

FISCAL 2017 REPORT TO THE COMMUNITY

Summer -
Google
Grows Fast

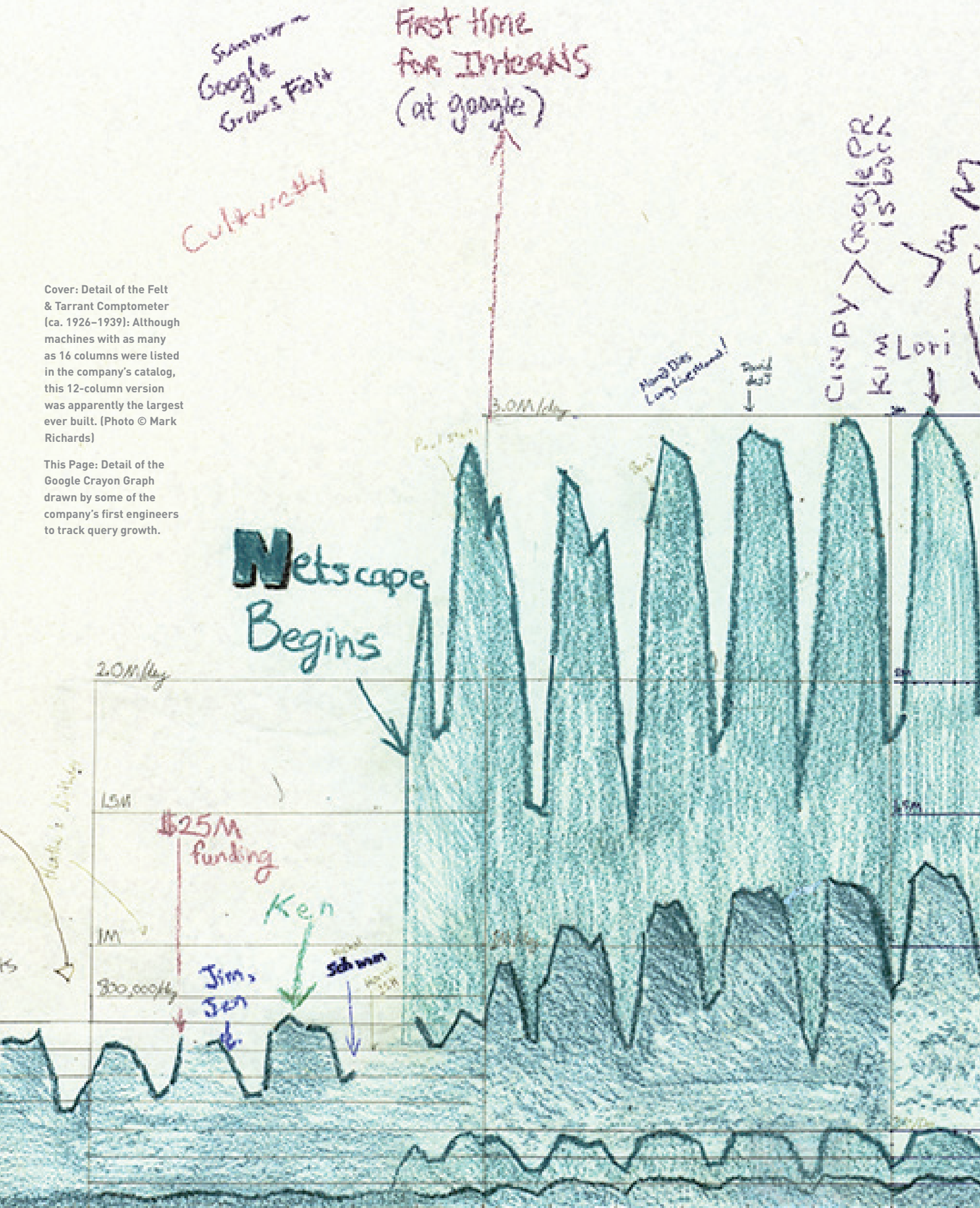
First time
for Interns
(at google)

Culturally

Cowpy > Google PR
is back
Kim
Lori
Jan

Cover: Detail of the Felt & Tarrant Comptometer (ca. 1926-1939): Although machines with as many as 16 columns were listed in the company's catalog, this 12-column version was apparently the largest ever built. (Photo © Mark Richards)

This Page: Detail of the Google Crayon Graph drawn by some of the company's first engineers to track query growth.



A VERY GOOD YEAR

LETTER FROM THE CHAIRMAN

I am happy to report that the fiscal year ending June 30, 2017, was a very good one for the Computer History Museum (CHM). On an operational basis we again were in the black, as we have been for many years. Our revenue stream continues to be a diversified mix of ticketing, gift shop and café, venue rental, endowment draw, and, of course, the generous donations of our supporters. Contributions to the unrestricted annual fund were up 23 percent, which is the largest year-to-year increase ever. Thank you!

Our balance sheet is strong, with over \$63 million in net assets. We rejoice in the fact that we own all three of our buildings, which isolates us from the wildly escalating cost of real estate in the San Francisco Bay Area. This is all according to plan; we practice fiscal conservatism because the goal is to create a stable institution that will last for a very long time. So far, so good!

Good financials are only a means to an end, however; what really matters is what we are doing with those resources. The news there is just as good. Here is a quick rundown of some of our accomplishments in the last year.

- We opened a major new 6,000-square-foot exhibition devoted entirely to software, called *Make Software: Change the World!* It is very different from anything we've ever done before: more interactive, more based on case studies than timelines, and with more coverage of societal impact in addition to technology and history. It is designed for middle schoolers and up and features the Stata Family Software Lab for visitors to explore coding hands-on and learn what software really is.
- We launched the Center for Software History, a major initiative for research into the evolution and future implications of software. The center explores both the history and the impact of software by collecting artifacts, preserving code, recreating running systems, and interviewing pioneers and participants. It uses all of this to understand and call attention to the cultural transformation that software is producing.
- The Exponential Center, which we launched last year to capture the legacy and advance the future of entrepreneurship, continues to expand. Projects have included an exhibit on the role of Fairchild Semiconductor as the root of Silicon Valley's "family tree," and an in-depth 360-degree view of the Apple iPhone, including its prehistory, inception, launch, evolution, and impact. On the corporate front, an important new collaboration is the Google Founders Collection, which contains artifacts, documents, photographs, and video documenting the first 10 years of Google. Gathered from many of the earliest employees, this collection reflects many of the pivotal moments in Google's history.
- To better accommodate our successful and growing education initiatives, we began construction of a new education center adjacent to the software exhibit. This multifunctional space will be used to host classes, workshops, live events, formal presentations, and research into the intersection of computing technology and learning.

• We added to the strength of our team by having Pulitzer Prize-winning journalist John Markoff join as a historian. A longtime technology writer for the *New York Times*, Markoff conducts research and writes about both historical and current topics in computing, and has also expanded his role as an excellent moderator of many of our live programs.

We can do all of this because we have the support of many wonderful groups of people: our trustees, our staff, our volunteers, our financial supporters, and our visitors. We are motivated by our passionate belief that the computer—the “amplifier for the mind”—is humankind’s most important invention, and that we are the privileged generation with the responsibility to record how it has changed the world and what the future possibilities are. If you believe in that mission, join us!

Finally, I want to express my appreciation to John Hollar, our CEO for the last nine years, who left at the end of the fiscal year to pursue other projects. John presided over amazing growth in exhibits, programs, audience, facilities, supporters, and revenue. He can be proud of what he, with the team, accomplished.

We are in a good position to attract a world-class replacement for John. While we are conducting the search, we are very grateful that longtime trustee Steve Smith is volunteering to serve as the extremely able interim CEO.

Thank you all for being part of this extraordinary journey. On to an even bigger and better future!



LEN SHUSTEK
CHAIRMAN OF THE BOARD OF TRUSTEES

12,614

memberships

315

events in 365 days

197,000

annual visitors

834

oral histories

120,723

cataloged artifacts

6,824

annual media mentions

116,700

Facebook followers

5,949

annual audio tours taken

131.4M

total money raised

BY THE
NUMBERS

MAKE SOFTWARE

On Saturday, January 28, 2017, CHM opened its major exhibition on software: *Make Software: Change the World!* Five years and \$7 million dollars in the making, the exhibition is an unprecedented "ode to code," as the *Mountain View Voice* called it, exploring the transformational relationship of humanity and technology through seven software applications: Photoshop, MP3, MRI, Car Crash Simulation, Wikipedia, Texting, and *World of Warcraft*.

Make Software Donors Visionary Contributors:

**Mark and Debra
Leslie**

Raymie Stata

intuit.

Visitors to the 6,000-square-foot exhibition space can Photoshop themselves in front of the Golden Gate Bridge, diagnose patients with MRI scans, and learn more about how programming works in the Stata Family Software Lab.



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Supporting Underwriter

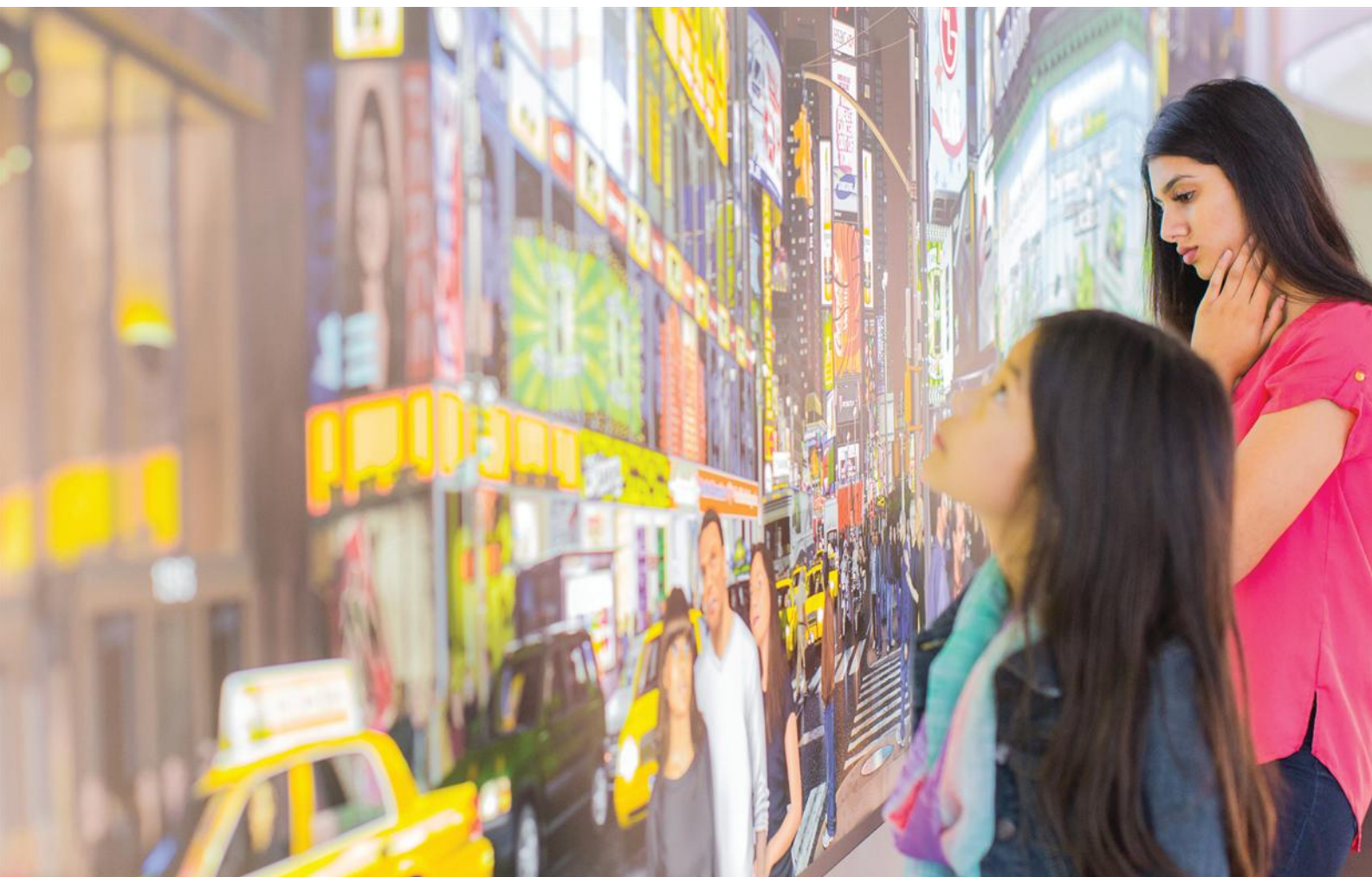


Texting Gallery Underwriter



Patron Gallery Underwriter





EXPONENTIAL CENTER@CHM



Since its public launch in 2016, the Exponential Center has been hard at work, capturing and preserving the legacy and working to advance the future of entrepreneurship and innovation in Silicon Valley and around the world. In the last fiscal year, Exponential has added significant acquisitions to the Museum's collection, including a major archive from the founding days of Google; launched a new exhibit about Fairchild Semiconductor's role in the explosive entrepreneurial growth of Silicon Valley and the greater Bay Area since the 1960s; and spearheaded a Museum-wide project that explores the story of Apple's iPhone, from its prehistory, inception, and launch, to its evolution and impact. For more information, see computer-history.org/exponential.

Exponential Center Events

09.22.16

CHM Live

Pioneers of the Possible:
Women Entrepreneurs on
Innovation and Impact

Speakers

Heidi Roizen
Operating Partner
Draper Fisher Jurvetson

Michelle Zatlyn
Cofounder & Head of
User Experience
CloudFlare

Moderator

Marguerite Gong Hancock
Executive Director
Exponential Center,
Computer History Museum

10.26.16

CHM Live

Day of the Dead:
Postmortems of Silicon
Valley Failures

Speakers

Justin Kan
YC Partner, Justin.tv
Cofounder, Twitch.tv

Kim Polese
Chair
CrowdSmart

Bill Reichert
Managing Director,
Garage Technology
Ventures
General Partner, Nordic
Garage Ventures

Moderator

Marguerite Gong Hancock
Executive Director
Exponential Center,
Computer History
Museum

11.16.16

CHM Live

The Next Billion

Speaker

Julie Hanna
Executive Chair
Kiva

Moderator

Marguerite Gong Hancock
Executive Director
Exponential Center,
Computer History
Museum

03.20.17

CHM Live

Computing in Your Pocket:
The Prehistory of the iPhone
in Silicon Valley

Speakers

Steve Capps
Chief Innovator,
PayNearMe
Member of the Apple Newton
Design Team

Donna Dubinsky
CEO & Cofounder
Numenta
Cofounder & Former CEO
Handspring

Marc Porat
Cofounder & Former CEO
General Magic

Jerry Kaplan
Founder and
Former CEO, GO Corp.
Fellow, Center for Legal
Informatics at Stanford
University Law School

Moderator

John Markoff
Former Technology
and Business Reporter
New York Times
Historian, Computer
History Museum

04.19.17

CHM Live

Venture Capital in the Blood:
Three Generations of
Drapers in Silicon Valley

Speakers

William H. Draper III
Co-Chair
Draper Richard Kaplan

Tim Draper
Founding Partner
DJF and Draper Associates

Jesse Draper
Founding Partner
Halogen Ventures

Moderator

Marguerite Gong Hancock
Executive Director
Exponential Center,
Computer History Museum

05.10.17

CHM Live

Computing for the Whole
World

Speaker

Tony Fadell
iPod and iPhone Inventor
Cofounder, Nest

Moderator

John Markoff
Former Technology &
Business Reporter
New York Times
Historian
Computer History Museum

6.20.17

CHM Live

Putting Your Finger on It:
Creating the iPhone

PART I:

Speakers

Hugo Fiennes
Former iPhone Hardware
Manager
Apple

Nitin Ganatra
Former Director of
Engineering, iOS
Applications
Apple

Scott Herz
Former Senior Software
Engineer
Apple

Moderator

John Markoff
Former Technology &
Business Reporter
New York Times
Historian
Computer History Museum

PART II:

Speaker

Scott Forstall
Original iPhone Software
Team Leader
Apple

Moderator

John Markoff
Former Technology &
Business Reporter
New York Times
Historian
Computer History Museum

118,000

viewers of Exponential events by livestream

1

new major collection:
Google Founders Collection

40

countries represented in iPhone 360 Project media

39h 45m

video recorded of new oral histories

15

articles published in print or online

35

countries represented in Exponential educational workshops

1,485h

hours worked by six inaugural Exponential summer interns

The Exponential Center gratefully acknowledges its founding investors:

Mark and Debra Leslie Franklin "Pitch" and Catherine H. Johnson

Meredith and Ray Rothrock

With generous support from:

Tom and Carolyn Friel

Regis and Dianne McKenna

Barbara and Larry Sonsini

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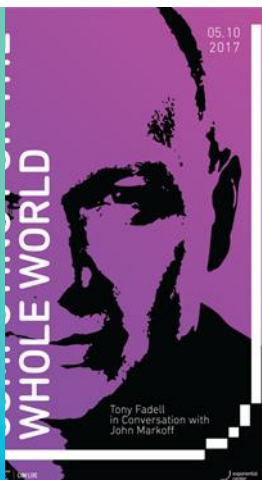
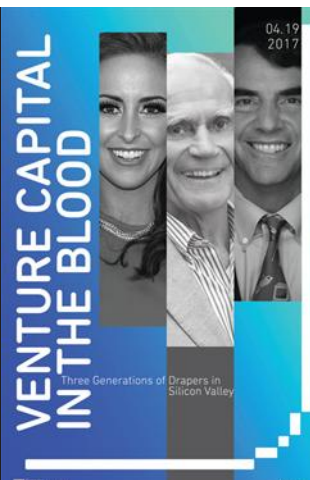
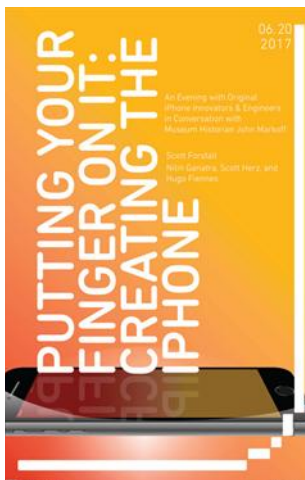
Margo and Bill Harding

Phyllis and Bill Draper

Rich and Susan Redelfs

Pavey Family

Irwin and Concepcion Federman

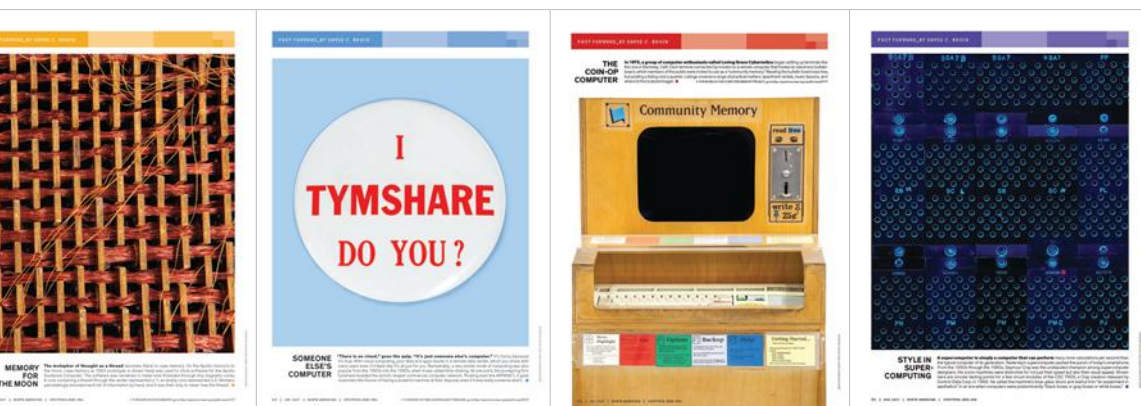


CENTER FOR SOFTWARE HISTORY @CHM

On March 1, 2017, CHM announced its new Center for Software History. The purpose of this center is to collect and preserve historical software and connected archives, and to use them in interpreting histories of software and its transformational effects on global society. Software is what a computer does, and the existence of code is the story of the people who made it.

The center is exploring these people-centered stories, documenting software-in-action, and leveraging the Museum's rich collections to tell the story of software. It is preserving this history through collecting, digital preservation, and oral history. Through publications, exhibits, research, and events, the center seeks to put history to work today in gauging where we are, where we have been, and where we might be going. For more information, see computerhistory.org/softwarehistory.

“Computers are to computing as instruments are to music. Software is the score, whose interpretation amplifies our reach and lifts our spirit.”
—Alan Kay,
Personal Computing Pioneer



Center for Software History
Director David C. Brock is a frequent contributor to *IEEE Spectrum*, sharing with readers insights into the history of software through the Museum's collection.

1,876

linear feet occupied by the software collection

58

years covered by the software collection

6

forensic workstations

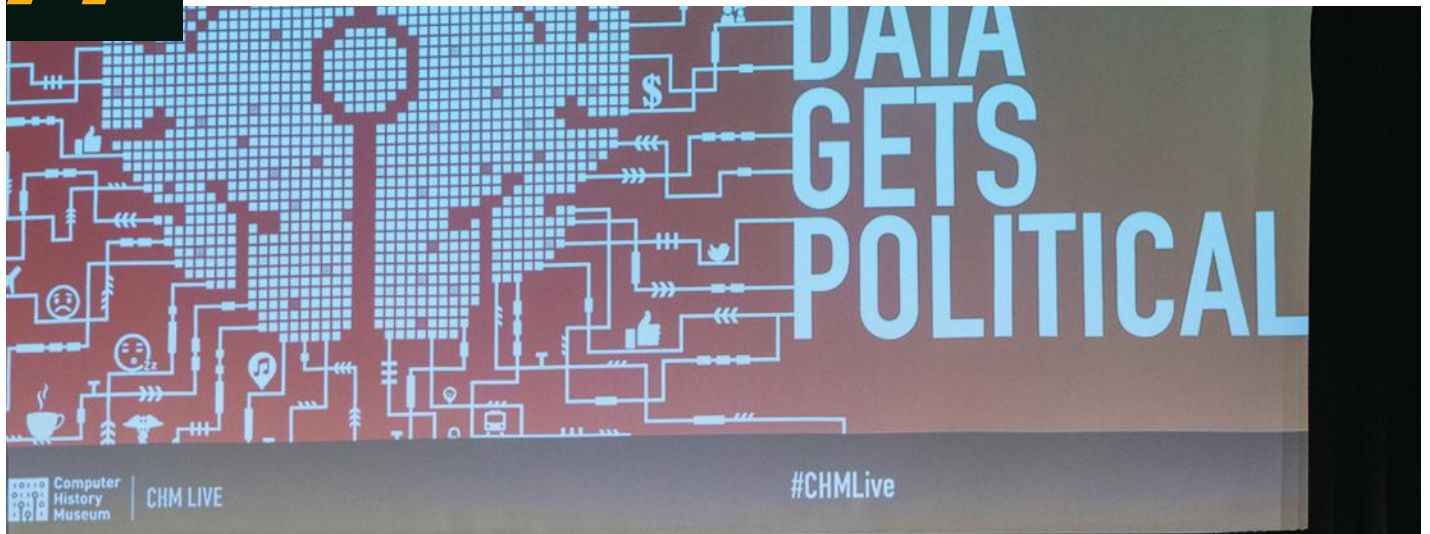
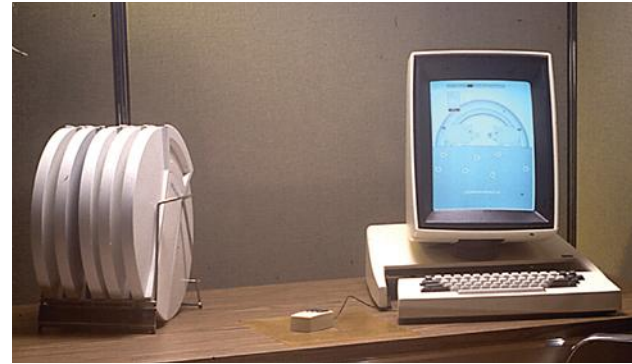
9,209

software catalog records online

97

hours of oral histories

From live programming to restoration projects, like the Xerox System Project, the Center for Software History is preserving software history as well as exploring its current impact on all facets of our society, including government.





As part of its Fellow Awards program, the Museum collects seminal documents and personal papers, as well as conducts extensive oral histories, to ensure that the complete story of each Fellow will be preserved for generations to come.



Chairman Len Shustek welcomes distinguished guests and honorees to the Museum's annual Fellow Awards gala ceremony.

2017 FELLOW AWARDS

The annual CHM Fellow Awards program publicly recognizes individuals of outstanding merit who have significantly contributed to the development of computing. Chosen on the basis of accomplishment, Fellows are nominated by the Museum's community and selected by a panel composed of Museum staff, historians, industry peers, and other Fellows. Each year, a who's who of the technology world assembles at the Museum for a banquet and ceremony to honor these industry leaders who have forever changed the world with their accomplishments.

On Friday, April 28, CHM celebrated four extraordinary people for their contributions to the advancement of computer history. CHM is proud to highlight and preserve the stories of these esteemed technology heroes for future generations.

The 2017 Fellow Award Honorees

Alan Cooper, for his invention of the visual development environment in Visual BASIC and for his pioneering work in establishing the field of interaction design and its fundamental tools.

Margaret Hamilton, for her leadership and work on software for DOD and NASA's Apollo space missions and for fundamental contributions to software engineering.

Cleve Moler, for his creation and development of the MATLAB numerical computing environment and programming language.

Larry Roberts, for his contributions to human and machine communications and for his role in the development of the ARPANET and the X.25 protocol.

2017 Fellow Sponsors

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1185



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Donald R. Proctor

Stephen S. and Paula K. Smith



From its first honoree, US Navy Rear Admiral Grace Hopper in 1980, the CHM Fellow Awards have honored exceptional men and women whose ideas have changed the world.

TOP 10 ARTIFACTS



US Navy/Weston Instrument Corp., OQ-1 Tube Tester, donated by Paul McJones.

Blue Box objects, USA, ca. 1970s

Lot #: X8287.2018
Gift of Allen Baum

In two issues of the *Bell System Technical Journal*, one in 1954, the other in 1960, the company published articles that listed the frequencies used internally by the phone company to control the billing of telephone calls. This laid bare a weakness of the telephone system at the time, namely in-band signaling, in which signals used to control the flow and billing of a call could actually be heard (or generated) by a caller. Building "blue boxes" to generate these tones became mainstream when these earlier Bell articles were cited in a 1971 *Esquire* article.

Among the people who noticed were two California teenagers, Steven Jobs and Stephen Wozniak. The "two Steves" built blue boxes and sold them publicly. Building blue boxes taught the pair about product assembly and sales. "Without the blue box," Steve Jobs once said, "there would be no Apple."

Pacific Data Systems Inc., PDS 1020 Digital Computer, USA, 1964

Lot #: X8274.2018
Catalog #: 102766158
Gift of History San Jose

The 1960s was the decade in which the digital computer took over the nation's business, technical, and scientific communities as an alternative to earlier tedious manual methods of accounting and calculation. The brochure for the PDS 1020, marketed as a general-purpose digital computer, remarks upon the ability of computers to eliminate this drudgery, allowing "engineering staff to concentrate on creative engineering problems." Beside the usual keyboard and paper tape I/O facilities, the PDS 1020 also had a calculator-style input station at which the user could enter calculations in the more traditional way and have the computer execute the calculation immediately. Original selling price was \$21,500 or about \$170,000 in today's dollars.

Tektronix, Model 4052 Vector Graphics Computer, USA, 1978

Lot #: X8102.2017
Catalog #: 102766356
Gift of Mark Sullivan

This computer was one of three in Tektronix's 4050 series, a group of computers produced between the late 1970s and early 1980s. All computers in the series used the well-known Tektronix direct view storage tube (DVST), allowing them to display high-resolution images on the screen for animation, science, and engineering applications without the flicker or pixel-based limitations of conventional CRT displays. The 4052 had a built-in BASIC programming language interpreter for quick and easy code development. Tektronix computers and terminals were highly regarded among technical professionals for their crisp and accurate displays and several 4050 series computers were even used for theatrical purposes in the TV series *Battlestar Galactica*. With 32 KB of RAM, the 4052 sold for \$9,795 or about \$35,000 in today's dollars.

Jay Zimmerman Company, Z-Man The Brain, USA, 1956

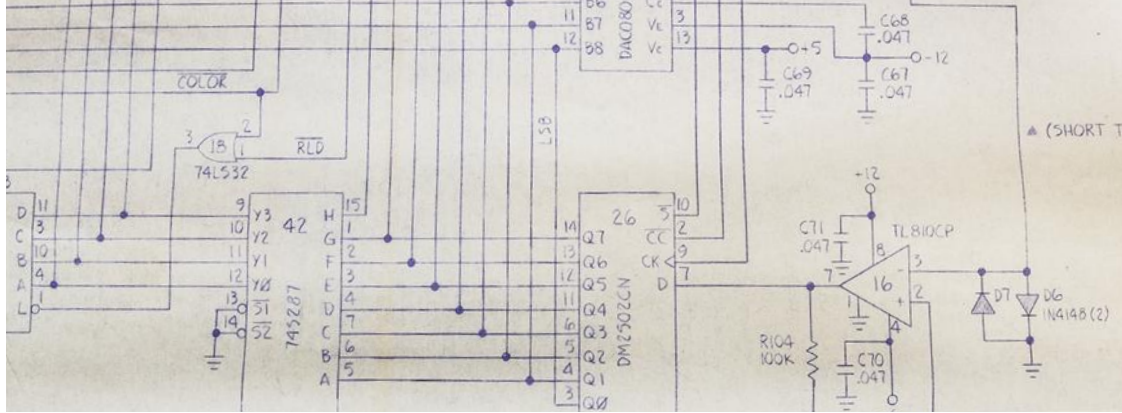
Lot #: X8144.2017
Catalog #: 102766290
Gift of David D. Redell

The Z-Man robot embeds mid-20th century visions of robots in its streamlined styling and space-age design and is one of the earliest programmable robots. Z-Man could "run in continuous circles, do figure eights, and fire plastic missiles." The toy's course could be programmed by using a dial arrangement with electrical contacts around the rim inside the robot's plastic head. "With practice," a contemporary news article read, "a 10-year-old (or even his father) can direct the robot through a maze of obstacles on any smooth surface." Z-Man's design was patented (number 2,775,848) by its inventor Anson Isaacson and cost \$11.95. It appeared in various sales outlets, including the 1956 Sears catalog.

Kenneth Salisbury, Salisbury Hand, USA, 1982

Lot #: X8115.2017
Catalog #: 102757101
Gift of National Institute of Standards and Technology (NIST)

Originally known as the Stanford/JPL Hand, this remarkable robotic hand was developed by Stanford professor Kenneth Salisbury as part of his PhD dissertation in mechanical engineering. The Hand features three fingers and was originally intended to interface to a Unimation (Puma) robot where its grasping and manipulation abilities promised a new universe of applications. At the time, most robots with hand attachments (often just "grippers") were extremely limited, often with only two fingers and meant to be interchangeable with other attachments for different applications. With its 12 motors, complex control software, and independent joint control, the Salisbury Hand could be used for fine detail work on robotic assembly lines, as well as handling materials in dangerous or undersea environments.



Detail of title block from the Comemco Product Technical Drawings, donated by Terry Walker.

Charles P. Bourne Document Collection, USA, 1957–2001

Lot #: X8308.2018
 Catalog #: 102776102
 Gift of Charles P. Bourne

Charles P. Bourne is an electrical engineer whose papers and research materials represent a pioneering career in information science and retrieval, library automation, and natural systems. Bourne worked at Stanford Research Institute, UC Berkeley as director of the Institute for Library Research, and as a vice president at DIALOG Information Services, one of the leaders in the 1970s and 1980s in providing access to extensive social, political, economic, and technical resources online. Bourne has also consulted for UNESCO and the National Academy of Science. These materials were used to create his recent MIT book, *A History of Online Information Services, 1963–1976*, and will become critical resources for researchers in the future.

Transmeta TM5800 “Crusoe” Microprocessor, USA, 2000

Lot #: X8175.2017
 Catalog #: 102757849
 Gift of April Tse

Transmeta microprocessors were based on a VLIW core using a virtual machine (known as the Code Morphing System) to translate external instructions into internal byte codes. The architecture most often hosted on the Crusoe was the Intel x86 instruction set architecture, used in nearly all computers and servers today. The idea behind Transmeta, founded in 1995, was that the simplified hardware of their microprocessors would result in lower power consumption, making them well suited to mobile devices. The company had some initial customers (such as Sony, Toshiba, and NEC) but soon Intel began competing seriously, releasing low-power x86 microprocessors and severely undercutting sales of Crusoe. The chip also suffered from production problems, and in 2009 the company closed and sold off its patent portfolio.

Mauchly: The Computer and the Skateboard, USA, 2001

Lot #: X8099.2017
 Gift of History San Jose

This documentary, co-directed by Jim Reed (John Mauchly’s grandson) and Paul David, traces the history of Mauchly’s professional accomplishments beginning with the completion of the US Army ENIAC, the cofounding of UNIVAC, and ultimate invalidation of the ENIAC patent after one of the century’s great court trials. An “eclectic homage” to Mauchly, the film uses original footage of the man and his friends and colleagues, including “the only available footage available anywhere of John Mauchly himself speaking about the first modern computer.”

Cromemco, Product Technical Drawings, ca. 1975–1980

Lot #: X8227.2017
 Catalog #: 102776171
 Gift of Terry Walker

One of the key companies in the early personal computing era of the late 1970s and early 1980s was Cromemco, a two-man startup based in Mountain View, California. As a maker of add-on circuit boards for the popular hobbyist microcomputer the Altair 8800, Cromemco had over 500 employees and \$55 million in sales at its peak in 1983. The company was founded by Roger Melen and Harry Garland, two Stanford University PhD students, with Terry Walker as their lead engineer and designer. These drawings represent the engineering legacy of Cromemco as embodied in schematics, printed circuit board artwork, and mechanical drawings. Using these drawings, one could recreate all key Cromemco products.

US Navy/Weston Instrument Corp., OQ-1 Tube Tester, USA, ca. 1942

Lot #: X8179.2017
 Catalog #: 102757868
 Gift of Paul McJones

This World War II era vacuum tube tester could be used to analyze nearly any piece of electronic equipment from the 1930s onward, including computers such as the US Army ENIAC (1946). With its 18,000 vacuum tubes, ENIAC was the largest of the vacuum tube era computers but all such machines had the same problem in common: with so many tubes—which become very hot in operation and gradually weakened with time—how do engineers and technicians ensure they are all functioning normally? This tube tester was sold as military surplus in the 1950s and used for repairing radios and televisions by the donor’s father.



Tektronix Model 4052 Vector
Graphics Computer, donated by
Mark Sullivan.

TOP 10 ORAL HISTORIES



Mike Markkula

Ann Hardy

Interviewed by David C. Brock, Hansen Hsu, and Marc Weber

July 11 and 22, 2016

Catalog #: 102717168
and 102717170
Lot #: X7849.2017

Ann Hardy is a pioneering computer scientist and programmer. This oral history describes her early life in a conservative family and an eventual (controversial) job at IBM. In 1962, she joined her husband, Norm Hardy, at the Lawrence Livermore National Laboratory to program the revolutionary IBM Stretch and Control Data 6600 supercomputers. Livermore had a custom-built timesharing system that influenced Hardy's next job at the company Tymshare, where she rewrote the operating system developed as part of UC Berkeley's Project Genie into a commercial product. Hardy then went on to found Key Logic, which produced a capability-based operating system for IBM and Amdahl mainframes. Hardy's insights into the early days of timesharing make this an important background document for understanding today's online world.

Joe Mullins

Interviewed by Jon Plutte

August 2, 2016

Catalog #: 102717186
Lot #: X7879.2017

In the United States, every year thousands of children go missing. Most are found (usually with relatives) but, sadly, some are never heard from again. This tragic situation has motivated artist Joe Mullins at the National Center for Missing and Exploited Children in Alexandria, Virginia, to use computers and Photoshop software to create "age progression" images of missing children, as well as forensic reconstruction to close "cold cases" of missing people over 18 years. Mullins was interviewed as part of exhibition development for *Make Software: Change the World!*, which draws attention to significant software and how it affects our everyday lives.

Leslie Lamport

Interviewed by Roy Levin

August 12 and
November 11, 2016

Catalog #: 102717183
and 102717245
Lot #: X7884.2017

Leslie Lamport is an American computer scientist best known for his work on improving reliability in distributed computer systems, for which he won the ACM Turing Award in 2013. In this technical oral history that will be of special interest to computer scientists and students, Lamport recalls his childhood in New York City as a student at the Bronx High School of Science and his early interest in science and mathematics. Lamport has been widely recognized for his contributions, receiving multiple awards that include the John von Neumann Medal and being named an ACM Fellow. In several cases, the importance of his ideas was not recognized for years—sometimes decades—after they were published, but they have since become fundamental to modern distributed computing systems.

Robert Belleville

Interviewed by Robert Garner

August 22 and
December 5, 2016

Catalog #: 102717193 and
102717258
Lot #: X7919.2017

Robert Belleville is an American computer engineer who worked on early and important personal computing systems. At Xerox PARC, he worked on hardware design for the Xerox Star, the commercial version of the groundbreaking Alto workstation. Enticed by Steve Jobs, Belleville left Xerox in 1982 to become software manager (he later transitioned to engineering manager) of Apple's Macintosh Division. Belleville describes his career and interactions with Steve Jobs at Apple in those chaotic and exhausting days of Macintosh development. He later worked for Silicon Graphics in the corporate R&D department in the 1990s and is currently retired.

Richard Lyon

Interviewed by Gunter Steinbach

October 10, 2016

Catalog #: 102717222
Lot #: X7975.2017

Richard Lyon is an American scientist and engineer with a long and productive career at a number of prominent and successful Silicon Valley companies, such as Apple, Xerox, and Google. In this oral history, we learn that Lyon was born and raised in El Paso, Texas, as one of nine children. He received a bachelor's of science degree from Caltech in 1974 and a master's degree in electrical engineering from Stanford University in 1975. His most famous invention is probably the optical mouse created at Xerox PARC in the early 1980s, but he also did early GPS design, designed improved digital image sensors, and made a model of the human cochlea widely used auditory research.

Ann Hardy



Lore Harp McGovern

Interviewed by Gardner Hendrie

November 3, 2016

Catalog #: 102717250
Lot #: X8014.2017

Lore McGovern was born in West Germany and is an American entrepreneur and philanthropist. In 1976 she cofounded early personal computing company Vector Graphic, making S-100 add-on boards for home and small office use computer systems. At its peak, Vector Graphic had over 450 employees and \$36 million in sales. Over her career, McGovern has also founded and invested in high tech, healthcare, and educational publishing. In 2000, she and her husband, publisher Patrick McGovern, founded the McGovern Institute for Brain Research at MIT.

Larry Tesler

Interviewed by David C. Brock and Hansen Hsu

November 22 and December 16, 2016; February 17, 2017

Catalog #: 102706883, 102717252, and 102717270
Lot #: X8020.2017

Larry Tesler is a Silicon Valley computer pioneer specializing in the field of human-computer interaction. He has worked at Xerox PARC, Apple, Amazon, and Yahoo. In this three-part interview, Tesler recounts his early life and career, beginning with graduation from the Bronx High School of Science in 1961. From 1973–1980, Tesler worked at Xerox PARC developing novel computer interfaces. In 1980 he moved to Apple Computer, where he held several senior positions, including chief scientist. This interview delves deeply into the technical decisions made by Tesler and others over the course of his work at Xerox and Apple.

Mike Markkula

Interviewed by Bruno Grampa and Hansen Hsu

January 27, 2017

Catalog #: 102717295
Lot #: X8076.2017

Mike Markkula is a Silicon Valley entrepreneur and investor who, most famously, provided “the two Steves” with startup capital to give a boost to a just founded Apple Computer. Already a successful executive at Fairchild and Intel Corporation, Markkula retired early at age 32 and became a financial backer and management mentor to Jobs and Wozniak as they sought to ramp up production of their iconic Apple II personal computer. He soon became Apple’s second CEO, a position he held from 1981–1983. This oral history provides a fascinating glimpse into the early days of Apple Computer and Steve Jobs’ management style.

Forrest Baskett

Interviewed by Len Shustek

October 28, 2016 and January 31, 2017

Catalog #: 102717244 and 102717302
Lot #: X7999.2017

In this two-part oral history, Forrest Baskett discusses his early school years and upbringing, and then his college years at Rice University (at which he used the famous Rice Institute Computer) and fell in love with computing. Thus began his career, which would include being a professor of computer science and electrical engineering at Stanford University, founder and director of the DEC Western Research Lab, and senior vice president of R&D and CTO of computer graphics pioneer Silicon Graphics. As of 2004, he is a general partner at New Enterprise Associates. This oral history, conducted by a former PhD student of Baskett’s, is highly insightful about how trends in computing evolve.

Ivan Sutherland

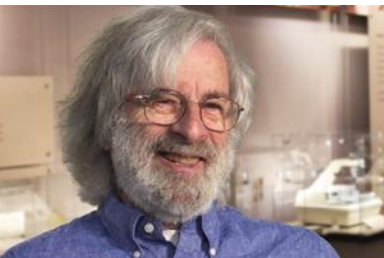
Interview by David C. Brock, Robert Sproull, and Jim Waldo


February 2 and March 10, 2017

Catalog #: 102706903 and 102738196
Lot #: X8081.2017

Ivan Sutherland is a major figure in the history of computing, recognized for a lifetime of innovative thinking and technical contributions. This remarkable two-part oral history covers the span of his life’s work, beginning with Sketchpad, the 1962 computer program he wrote as an MIT graduate student that cemented his reputation as a computer graphics pioneer. After MIT, he became head of the DARPA IPTO office (a government agency charged with supporting computing projects with defense applications), at which he dispensed funding to select research groups around the country, shaping the landscape of computer science for years to come. He then went on to a series of high-level positions at Harvard, Caltech, and Sun Microsystems. Sutherland was named a CHM Fellow in 2005.

Leslie Lamport






June 15, 2017

PHOTO- SHOP MAGIC

A LECTURE BY
DIGITAL ARTIST & AUTHOR
BERT MONROY

 CHM LIVE



MAY 19, 2017

BIG DATA GETS POLITICAL

STANFORD UNIVERSITY'S DR. MICHAL KOSINSKI
IN CONVERSATION WITH
MUSEUM CENTER FOR SOFTWARE HISTORY DIRECTOR DAVID C. BROCK

AN EVENTFUL YEAR

07.07.16

CHM Live

How to Spy on 600 Million People: Hidden Vulnerabilities in Chinese IT

Speaker

Thomas Mullaney
Associate Professor of Chinese History
Stanford University

08.17.16

CHM Live

Cleanrooms and Dirty Water: The Environmental Legacy of Silicon Valley

Speaker

Christophe Lécuyer
Professor of the History of Science & Technology
Université Pierre et Marie Curie-Paris

09.21.16

CHM Live

A Tale of Deleted Cities

Speakers

David Bohnett
Technology Entrepreneur
Cofounder of GeoCities

Richard Vijgen
Artist

"Deleted City," an interactive visualization of the 650-gigabyte backup of GeoCities

Moderator

John Hollar
President & CEO
Computer History Museum

09.22.16

CHM Live

Pioneers of the Possible: Women Entrepreneurs on Innovation and Impact

Speakers

Heidi Roizen
Operating Partner
Draper Fisher Jurvetson

Michelle Zatlyn
Cofounder & Head of User Experience
CloudFlare

Moderator

Marguerite Gong Hancock
Executive Director
Exponential Center,
Computer History Museum

10.26.16

CHM Live

Day of the Dead: Postmortems of Silicon Valley Failures

Speakers

Justin Kan
YC Partner, Justin.tv
Cofounder, Twitch.tv

Kim Polese
Chair
CrowdSmart

Bill Reichert
Managing Director, Garage Technology Ventures
General Partner, Nordic Garage Ventures

Moderator

Marguerite Gong Hancock
Executive Director
Exponential Center,
Computer History Museum

11.16.16

CHM Live

The Next Billion

Speaker

Julie Hanna
Executive Chair
Kiva

Moderator

Marguerite Gong Hancock
Executive Director
Exponential Center,
Computer History Museum

11.18.16

CHM Live

Working on the ENIAC: Rethinking the Myths of Innovation with ENIAC in Action author Thomas Haigh

Speaker

Thomas Haigh
Visiting Professor of the History of Computing,
Siegen University
Associate Professor of Information Studies
University of Wisconsin,
Milwaukee

12.07.16

CHM Live

The Preservation Game

Speaker

Sue Black
Author of Saving Bletchley Park
Senior Research Associate
University of College, London

Moderator

John Hollar
President & CEO
Computer History Museum

01.17.17

CHM Live

How the World Builds Software

Speaker

Chris Wanstrath
CEO
GitHub

Moderator

Michal Lev-Ram
Senior Writer
Fortune

02.16.17

CHM Live

The Six Transformations of Hewlett-Packard

Speakers

Webb McKinney
Merger Integration & Leadership Consultant
Coauthor, *Becoming Hewlett Packard*

Philip E. Meza
Strategy Consultant & Researcher
Coauthor, *Becoming Hewlett Packard*

Moderator

David C. Brock
Director
Center for Software History,
Computer History Museum

03.02.17

CHM Live

Computing in Your Pocket: The Prehistory of the iPhone in Silicon Valley

Speakers

Steve Capps
Chief Innovator, PayNearMe
Member of the Apple Newton Design Team

Donna Dubinsky
CEO & Cofounder
Numenta

Cofounder & Former CEO
Handspring

Marc Porat
Cofounder & Former CEO
General Magic

Jerry Kaplan
Founder & Former CEO
GO Corp.
Fellow
Center for Legal Informatics
at Stanford University Law School

Moderator

John Markoff
Former Technology & Business Reporter
New York Times
Historian
Computer History Museum

03.09.17

CHM Live

Hunting for Space Treasure

Speaker

Chris Lewicki
President & CEO
Planetary Resources

Moderator

John Hollar
President & CEO
Computer History Museum

03.24.17

CHM Live

"I'm Sorry, Dave. I'm Afraid I Can't Do That." A Lecture by IBM Thomas J. Watson Research Center's Grady Booch

Speaker

Grady Booch
Chief Scientist for Software Engineering
IBM Research
IBM Thomas J. Watson Research Center

04.19.17

CHM Live

Venture Capital in the Blood: Three Generations of Drapers in Silicon Vally

Speakers

William H. Draper III
Co-chair
Draper Richard Kaplan

Tim Draper
Founding Partner
DJF & Draper Associates

Jesse Draper
Founding Partner
Halogen Ventures

Moderator

Marguerite Gong Hancock
Executive Director
Exponential Center,
Computer History Museum

05.04.17

CHM Live

From Screen Queen to Imaging Innovator

Speaker

Mary Lou Jepsen
CEO & Founder
Openwater

Moderator

John Hollar
President & CEO
Computer History Museum

05.10.17

CHM Live

Computing for the Whole World

Speaker

Tony Fadell
iPod and iPhone Inventor
Cofounder
Nest

Moderator

John Markoff
Former Technology & Business Reporter
New York Times
Historian
Computer History Museum

05.19.17

CHM Live

Big Data Gets Political

Speaker

Michal Kosinski
Assistant Professor
Stanford Graduate School of Business

Moderator

David C. Brock
Director
Center for Software History,
Computer History Museum

06.01.17

CHM Live

Forum on the Road: KQED Broadcasts Live from the Computer History Museum

Speakers

PART I
Krishna Bharat,
Founder
Google News

Sally Lehrman
Director, Journalism Ethics Program & the Trust Project
Markkula Center for Applied Ethics at Santa Clara University

Tom Trewinnard,
Director of Business Development
Meedan (me-DAN)
Founding Partner
First Draft News

Laura Sydell,
Digital Culture Correspondent
National Public Radio

PART II
Ryan Pamplin
Vice President
Meta

Liv Erickson
AR & VR developer
High Fidelity

Tim Merel
Managing Director & AR/VR Advisor
Digi-Capital

Peter Rubin
Senior Editor
WIRED

Moderator

Michael Krasny
Host
KQED Public Radio

06.08.17

CHM Live

Engineering Emotional Intelligence

Speaker

Rana el Kaliouby
CEO & Cofounder
Affectiva

Moderator

John Hollar
President & CEO
Computer History Museum

06.15.17

CHM Live

Photoshop Magic

Speaker

Bert Monroy
Artist & Author

06.20.17

CHM Live

Putting Your Finger on It: Creating the iPhone

PART I:

Speakers

Hugo Fiennes
Former iPhone Hardware Manager
Apple

Nitin Ganatra
Former Director of Engineering, iOS Applications
Apple

Scott Herz
Former Senior Software Engineer
Apple

Moderator

John Markoff
Former Technology & Business Reporter
New York Times
Historian
Computer History Museum

PART II:

Speaker

Scott Forstall
Original iPhone Software Team Leader
Apple

Moderator

John Markoff
Former Technology & Business Reporter
New York Times
Historian
Computer History Museum

06.21.17

CHM Live

Decoding Cancer

Speaker

Jean Claude Zenklusen
Director
The Cancer Genome Atlas

Moderator

John Hollar
President & CEO
Computer History Museum

03.02
2017

THE
**PRESERVATION
GAME**

SAVING BLETCHLEY PARK AUTHOR SUE BLACK
IN CONVERSATION WITH
MUSEUM CEO JOHN HOLLAR

COMPUTER HISTORY MUSEUM | CIM LIVE

**CLEANROOMS AND
DIRTY WATER**

THE ENVIRONMENTAL
LEGACY OF
SILICON VALLEY

PROFESSOR CHRISTOPHE LÉCUYER
UNIVERSITÉ PIERRE ET MARIE CURIE

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THE WORLD
BUILDS
SOFTWARE**

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IN CONVERSATION WITH
FORTUNE SENIOR WRITER MICHAL LEV-RAM

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IN YOUR
POCKET**

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STEVE CAPPS
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JERRY KAPLAN
MARC PORAT

THE PREHISTORY OF THE
IPHONE IN SILICON VALLEY

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September 21, 2017

**A TALE OF
DELETED
CITIES**

A CONVERSATION WITH
GEOCITIES CO-FOUNDER DAVID BOHNETT
INTRODUCTION BY DELETED CITY ARTIST RICHARD VIJGEN

COMPUTER HISTORY MUSEUM | CIM LIVE

June 8, 2017

**ENGINEERING
EMOTIONAL
INTELLIGENCE**

AFFECTIVA CEO RANA EL KALIOUBY
IN CONVERSATION WITH MUSEUM CEO JOHN HOLLAR

COMPUTER HISTORY MUSEUM | CIM LIVE

June 21, 2017

**DECODING
CANCER**

CANCER GENOME ATLAS DIRECTOR
DR. JEAN CLAUDE ZENKLUSEN
IN CONVERSATION WITH
MUSEUM CEO JOHN HOLLAR

COMPUTER HISTORY MUSEUM | CIM LIVE

**FORUM
ON THE
ROAD**

KOED FORUM HOST MICHAEL KRASNY
BROADCASTS LIVE FROM THE COMPUTER HISTORY MUSEUM

COMPUTER HISTORY MUSEUM | CIM LIVE

July 7, 2017

**IMAGING
FROM SCREEN QUEEN TO
INNOVATOR**

OPENWATER CEO MARY LOU JEPSEN
IN CONVERSATION WITH MUSEUM CEO JOHN HOLLAR

COMPUTER HISTORY MUSEUM | CIM LIVE

July 2, 2017

**HOW TO SPY ON
600
MILLION PEOPLE**

HIDDEN VULNERABILITIES IN CHINESE IT

COMPUTER HISTORY MUSEUM | CIM LIVE

March 9, 2017

**HUNTING FOR
SPACE TREASURE**

PLANETARY RESOURCES CEO
CHRIS LEWICKI
IN CONVERSATION WITH JOHN HOLLAR

COMPUTER HISTORY MUSEUM | CIM LIVE

**THE SIX
TRANSFORMATIONS OF
HEWLETT-PACKARD**

A CONVERSATION WITH AUTHORS
WEBB MCKINNEY AND PHILIP E. MEZA

COMPUTER HISTORY MUSEUM | CIM LIVE

EDUCATION





Education at CHM enables people to make personal connections with the history of computing, broadening their understanding of how technology is transforming our world. Our inquiry-based programming allows visitors of all ages and backgrounds to dive deeply into the processes and outcomes of technological innovation. Education serves our diverse community with a wide range of programs and experiences, including exhibition tours, interactive workshops, and special opportunities for families, teens, community groups, and K-college students and educators.

33

total events

6,361

student tours

20

family and community workshops

150

total participants during 20 family and community tours

218

school group tours

10,119

total student attendees

07.09.16

Design_Code_Build

Featuring YouTube's Stephanie Leung

Level 1: Introductory

07.10.16

Design_Code_Build

Featuring Google's Patrick Clary

Level 2: Intermediate

07.23.16

CHM Workshops

Design_Code_Build Family Workshop

08.02.16

CHM Workshops

Make Software Family Workshop

08.06.16

Design_Code_Build

Educators' Edition

Featuring LightUp's Josh Chan

08.07.16

CHM Workshops

Cracking the Code

08.07.16

Design_Code_Build

Featuring NASA's Anima Patil-Sabale

Level 2: Intermediate

09.24.16

Design_Code_Build

Featuring Credit Karma's David Reiman

Level 2: Introductory

09.25.16

Design_Code_Build

Featuring Quip's Brina Lee

Level 2: Intermediate

10.01.16

Design_Code_Build

Featuring Planet's Matthew Ferraro

Level 2: Introductory

10.15.16

Design_Code_Build

Featuring Quip's Brina Lee

Level 1: Introductory

10.17.16

Field Trip Day

Schools

Campbell Middle School

Willow Oaks Elementary School

10.16.16

Design_Code_Build

Featuring Planet's Matthew Ferraro

Level 2: Intermediate

10.25.16

Field Trip Day

Schools

Coliseum College Prep Academy

Cornerstone Academy Preparatory School

Dartmouth Middle School Deaf and Hard-of-Hearing Program (SCCOE)

Ida Jew Academy

Parkway Heights Middle School

11.05.16

Design_Code_Build

Mentors' Edition

Featuring Miss CEO Founder Nita Singh Kaushal

Level 1: Introductory

11.06.16

Design_Code_Build

Featuring Airbnb's Vibha Bamba

Level 2: Intermediate

11.08.16

Field Trip Day

Schools

Clyde L. Fischer Middle School

Hoover Community School

KIPP Prize Preparatory Academy

Monroe Middle School

11.15.16

Field Trip Day

Schools

Clifford Elementary School

Connect Community Charter School

Ramblewood Elementary School

Selby Lane Elementary School

12.02.16

CHM Workshops

Design_Code_Build

Family Workshop

12.04.16

CHM Workshops
Cracking the Code Family Workshop

01.22.17

CHM Workshops
Make Software Family Workshop

02.12.17

CHM Workshops
Make Software Family Workshop

02.25.17

Design_Code_Build
Featuring Google's Raj Andrade

Level 1: Introductory

02.26.17

CHM Workshops
Cracking the Code Family Workshop

03.05.17

Design_Code_Build
All Girls Edition
Featuring Girls Make Game's Laila Shabir

Level 1: Introductory

03.12.17

Design_Code_Build
All Girls Edition
Featuring Fast Forward's Rekha Pai
Level 1: Intermediate

03.21.17

Field Trip Day
Schools

Santee Elementary School

Stonegate Elementary School

United for Success Academy

Westlake Elementary School

William Burnett Middle School

03.25.17

CHM Workshops
Design_Code_Build
Family Workshop

03.26.17

Design_Code_Build
Mentors' Edition
Featuring Neta Retter

04.04.17

Field Trip Day
Schools

Daniel Webster Elementary School

Ida Jew Academy

Jeanne R. Meadows Elementary

Rancho Milpitas Middle School

04.08.17

Design_Code_Build
Mentors' Edition
Featuring NASA's Ioana Cozmuta
Level 1: Introductory

04.18.17

Field Trip Day
Schools
Jose Hernandez Middle School

04.23.17

Design_Code_Build
Featuring Santa Clara University's Navid Shaghghi
Level 1: Introductory

04.29.17

CHM Workshops
Cracking the Code Family Workshop

05.02.17

Field Trip Day
Schools
Jose Hernandez Middle School
Thomas R. Pollicita Middle School

05.07.17

Design_Code_Build
Mother's Day Edition
Featuring Broadcom's Melissa Lau

05.13.17

CHM Workshops
Make Software Family Workshop

05.16.17

Field Trip Day
Schools

Jose Hernandez Middle School

Luther Burbank Elementary

Windmill Springs Elementary School

06.03.17

Design_Code_Build
Featuring Spice Catalyst's David Fradin
Level 1: Introductory

06.04.17

Design_Code_Build
Featuring Facebook's Zahan Malkani
Level 2: Intermediate

06.10.17

CHM Workshops
Design_Code_Build
Family Workshop

06.10.17

Design_Code_Build
Featuring Mechanical Engineer Camille Eddy
Level 2: Intermediate

06.17.17

Design_Code_Build
Father's Day Edition
Featuring Broadcom Limited's Vijay Nagarajan and Young Inventor & Student Researcher Annie Ostojic

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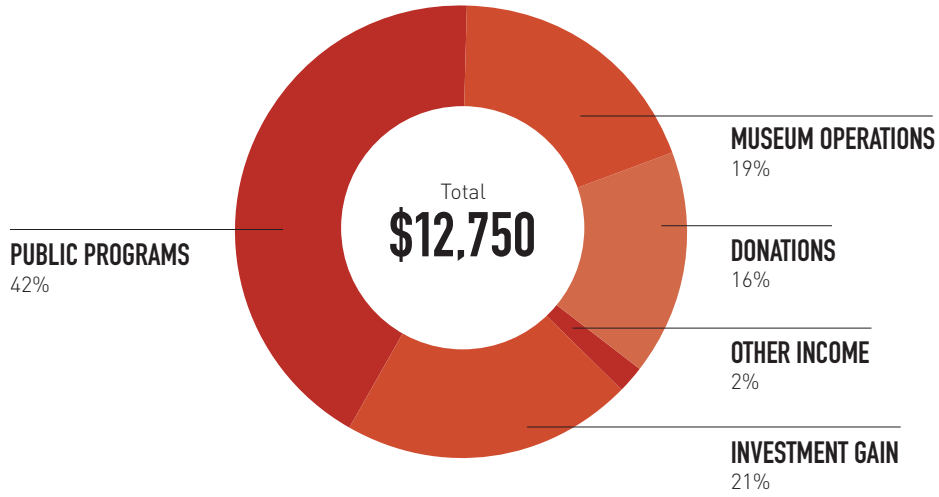
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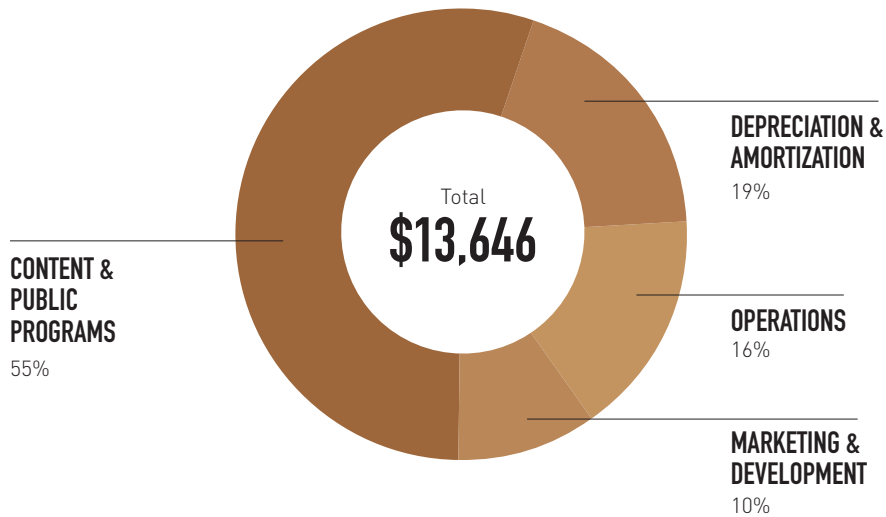
| INCOME STATEMENT (\$K) | FY 2017 | FY 2016 | FY 2015 | FY 2014 |
|--|-----------------|-----------------|-----------------|-----------------|
| Total Revenue | \$12,750 | \$13,081 | \$14,240 | \$11,016 |
| Total Expenses | \$13,646 | \$13,200 | \$12,076 | \$10,406 |
| Changes in Net Assets | (896) | (119) | \$2,164 | \$610 |
| REVENUE CATEGORIES (\$K) | | | | |
| Unrestricted Donations | \$2,028 | \$1,644 | \$1,597 | \$1,499 |
| Public Programs | \$5,391 | \$9,459 | \$9,184 | \$3,811 |
| Museum Operations | \$2,429 | \$2,610 | \$2,310 | \$1,946 |
| Investment Gain (Loss) | \$2,667 | (847) | \$1,162 | \$3,718 |
| Other Income | \$235 | \$215 | \$184 | \$241 |
| | \$12,750 | \$13,081 | \$14,240 | \$11,016 |
| EXPENSE CATEGORIES (\$K) | | | | |
| Operations | \$2,122 | \$2,117 | \$2,184 | \$1,873 |
| Content & Public Programs | \$7,502 | \$7,439 | \$6,120 | \$4,910 |
| Marketing & Development | \$1,465 | \$1,259 | \$1,122 | \$1,031 |
| Depreciation & Amortization | \$2,557 | \$2,385 | \$2,649 | \$2,593 |
| | \$13,646 | \$13,200 | \$12,076 | \$10,406 |
| ASSETS (\$K) | | | | |
| Net Assets | \$63,602 | \$64,498 | \$64,617 | \$62,453 |

F17 FINANCIAL SUMMARY

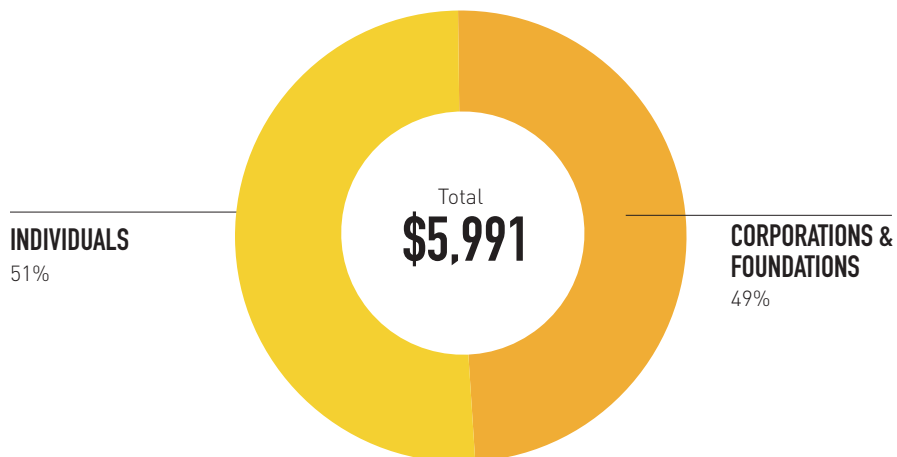
REVENUE BY CATEGORY (\$K)



EXPENSES BY CATEGORY (\$K)



DONATIONS BY TYPE OF DONOR (\$K)



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\$65,536+

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