Visitor Tracking:** Using personalized "Smart Cards," the exhibit's own networked computer system will track visitors' use of interactive stations throughout the exhibit.
- **Application Areas:** Set in simulated networked environments (i.e. a bank, a hospital, and a home) this section of the exhibit demonstrates the different uses of computer networks throughout society. Visitors interact with each of the areas, gaining a better understanding of the complexity and potential applications for computer networking technology. This is the largest section of the exhibit.
- **World Wide Connections:** Visitors will collaborate and interact with people and networks throughout the country and world, sampling resources available via on-line services and the Internet.

***The Networked Planet* exhibit will reach a diverse audience.**

Networks span the globe, offering the public a wealth of information. It is important that all people know how to access this information. The exhibit will be seen by over one million visitors during its life at the Museum, as well as an additional one million visitors each year through outreach programs. This includes decision-makers who will use the exhibit to better educate themselves about computer networks.

***The Networked Planet* exhibit is a unique opportunity for sponsors.**

They will be associated with a highly visible educational exhibit about the growing global information infrastructure, one of the central issues of this decade. The Museum is seeking visionary corporations, foundations, and individuals to sponsor this significant project.

Computer networks span the globe, playing a crucial role in how we communicate, collaborate, monitor, strategize, and share all kinds of information. They control the lights in our buildings, oversee the traffic we fight on our way to work, and record transactions of all sorts, from stays at hospitals to purchases at the corner store. They are an integral part of living in a modern world.

Where this technology will take us, no one is certain. Its potential impact on our world and the way we communicate is tremendous! Strategic alliances are being struck between unlikely partners that will break down traditional distinctions among television, telephones, and computers. How we do business, get our news, shop, interact with others, and enjoy entertainment will change. One day soon, we may all be linked by a grand "information superhighway" network. This stream of data, voice, video, and three-dimensional images will reach into our homes, workplaces, and any point between. As this technology grows, a knowledge of how to access its resources becomes increasingly important for living and working in a modern world.

However, because computer networks are, for the most part, invisible, most people do not know how they work and how much they affect their lives. *The Networked Planet*, the world's first exhibit on computer networking, will make this invisible infrastructure visible. This major 5,000-square-foot, \$1.5 million exhibit will open to the public November 12, 1994.

The Computer Museum has a successful history of developing interactive, educational exhibitions about computer technology and its impact on people. It is the only institution of its kind in the world and serves as an important educational resource for students, industry leaders, and the general public. *The Networked Planet* is the first major exhibit on computer networks and will play a significant role in promoting public understanding and use of computer networks.

Bandwidth

This exhibit station explains the important concept of "bandwidth." Visitors manipulate different media (copper, twisted pair, fiber optic) and see how it impacts the amount of data flow, and consequently, what they can do across a network. Issues such as security and cost are discussed by the Network Guides.

Phone as Computer

At this station visitors interact with a giant telephone touch pad. The exhibit demonstrates how telephone systems are being used to control computers over networks. Network Guides talk about how network technology—e-mail, faxes, voice mail—both positively and negatively impact the pace of people's lives.

Networks in Retail and Finance

From credit cards to up-to-the-minute stock quotes, this area shows how many aspects of retail and finance have been impacted by network technology. Visitors feel as if they're part of this frenzied financial system, with numbers flashing, ticker tapes rolling, and the buzzing sound of the NY Stock Exchange in the background.

Global Speculator

Visitors get a bird's eye view into global networks that allow different banks around the world to transfer funds among each other.

Visitors can also access real financial data by interacting with the ILX system, providing up to the second information about the stock market.

ATM Machine

Visitors observe how their own interactions with an ATM card are tracked, verified and debited through a system of banking networks that span the globe. Network Guides at this interactive discuss the pros and cons of life before computer networks, such as waiting in line for a bank teller.

Retail

Set in a clothing store, visitors learn about integrated networks – how one action such as a purchase activate a chain of computer networks, from credit verification to inventory systems to mass marketers.

The Introductory Film

Visitors begin the exhibit with an immersive film experience. The five minute video and computer animated film explains basic concepts about computer networks which are demonstrated throughout the exhibit: What are computer networks? How are they used? Where did they come from? Where are they going? How do they impact the world around us?

The film is narrated by four characters, "Network Guides," who express distinct attitudes towards computer network technology such as enthusiasm, ignorance, and dislike.

Log-in and Network Guides

After the film, visitors move to a bank of computer stations where they "log-in" to the exhibit. Visitors are asked to select one of the "Network Guides" from the introductory film to be their personal guide through the exhibit. Visitors are then issued a unique bar-coded tracking card. This card will identify each visitor to a central computer network, allowing visitors to move from station to station and have their personal Guides follow them.

At each exhibit station, a visitor's personal Network Guide appears and provides a brief explanation of the subject being presented. The Guide then describes the technology's social impact from their perspective. In order to hear other perspectives on the same issue, visitors have the option of listening to the other three Network Guides' opinions as well.

At each exhibit station visitors may also observe where other people are in the exhibit. Interactive maps will identify where other visitors are and provide a brief profile of any visitor selected. These individual profiles are generated as visitors "log-in" and use their tracking cards throughout the exhibit. The profile includes where a visitor has been in the exhibit and some of the choices she has made at each interactive station.

**Communications:
The Telecommunications
Infrastructure**

After logging in, visitors move into a space set up as a telephone control center. This area of the exhibit highlights the significant role the telecommunications infrastructure plays in computer networking, as well as the large-scale use of networking technology to manage global telecommunications. A timeline illustrates the evolution of computer networks.

Beyond Dial Tone

Sitting in a simulated telephone control center, visitors use this interactive station to learn how calls are made (phone, fax, modem, cellular) and how phone services such as voice recognition, caller ID, and conference calling are made possible because of network technology. The Network Guides in this area discuss the issue of control and censorship of computer networks.

**The Big Picture:
Distributed Networks**

From Retail and Finance, visitors move into a space that explains large-scale distributed networks. Visitors interact with NEXRAD, a distributed network which gathers data about the world's weather from a variety of nodes including satellites, radar and lightning sensors. This exhibit area will also include several FAA control screens projecting up-to-the-minute air traffic for the entire United States.

Network Guides in this area will discuss society's dependency on computer networks. Some Guides will express confidence in these systems, while other guides discuss feelings of vulnerability and distrust.

**Networks At Work and
In the Home**

The next exhibit area demonstrates the increasing use of computer networks in the home and office and illustrates how computer networks are blurring the distinction between the work place and living space. The social implications of "telecommuting" will be addressed, with Network Guides talking about the ups and downs of telecommuting.

Doctors Conference

This networked activity connects visitors in the home environment with those in the work environment. The visitor in the work place, a doctor's office, assumes the role of a general practitioner providing care for a patient with an unusual illness. The doctor needs the assistance of a specialist who works out of her home. Using a video conferencing link, the doctor at work contacts the specialist at home and together they examine and diagnose the patient.

Collaborative Dubbing

Set in the office environment, visitors work cooperatively to dub character voices onto a movie. Using the latest form of electronic mail, visitors send the movie from terminal to terminal until they successfully dub the entire film segment.

Healthy Computing

With the rapid expansion of computer networks, more people at home and at the office are spending longer hours in front of their computer screens. Set between the office and home, this interactive will give visitors tips on how to use their computer in a healthier manner.

Privacy After interacting with various real-life applications of computer networks, visitors enter the exhibit area on Privacy. Swiping their tracking cards through a scanner, visitors receive a print out of all their interactions throughout the exhibit. Signage and video will illustrate the type of information gathering that takes place (legal, credit, medical) and how computer networks help accelerate and facilitate this process.

Network Guides will discuss the risks and benefits of living in a society where individual privacy can be threatened by large-scale data collection.

World Wide Connections The last area of the exhibit will bring visitors into an environment where they will interact with real networks located all over the world.

Internet Sampler

This is an introduction for visitors who have little or no experience with the Internet. Visitors will try different tools to access the Internet and sample a variety of resources available on line. They will be able to explore the vast amount of information on Internet using Gopher, Mosaic, FTP and Telnet and discover the large community of Internet users through samples of select Usenet groups. Among the resources visitors will be able to explore is The Virtual Hospital out of the University of Iowa, a powerful example of how health care is being impacted by and making use of the Internet.

Included in the Internet Sampler will be the Museum's own Gopher site. People outside the Museum with a personal computer and modem will be able to access some of *The Networked Planet's* software, graphics, and text.

Letter to the White House

Visitors learn about electronic mail by writing and sending a personal e-mail to either the President or Vice President over the Internet. Network Guides discuss the issue of accessibility.

Networked VR

This virtual reality experience will take visitors on a ride through computer networks spanning the globe. By riding on a speeding bit of data, visitors can experience directly the many components and channels of a computer network system.

On-Line Systems

In this area visitors will learn able to learn about commercial on-line systems, such as AppleE, CompuServe, and ZiffNet, and how they are different from the Internet.

Video Conferencing

Visitors interact with people at off-site locations, such as museums, libraries, and shopping malls throughout the world using video-conferencing technology.

Resource Area In this area, visitors can get more in-depth information about how to get hooked into computer networks. Visitor Assistants provide detailed information about the types of software, hardware, and connections needed to access the Internet. They also provide information about resources available over the Internet.

Network Guide Hub This final area of the exhibit reveals the hardware behind the exhibit's own seemingly invisible network. Visitors can see the network that controls each exhibit and accesses information from visitors' tracking cards. Video animations illustrate how data moves throughout the network to and from the Ethernet cards, hub, server and central database, router and telecommunications connection.

The Computer Museum has a broad audience of students, families and computer industry professionals, including computer industry leaders. *The Networked Planet* will be a significant educational resource and will attract visitors with various levels of computer experience, first-time computer users to programmers, including decision makers who wish to better educate themselves about networks.

The Computer Museum is the only international institution devoted exclusively to computers and their impact on society. It has a successful history of developing significant educational exhibits which have reached hundreds of thousands of Museum visitors and millions more through the Museum's numerous outreach programs.

One million people will visit *The Networked Planet* during its life at the Museum. An additional one million people will be reached each year through outreach programs, including:

- World Wide Connections, where the general public, from their homes and other museums and science centers around the world, will be able to download information from the exhibit, as well as participate in joint projects with visitors in the Museum. *The Networked Planet* exhibit will impact an estimated 300,000 Americans each year through off-site connections.
- Educational Activity Packets, bilingual educational materials about the Museum's exhibits disseminated to teachers nationwide as a supplement to their curricula. The Museum estimates that over 2,400 copies have been distributed to educators throughout the country since 1992.
- Exhibits Kits, software packages of the Museum's most popular interactive exhibits. Over 30 Exhibit Kits have been placed in museums around the world since 1991, with a potential of impacting over 5,000,000 people world wide, each year.
- Exhibit videos, educational presentations based on exhibits which are distributed to educators and individuals. Over 7,000 copies of the Museum's video, *How Computers Work: A Journey Into the Walk Through Computer* have been sold nationwide.

In the last three years, The Computer Museum has opened three \$1 million exhibits: *The Walk Through Computer* (how computers work), *People and Computers: Milestones of a Revolution* (computer history), and *Tools & Toys: The Amazing Personal Computer* (computer applications). Each was developed in approximately 18 months. *The Networked Planet* exhibit will follow a similar model, with most design (three dimensional and interactive components) completed in-house with the help of technical advice from sponsors and individuals.

The total project cost for the research, planning, implementation, evaluation, marketing and promotion of *The Networked Planet* exhibit is \$1.5 million, \$1 million of which will be in cash support, \$.5 million of which will be with in-kind donations.

\$565,000 of cash support has already been raised from Novell, NYNEX, S.W.I.F.T., Stratus, National Endowment for the Humanities, Sun Microsystems, the Fannie Cox Foundation, Harvard Community Health Plan Foundation, Wellfleet Corporation, and Cisco Systems. \$150,000 of in-kind support has been committed by Digital Equipment Corporation.

The Museum is actively pursuing fundraising partners for the exhibit, both in the corporate and foundation fields. Proposals have been submitted to the National Science Foundation, Unisys, Chipcom, and SPRINT.

Total Project Budget

Item	Cash Support	In-Kind
Staffing	\$400,000	*\$100,000
Consultants	\$10,000	
Travel	\$5,000	
Fabrication	\$140,000	
Graphic Production	\$40,000	
Film Production	\$75,000	
Marketing & Promotion	\$100,000	
Printing (Educational Materials)	\$40,000	
Hardware	\$50,000	\$300,000
Software	\$20,000	\$100,000
Administration (@15%)	\$132,000	
Total	\$1,012,000	\$500,000

*volunteers

The Networked Planet provides corporate sponsors with a unique opportunity to be associated with a highly visible exhibit about computer networks and their significant global impact. Sponsors will be part of a unique public education project, introducing people from all walks of life to the importance of computer networks, their tremendous effect on the world, and the possibilities they hold for the future.

The Computer Museum plans a major marketing and publicity campaign for *The Networked Planet*. In connection with the exhibit, the Museum is planning a national print and broadcast campaign. The Museum will work with sponsors to create cooperative promotional, advertising, and marketing efforts with area ad and PR agencies, hotels, and convention facilities, and to develop collateral materials and a retail merchandising program. Public Relation's efforts will be targeted to both trade and consumer market segments on a national level.

Sponsor Benefits

Benefits and privileges are designed to ensure that all sponsors of *The Networked Planet* receive appropriate levels of recognition based upon their level of commitment to and involvement with the exhibit.

Major sponsors of *The Networked Planet* will receive prominent acknowledgment in published materials and communications regarding the exhibit including press releases, ad campaign (see below), gallery leaflets, opening invitations, Museum publications (newsletters and Annual Report), educational materials for school groups, electronic materials on monitors of on-line resources and activities posters. Sponsors will be prominently listed on credit panels placed in the exhibition.

In addition, major sponsors of *The Networked Planet* will be included in a special series of promotional advertisements to be placed in industry and business publications prior to and following the exhibit's opening in November 1994. The Museum will request full-page, four-color advertisements

Since 1988, PR efforts for the Museum have resulted in over 860 million media impressions in 63 countries. *The Walk Through Computer* has generated over 350 million media impressions worldwide. Initial media impressions immediately following exhibit openings for *Tools & Toys* and *People and Computers* were 10 million and 38 million respectively.

in leading industry, business, and news publications to promote the new exhibition. The Museum has successfully solicited over \$500,000 in free advertisements from more than twenty publications, including Business Week, Fortune, Byte Magazine, Computerworld, MacWeek, and PC World

Major sponsors will receive a Corporate Membership to the Museum, a unique resource for corporate leaders, employees, customers, and their families. Corporate membership benefits include special arrangements for use of the entire Museum for conferences, meetings, and parties, invitations to the Museum's Corporate Breakfast Seminar Series, and access to the Museum's document and video collection. Sponsors will also receive VIP tickets for the Museum's exhibit opening.

The Networked Planet: Fundraising

Major Sponsors

Novell, Inc.
NYNEX
S.W.I.F.T.
Hewlett-Packard

Sponsors

Cisco Systems, Inc.
Fannie Cox Foundation
Harvard Community Health Plan Foundation
Morgridge Family Foundation
National Endowment for the Humanities
Paul/Kathleen Severino
Stratus Computer, Inc.
Sun Microsystems
Wellfleet Communications

Strong Prospects

Sprint
Apple
Unisys
Chipcom
National Science Foundation

TOTAL Raised:	\$590,000
Fundraising Goal:	\$815,000

Network User Status:

NAME:

Melissa Johnson

USER ID #:

01928374

PRIVACY SETTING:

1

NETWORK GUIDE:

3

CYBERBUX:

-34,045

ZIPCODE:

02143

GENDER:

F

CURRENT LOCATION:

False Frontiers

Overview Map of The Networked Planet and its users:



**Each dot on the map above is a visitor in the exhibit.
Touch a dot to find out more about them.**

Log Out

Network
Guides

Change
Personal
Data

Return To
Activity

The Walk-Through Computer 2.0: Fundraising

Principal Sponsor

Intel Corporation (CPU Sponsor)

Sponsors

3Com (Networking Card Sponsor)

Phoenix Technologies, Ltd. (ROM BIOS Sponsor)

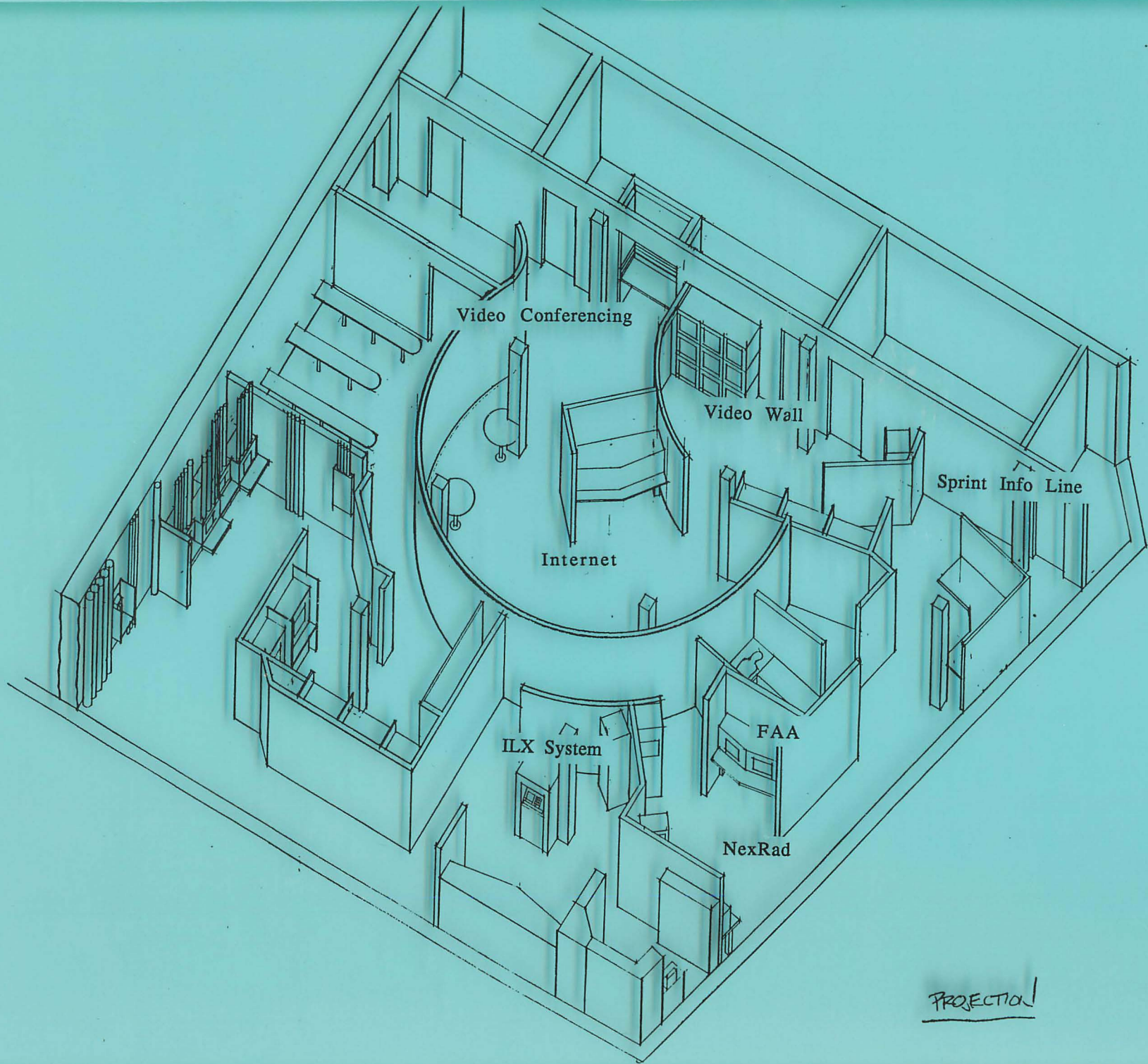
Quantum Corporation (Hard Drive Sponsor)

Strong Prospect

Cirrus Logic (Other chips Sponsor)

Philips (CD-ROM Sponsor)

TOTAL Raised:	\$400,000
Fundraising Goal:	\$850,000



Video Conferencing

Video Wall

Sprint Info Line

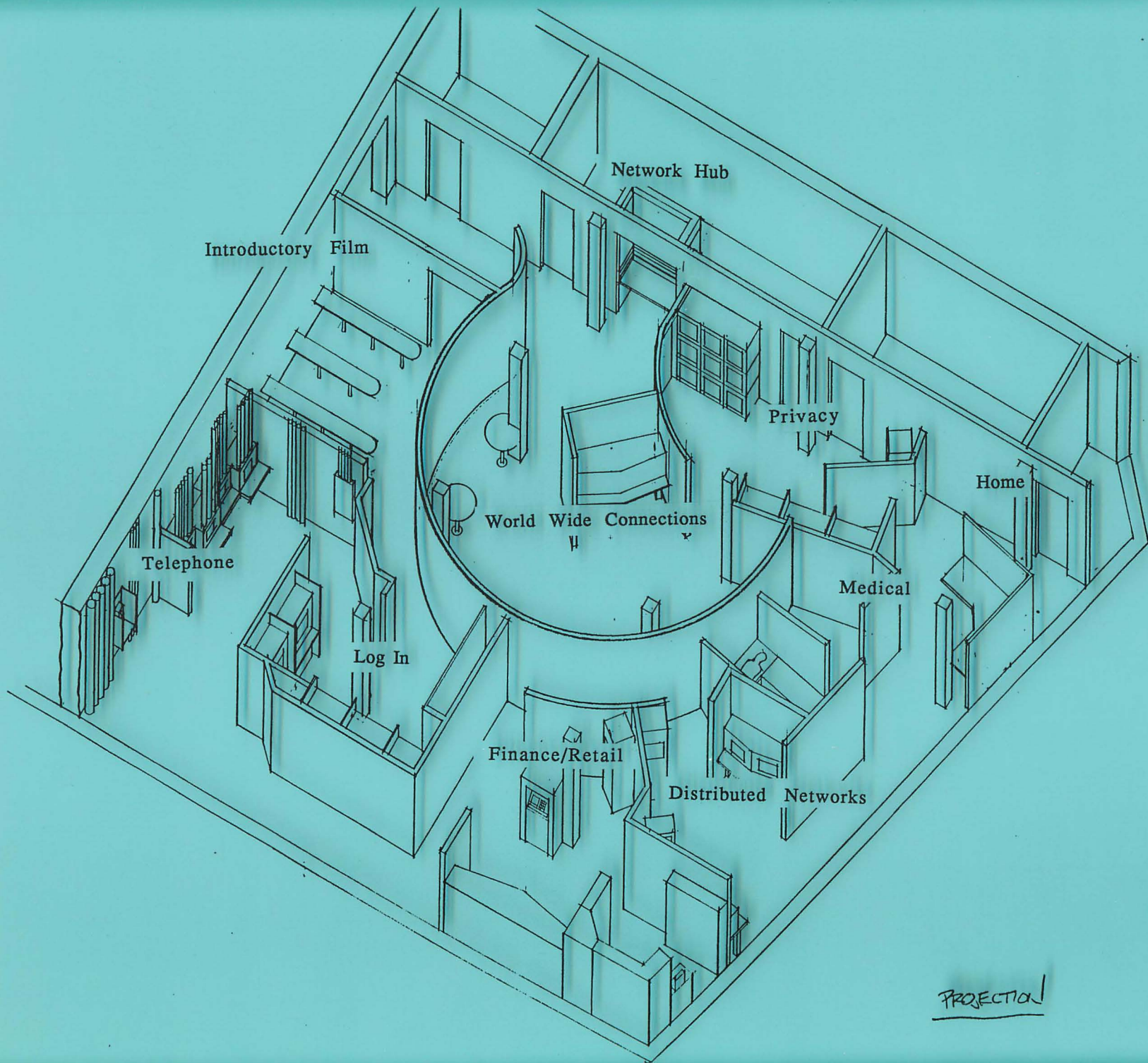
Internet

ILX System

FAA

NexRad

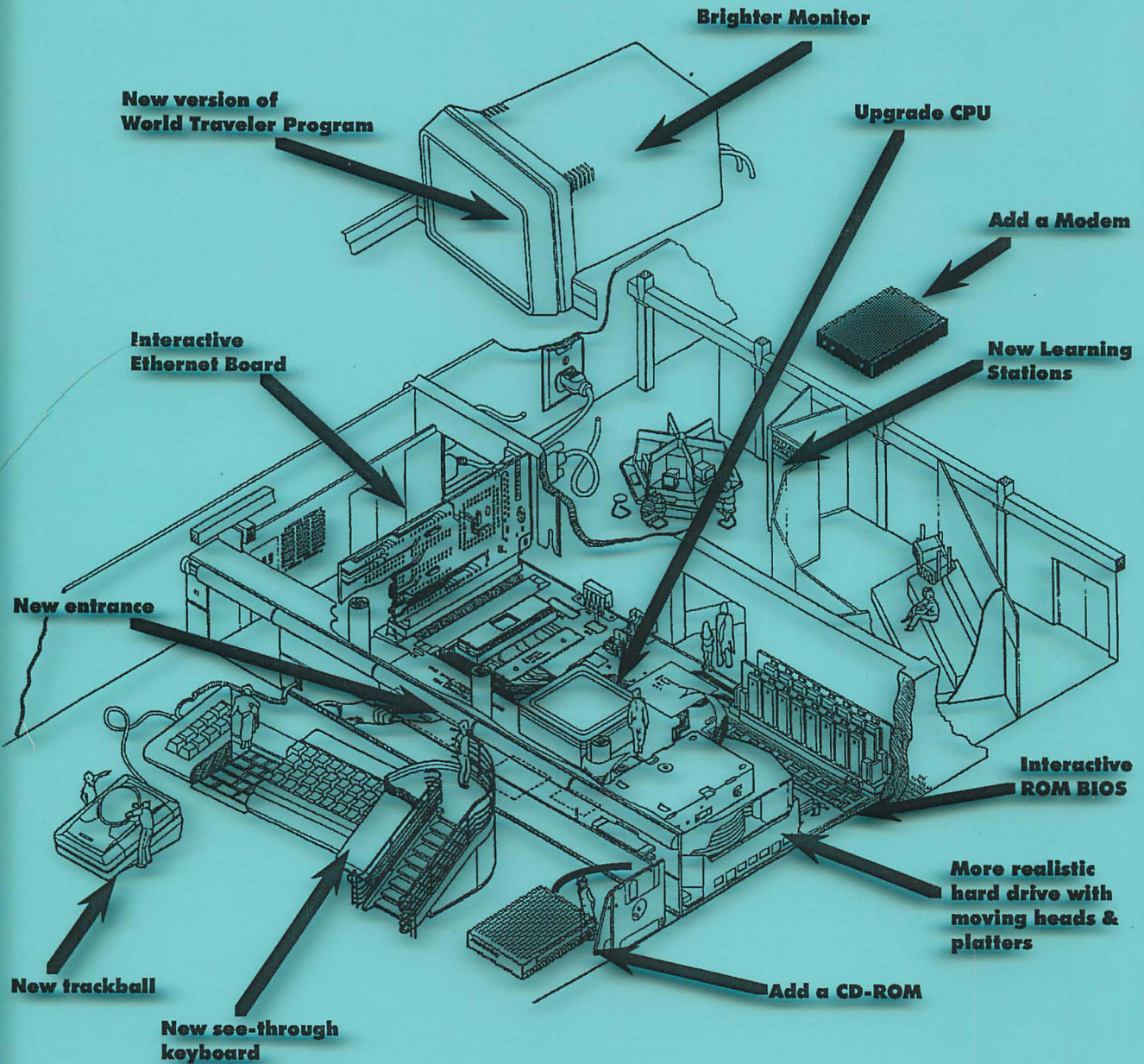
PROJECTION



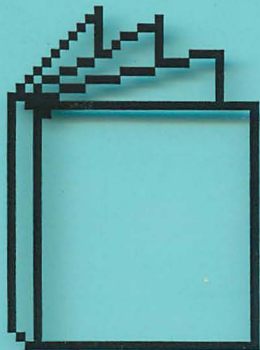
PROJECTION

The Walk-Through Computer™

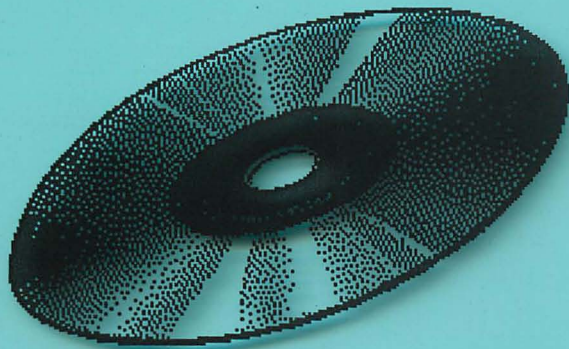
Version 2.0



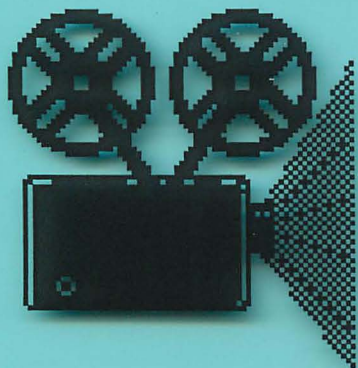
The Walk-Through Computer 2.0: Outreach



The Walk-Through Computer Book



The Walk-Through Computer CD-ROM



The Walk-Through Computer "Sim Ride"

**Touch a Network Guide
to hear them tell a story
about using
automatic teller machines.**



Log Out



Skip Ahead