



the
computer
museum

1997 ANNUAL REPORT



MAREK

from the chairman

Dear Friends, Each of us associated with The Computer Museum shares in the exciting opportunities for supporting and celebrating the resources of this one-of-a kind facility. Every year, thousands of Computer Museum visitors experience the vital and growing role computers play in how we live, learn, work, and play. Through its collections activities and its ongoing educational programs, the Museum provides a unique perspective on our past and future cultures, documenting humankind's ongoing adventure with its machine likeness. It is in this same spirit that the Museum's new logo was designed, representing the infinite possibilities that computers offer society.

This is an amazing moment in time where technology has become the driving force for social, economic, and personal issues. We have much to look forward to as we join in helping the Museum lay the groundwork for future generations.



Larry Weber, Chairman of the Board

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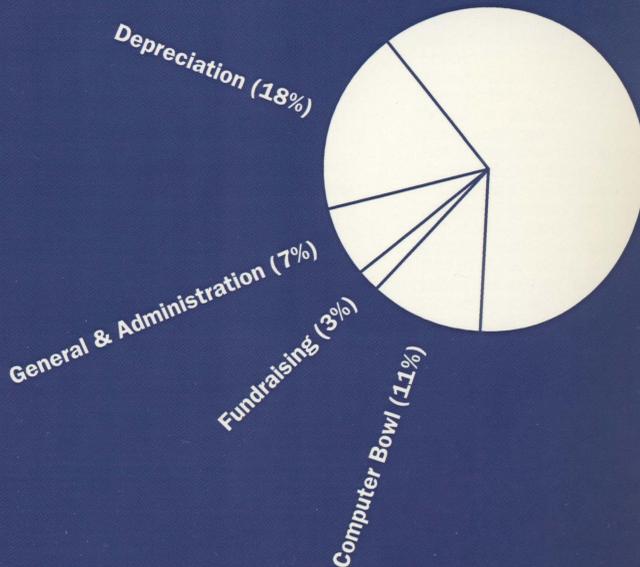
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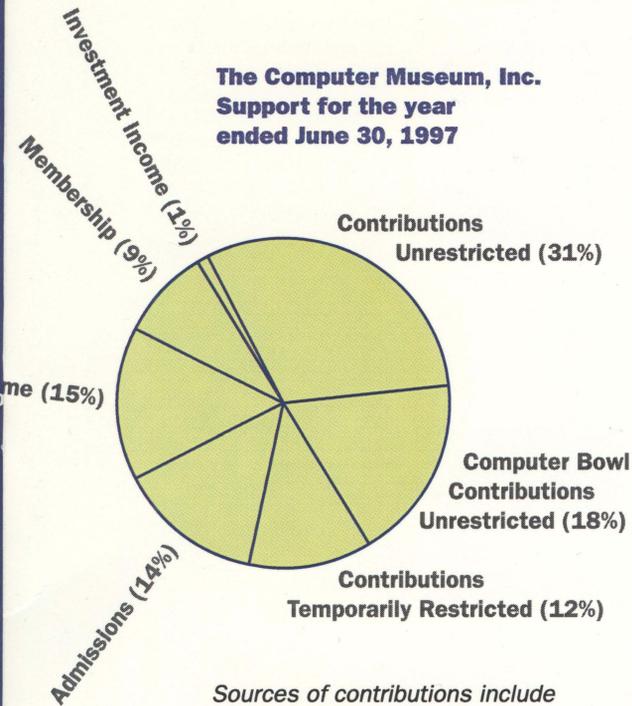
General Counsel
Lucash, Gesmer & Updegrave

The Computer Museum, Inc.
Expenses for the year
ended June 30, 1997



Auxiliary Income

The Computer Museum, Inc.
Support for the year
ended June 30, 1997



Sources of contributions include corporate, corporate matching, foundation, government and individuals.
Total Support: \$3,784,533

After 12 years
of growth on

Boston's waterfront, The Computer Museum took momentous steps beyond its home base this year: We established a center for historic preservation in Silicon Valley, launched a "virtual" home on the Web, and expanded our Clubhouse locations nationally and internationally.

The Computer Museum History Center began operation last September in 10,000 square feet generously loaned by NASA Ames at Moffett Field in Mountain View, Calif. The majority of the Museum's collection is now stored there, and is viewable by appointment (contact collections@tcm.org). Under the leadership of the History Center's chairman, Len Shustek, and the Museum's founding president, Gwen Bell, staff and volunteers have scaled up our proactive collecting of computer artifacts. They are also working to build a base of support for a permanent public facility for the exhibition, study, and preservation of the material record of the development of computing.

Launched in July, our website (www.tcm.org) provides a wonderful way to spur on the Museum's mission to reach people "of all ages and backgrounds from around the world," as it offers Web browsers the chance to experience all facets of the actual Museum. Its content spans the history of computing, computer careers, and robotics, and features several Java-enabled interactive "exhibits" and messaging between online visitors. Barely 12 months after its launch, we are now improving the site to provide quicker access to information and more depth on computing history. Within the space of a year, the number of people visiting our website has climbed to 100,000 a month, about eight times the number who visit the Museum in person. The site also garnered the Massachusetts Interactive Media Council (MIMC) Award for the "nonprofit/public service online site" of the year.

Remarkable progress has taken place in the Museum's education programs. First, the number of school group visitors reached an all-time high of more than 44,000, as educators responded to the informative yet entertaining programs presented within our galleries. Second, under the strong leadership of Gail Breslow, the Computer Clubhouse is reaching increasing numbers of at-risk inner-city youth, with new satellites opening in Boston, New York, and Germany, and with plans in development for widespread dissemination in partnership with a national organization.

Third, the Museum has opened the Education Program Center to train educators in new technologies. Equipped with 15 networked PCs, the innovative center offers workshops and courses to help teachers implement educational reform in their classrooms, especially in the way science and mathematics are taught. The center will also feature programs to help educators engage girls in becoming curious and expert computer users.

The Museum's rapid progress relies on the enthusiasm and committed efforts of volunteers.

The creation of the Museum's new identity this year provides an outstanding example: A dedicated volunteer Board committee of professional marketers analyzed the Museum's requirements for projecting its "brand," and for determining the architecture of its various "products." Committee member Christine Hughes then secured the *pro bono* services of the top-notch New York design firm Frankfurt Balkind to implement the strategy. The result is the new logo and design featured on the cover of this annual report. The new Computer Museum History Center, The Computer Bowl®, the upcoming *Virtual Fishtank* exhibit, and the Museum's governing body of 22 Trustees and 49 Overseers are all driven by such dedicated volunteers.

On behalf of everyone at the Museum, I thank you, our contributors, for your hard work, ideas, and financial support, all of which make the Museum such a unique place.

Oliver Strimpel, Executive Director

Program Services (61%)

Major program services include
The Computer Museum History Center,
The Computer Clubhouse, exhibits,
educational programs, and Museum store.
Total Expenses: \$3,578,493
(less depreciation of \$773,351)

the year in review

July 1996

On July 29, TCM launches The Computer Museum Network (www.tcm.org). Web visitors can now experience the Museum through Java-enabled, interactive exhibits, a historic timeline, educational materials, and the Web-Store.

The Museum establishes an administrative office in Santa Clara, Calif., for its new History Center.

The Patriots' Trail Girl Scout Council launches a Computer Clubhouse in the Boston community, based on the original model created in 1993 at the Museum. Other community Clubhouses will open later, at Boston's United South End Settlements and the Roxbury Boys and Girls Club.

The Association of Computing Machinery (ACM) collaborates with the Museum to produce the first two installments of the *Computer Pioneers and Pioneer Computers* video series.

Audio-tours of the exhibit galleries are introduced in French, German, Japanese, Spanish and English.

August

The Best Software for Kids Gallery wins *Boston Magazine's Best of Boston 1996*. A "wonderful gallery" with an "excellent selection," says *Boston*.

NASA Ames Research Center provides 5,000 square feet of warehouse space to The Computer Museum History Center. The space, located at Moffett Federal Airfield, Mountain View, Calif., will house the Museum's collection.

September

Completing its cross-country trek, half the Museum's historical collection (100,000 pounds) arrives from Boston at Moffett Federal Airfield.

A \$600,000 grant from the National Science Foundation spurs planning and development of *The Virtual Fishtank* in partnership with the MIT Media Lab. When this immersive exhibit opens in mid-1998, visitors will create their own virtual fish, launch them into a virtual fishtank, and watch them interact with other visitors' fish.

October

On October 18, TCM officially announces the establishment of The Computer Museum History Center in Silicon Valley. Its charter is to build the Museum's comprehensive 16-year-old collection of artifacts and computing archive proactively; to be an international resource for research into the history of computing; and to create exhibits directed primarily to interested adults and scholars. Initial underwriting for the Center is provided by Gwen and Gordon Bell and Dr. Leonard J. Shustek, a founder of Network General, a Museum Trustee and chairman of the Center.

A poster, "25 Years of the Microprocessor," featuring 150 chips, is created by MicroDesign Resources and the History Center. In addition, an exhibit is mounted for MDR's conference in San Jose. Federico Faggin donates his prototype of the Japanese Busicom Calculator to the Museum for the exhibit.

The first step is taken to establish a Computer Clubhouse network worldwide, with the opening of a community Clubhouse near Stuttgart, Germany.

On October 26, the Museum, designated "NetDay Central," joins the grassroots effort to bring the Internet to some 400 Massachusetts schools.

The Computer Museum Network (www.tcm.org) receives the 1996 Massachusetts Interactive Media Council (MIMC) Award for "nonprofit/public service online site."

November

The History Center and the Intel Museum co-curate "The Museum at COMDEX," a large-scale exhibit commemorating the 25th anniversary of the microprocessor. Sponsored by Intel, Motorola, Ziff-Davis and SOFTBANK COMDEX, the exhibit draws 30,000 people at COMDEX Las Vegas. Vignettes include a life-sized re-creation of a 1970s' hacker's garage, installed in the Museum's *People and Computers* exhibit in June, thanks to Intel, SOFTBANK, Michael Simmons & David Nelson.

The Best Software for Kids Gallery adds 17 new titles in time for the holidays.



© Louis Fabian Bachrach III

The Museum's collection has room to spread out in its new home at NASA Ames Research Center.



In a program partly funded by the Massachusetts Cultural Council, Computer Clubhouse Girl Scouts and Program Developer Stina Cooke build instruments using LEGO, sensors and "Crickets," tiny programmable devices developed at the MIT Media Lab.

January 1997

The History Center accesses IBM's 7030, the STRETCH supercomputer. Only seven were built. This 1960s' machine had been stored for decades by Lowell Wood before being donated to the Museum's collection.

To celebrate the birthday of 2001's computer Hal on January 12, visitors try out a new series of educational activities on robotics and machine intelligence.



February

A new section on "Careers in Computing" is introduced on the website. Immediately popular, it links to actual job openings via The Monster Board, and offers data compiled from computer professionals, employment agencies, career-related websites, and the U.S. Department of Labor.

Wizards and Their Wonders previews at the ACM97 50th Anniversary Conference in San Jose. TCM founding president Gwen Bell worked with photographer Louis Fabian Bachrach III to organize the exhibit, which features photographic portraits of the computer industry's leading inventors and visionaries.

March

The first History Center Talk takes place at Moffett Field—Gary Starkweather speaks on the creation of the first laser printer at Xerox PARC.

Ken Olsen, founder of Digital Equipment Corporation and the Museum's first chairman, is named a Museum Fellow on March 20 at the annual Friends of the Museum dinner. He is the third Fellow to be honored for contributions to computing, joining the late Grace Hopper and Jay Forrester.



FAVOTO

The Hong Kong Jockey Club vignette, enhanced for "The Museum at COMDEX" and installed in June at the Museum in Boston, re-creates an early use of a Lotus 1-2-3 spreadsheet running on an IBM PC.



© The Production Network Inc

Andrew Grove, president and CEO, Intel Corporation, steps back in time in the Hacker's Garage, which opened at "The Museum at COMDEX" in November and then traveled to Boston for permanent display in the Museum's historical gallery. Courtesy SOFTBANK COMDEX.

April

The Museum's first live audio Webcast, hosted by PC Week Radio, is featured as part of the second NetDay on April 5.

The Ninth Annual Computer Bowl®, presented by Ziff-Davis, takes place April 18 in Santa Clara, and is beamed by satellite to its Boston audience. Hosted by actor Robert Ulrich, star of ABC-TV's *Vital Signs*, the Bowl airs live on the Web and as a special edition of *Computer Chronicles*. The West Coast team, captained by Steve Kirsch, Infoseek, wins with a score of 230 to 140. The team includes Steve McGeedy, Intel; Nathan Myhrvold, Microsoft; Kim Polese, Marimba; and Grant Saviers, Adaptec. The East Coast team, led by Sam Whitmore, Ziff-Davis, features Chuck Digate, MathSoft; Frank Ingari, Shiva; Ilene H. Lang, AltaVista; and Steve Vana-Paxhia, Inso.

May

The History Center's administrative offices relocate to Moffett Federal Airfield.

The TCM website generates 1.5 million hits for the month, an all-time high.

With support from the NYNEX Foundation and American Express, the "Clubhouse-to-College/Clubhouse-to-Career" initiative is launched to expose Clubhouse youth to professional and academic opportunities, including field trips to colleges and companies such as Lotus and BankBoston.



FAVOTO

Museum Fellows Ken Olsen (left) and Jay Forrester (right) share a moment with Museum Executive Director Oliver Strimpel at the Annual Friends of the Museum dinner.

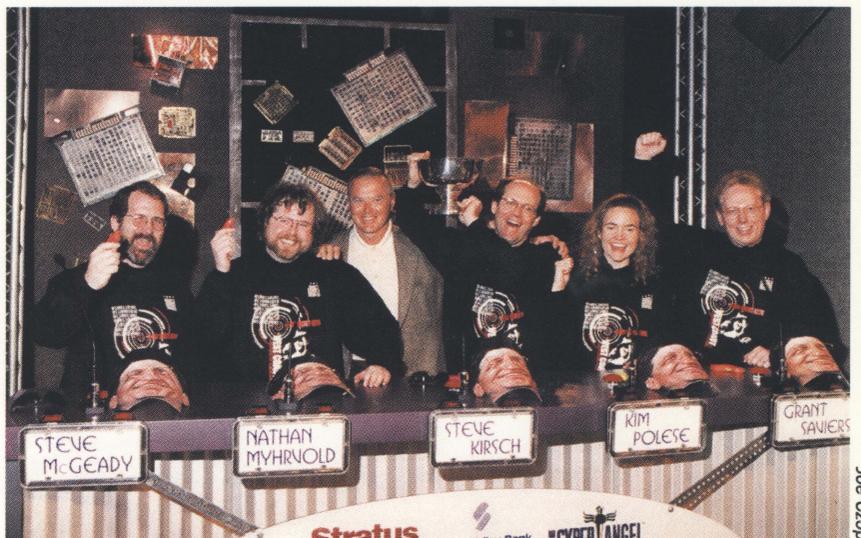
June

NASA Ames makes available an additional 5,000 sq. feet of warehouse space to the History Center.

The *Hacker's Garage* opens in Boston. This permanent exhibit features an Apple I board, Altair 8800, Nolan Bushnell's *Computer Space*, and *Pong*, among other '70s' memorabilia.

Spurred by a \$79,000 equipment grant from Digital Equipment Corporation, the Education Program Center opens unofficially, with plans to use innovative applications of technology to address the issues of education reform and gender equity.

The fiscal year ends with school group visitation up 21 percent over FY96, the result of new and ongoing educational programming throughout the Museum.



Joe Czop

Computer Bowl Celebrity Host Robert Ulrich (third from left) congratulates the West Coast team on their win. From left: Steve McGeedy, Nathan Myhrvold, Bowl Captain Steve Kirsch (with trophy), Kim Polese, and Grant Saviers.

**Program Support
7/96 - 6/97
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\$50,000 and above
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Massachusetts Cultural Council
MCI Foundation
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Nineco
Notable Productions
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Power Computing
Quantum
QSI Security Inc.
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Sebastian's Caterers
Sun Microsystems
Symantec
Trachuk Associates
U.S. Robotics
White Pine Software
Yoyodyne Entertainment
Zoom Telephonics

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\$10,000 and above
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Adobe Systems
Bay Networks
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Data General
International Data Group
Lotus Development Corp
Mathworks
National Semiconductor
NYNEX
Stratus Computer
Symantec Corporation
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Banyan Systems
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Upside
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Wired

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Cunningham Communication

Advertising and Collateral

EURO RSCG/Dahlin Smith White

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Mark Johnson, Co-Chair
Maggie Chong
Vince Emery
Patti Fortuna
Colleen Gleason
Catherine Keller
Jessica McNulty
Lisa Payne
Dorrit Saviers
Linda Marie Strunk

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Christine Hughes
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James and Mary McKenney
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A. Neil Pappalardo
Paul and Kathleen Severino

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Benjamin & Maureen Robelen
Howard Salwen and
Sheryl Marshall
Dan Schwinn
Michael Simmons
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