

Exhibits Committee - Jean Sammet

Meeting of the Board of Directors

February 14, 1992

8:30-12:30

Agenda

8:45 Call to order GARDNER

8:55 8:50 Museum operations update OLIVER

9:30 Capital Campaign LARRY

10:00 Waterfront Project ED (+ Frank Gehry, Greg Welch)

11:30 Long-range exhibit planning GARDNER

12:00-12:30 Meeting adjourns

Lunch.

Open Houses: 2/24

Computer Bowl: 5/1

Wellfleet
Xyplex
Chipcom
Thinking Machines
Charles River
Greylock

ANNUAL FUND**FY 92** (as of January 31, 1992)

FY 92 GOAL: \$125,000
YTD BUDGET: \$ 74,500
YTD ACTUAL: \$ 61,211
 Receivable
 matching funds: \$ 6,755
 Pledged funds: \$ 5,000
TOTAL TO DATE: \$ 72,966

FY 91 GOAL: \$100,000
YTD ACTUAL: \$ 54,441

STATISTICS	FY 92		FY 91	
	DOLLARS	DONORS	DOLLARS	DONORS
New gifts	\$ 14,613 25%	7 8 33%	\$ 13,523 25%	5 2 28%
Increased gifts	\$ 22,603 39%	4 9 21%	\$ 17,666 32%	5 0 27%
Level gifts	\$ 17,055 29%	8 8 37%	\$ 19,169 35%	5 8 32%
Decreased gifts	\$ 3, 990 7%	2 2 9%	\$ 4,083 8%	2 5 13%

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Dates of Future Board Meetings:

June 12, 1992 (Day after the opening of the next exhibit)

October 9, 1992

Feb 12, 1993

Rule: 2nd Friday of February, October, June

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The Computer Museum

THE COMPUTER MUSEUM
BOARD OF DIRECTORS ATTENDANCE LIST
February 14, 1992

15 Bd. Members

300 Congress Street
Boston, MA 02210

(617) 426-2800

CHAIRMAN

✓ *Mr. Gardner C. Hendrie
Sigma Partners

✓ *Dr. Oliver Strimpel
Executive Director
The Computer Museum

Mr. Sam Albert
President
Sam Albert Associates

* ✓ *Mr. C. Gordon Bell

✓ *Ms. Gwen Bell
Founding President
The Computer Museum

*Mr. Edward Belove

Ms. Lynda Schubert Bodman
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Schubert Associates

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Senior Vice President
Worldwide Operations
Aspen Technology, Inc.

✓ *Mr. Richard P. Case
Director of Systems Analysis
IBM Corporation

Mr. James Clark
Asst. Vice President
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*Mr. Howard Cox
General Partner
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✓ *David M. Donaldson, Esquire
Ropes & Gray

Dr. Jon B. Eklund
Curator, Division of Computers,
Information and Society
Smithsonian Institution
National Museum of American History

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Dr. Richard Greene
Chairman of the Board and Founder
Data Switch Corporation

* ✓ *Mr. Charles House
Informix, Inc.

Mr. Theodore Johnson
Consultant

* ✓ *Mr. David Kaplan
Audit Partner
Price Waterhouse

Mr. Mitchell Kapor
Chairman and CEO
ON Technology, Inc.

Mr. James A. Lawrence
Chairman
LEK Consulting, Inc.

Dr. Robert Lucky
Executive Director
Research Communications Sciences Div.
AT&T Bell Laboratories

		*	

* Expected to attend

The Computer Museum

THE COMPUTER MUSEUM
BOARD OF DIRECTORS ATTENDANCE LIST
February 14, 1992

300 Congress Street
Boston, MA 02210

(617) 426-2800

✓ *Dr. James L. McKenney
Professor
Harvard Business School

Mr. John A. Miller, Jr.
Chairman
Miller Communications

✓ *Ms. Laura Barker Morse
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Heidrick & Struggles

Dr. David Nelson
Fluent Machines, Inc.

Dr. Seymour Papert
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Massachusetts Institute of Technology

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Vice President and CFO
Intermetrics, Inc.

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President and CEO
AVS, Inc.

*Mr. Jonathan Rotenberg
Chairman
The Boston Computer Society

*

✓ *Ms. Jean E. Sammet
Consultant

*

✓ *Mr. F. Grant Saviers
Vice President
Digital Equipment Corporation

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President
New England Legal Foundation

Mrs. Naomi O. Seligman
Senior Vice President
The Research Board

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Wellfleet Communications

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President
Research Investment Advisors, Ltd.

Mr. Casimir S. Skrzypczak
President
NYNEX Science and Technology, Inc.

Mr. Michael Simmons
Executive Vice President
Bank of Boston

Mr. Irwin J. Sitkin
Vice President
Aetna Life & Casualty, Retired

Mr. James Sutter
Vice President and General Manager
Rockwell International Corporation

Mr. Charles A. Zraket
The MITRE Corporation

CLERK

✓ *James Davis, Esquire
Bingham, Dana & Gould

			*

* Expected to attend

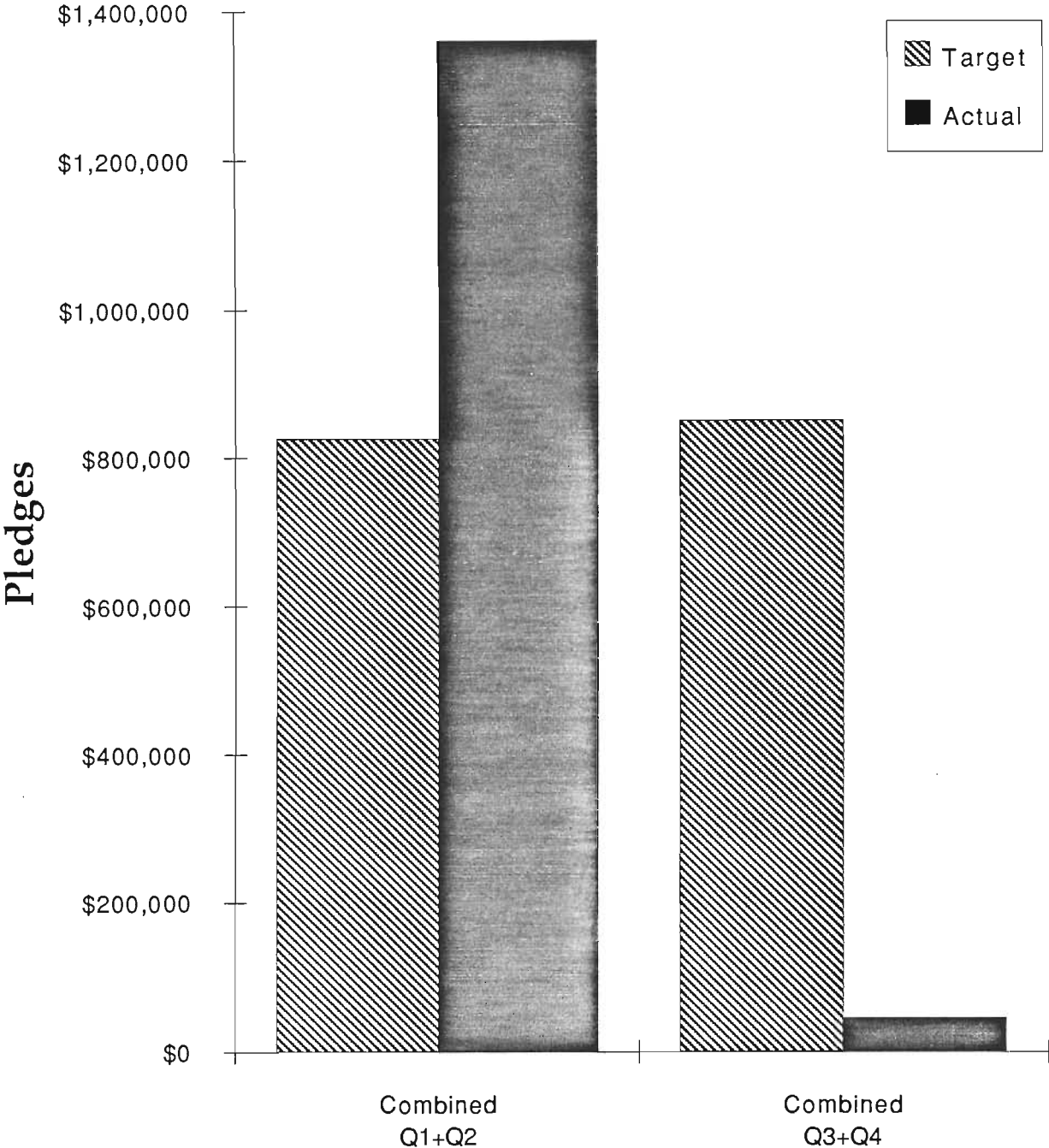
THE CAPITAL CAMPAIGN FOR THE COMPUTER MUSEUM

Board Meeting
February 14, 1992

Agenda

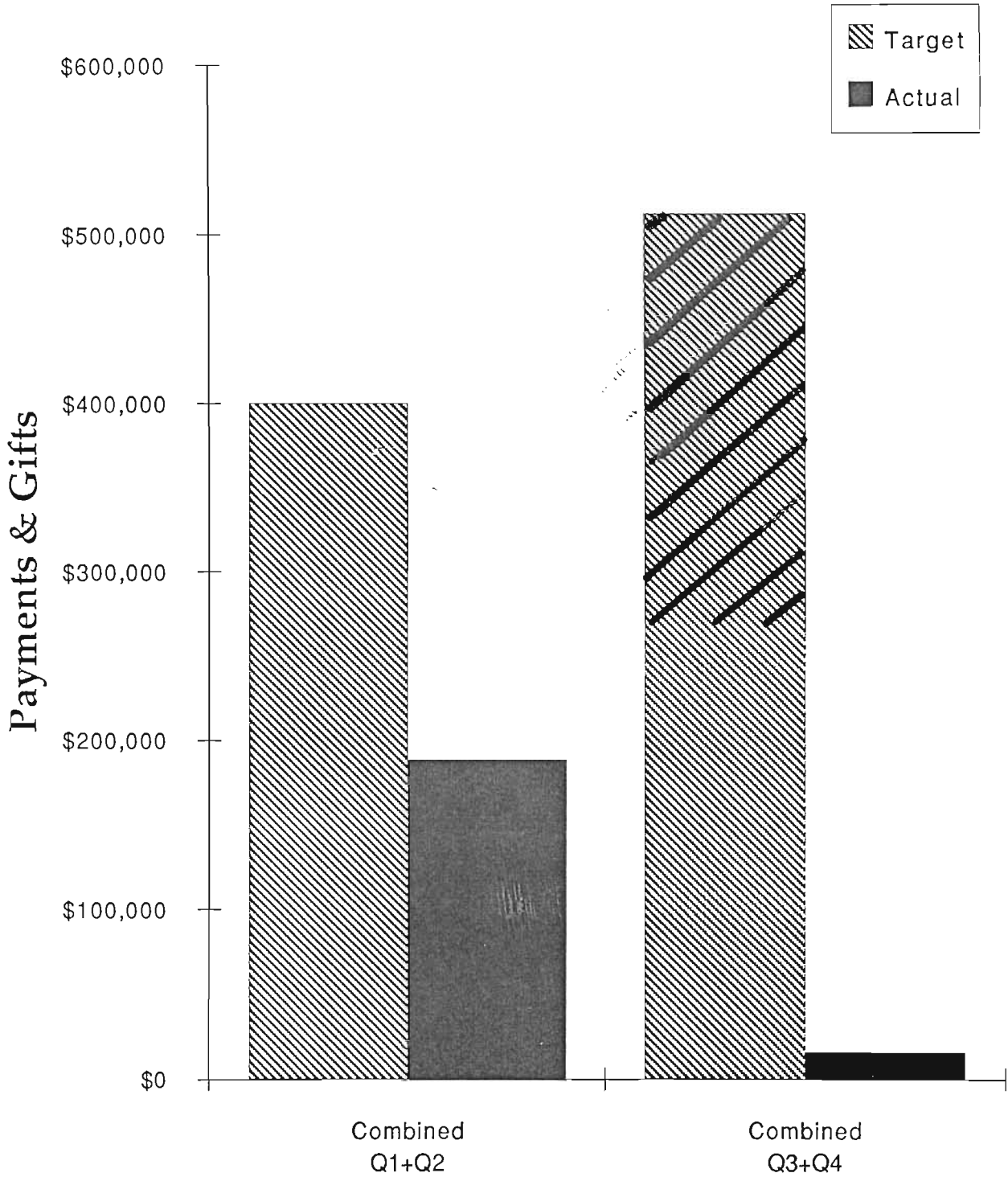
1. Pledge Performance
2. Cash Performance
3. Progress since November Board meeting
4. Significant Campaign Milestones
5. Discussion and Questions

FY92 Pledge Performance



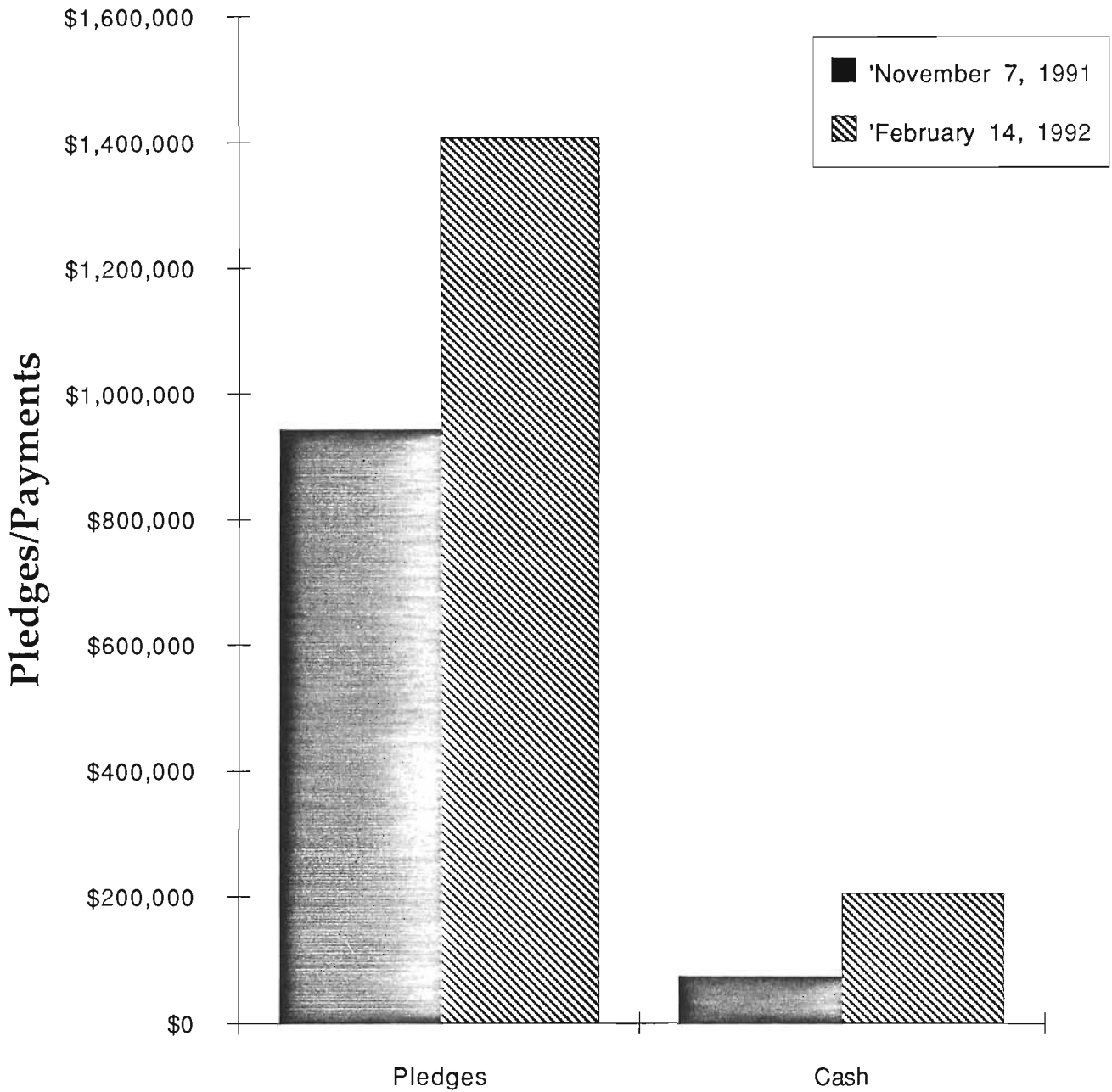
Target vs. Actual Pledge Performance

FY92 Cash Performance



Target vs. Actual Cash Performance

Progress Since Last Board Meeting



Pledge and Cash Performance

Significant Campaign Milestones

- Board exceeded \$1-million threshold with \$1,201,451 in pledges
- \$2.5-million challenge grant activated with \$406,451 matched to date
- First 3 corporate pledges secured from Raytheon, MITRE, and Bank of Boston
- 9 Lead Gift prospects (including board members) identified for remaining fiscal year 1992 solicitation
- Major Gifts Committee now numbers 10 members

The Computer Museum

300 Congress Street
Boston, MA 02210

(617) 426-2800

Memorandum

to: The Computer Museum Board of Directors
from: Oliver Strimpel
re: February 14 Board meeting
date: February 3, 1992

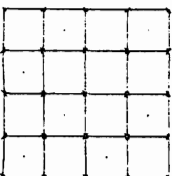
Please find enclosed the agenda for the February 14 Board meeting.

To prepare you for the discussion on the Waterfront project, I enclose a memorandum that describes the project's background and summarizes our current position.

Also enclosed are:

- financials for the period ended December 31, 1991
- minutes of November 7, 1991 Board meeting
- minutes of the December 19, 1991 & January 13, 1992 Executive Committee
- invitation to introduce new friends to the Museum at the upcoming Open Houses.

Please confirm your attendance with Geri Rogers at extension 372, and let her know whether you plan to stay for lunch so we can give an accurate count to the caterer.



The Computer Museum

300 Congress Street
Boston, MA 02210

(617) 426-2800

Meeting of the Board of Directors

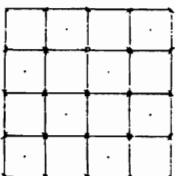
February 14, 1992

8:30-12:30

Agenda

- Museum operations update
- Capital Campaign
- Waterfront Project
- Long-range exhibit planning

Lunch.



CONFIDENTIAL

**Memo to: The Computer Museum Board of Directors
Regarding: The Waterfront Project**

Background

Starting in 1992 and peaking in the 1994-2000 timeframe, the Central Artery/ Third Harbor Tunnel construction project, in conjunction with work on the Northern Av. and Congress St. bridges, will have a major impact, both in actuality and psychologically, upon the access to the Museum. In addition, plans have been approved to construct a new subway line and Federal courthouse to the north of the Museum, which will mean that over the long-term the majority of visitors will approach the Museums from the north instead of the south.

In reaction to these developments, The Children's Museum initiated The Waterfront Project to expand their facilities and upgrade the site to make it more attractive to visitors. They have retained the services of Frank Gehry, one of the world's most prominent architects, to create a dramatic architectural structure to entice the public to brave the construction and make their way across the Channel to the museums. In recognition of the impact these developments will have on The Computer Museum as joint occupants and owners of the facility, members of its staff and Board have worked together with the architects and Children's staff to ensure that any developments on the site favorably impact both Museums. With the approval of the Executive Committee, the Museum has retained the architects to examine and address The Computer Museum's independent needs and interests in the context of the developments planned for the Waterfront Project.

The plans that have emerged from this effort center upon a large four-storey entry structure for the building, to be shared by both institutions. This dramatic architectural statement will draw people to the site and firmly establish the Museums' identities on the Boston landscape. Participating in this project will help ensure that The Computer Museum can maintain its projected level of visitors during the course of the disruptive activities surrounding it.

The most prominent element of the Project will be a grand entry hall (resembling a four-storey wave) projecting from the front of the building to the Channel. The wave has a dramatic futuristic appearance and will undoubtedly become one of the most spectacular features of the Boston architectural landscape and, as such, will serve as a magnet, making the site a true "destination point" within the city. No longer will the Museum's home be a featureless 19th C. warehouse.

Visitors to both Museums approaching the site from either direction will enter via this inspiring foyer. The grand 4,000-sq. ft. public space in this structure will alleviate the overcrowding experienced in the current lobby during peak visitation. In addition, this modern structure better suits the Museum's high tech image and identity.

Opportunity

The Children's Museum has already built up considerable staff and funding momentum on this project. Joining the project will enable The Computer Museum to reap substantial benefits. However, this will require the Museum to invest resources in the project at this juncture. (See staff recommendations, p. 3.)

Project Description

The Waterfront Project comprises four primary elements: 1) lobby renovations, 2) The "Wave" entry structure, 3) Children's Floating Program Space and Bridge, 4) Museum Wharf Park. The plans allow for the different elements to be constructed in phases, and the staffs of both institutions have agreed that no element shall be built before the funds necessary for its completion have been secured.

Lobby Renovations

The Computer Museum and The Children's Museum will retain separate lobbies, ticketing, retail, and visitor services. During the course of the project, both lobbies will be renovated to improve their function and to accommodate the new entrance to the building.

The "Wave" Entry Structure

The entrances to the building from both the north and the south will be incorporated into a grand arched structure projecting from the front of the building to the water's edge. On the ground floor, this structure will house a large open public space for groups and visitors and an information booth, clear, prominent signs will guide visitors to the Museum they wish to visit. At the second floor level, an open bridge will pass through one side of the space, extending from the second floor of the Children's Museum to their floating program space. Above the bridge the space will remain open, giving the entry area a lofty cathedral-like air.

Children's Floating Program Space and Bridge

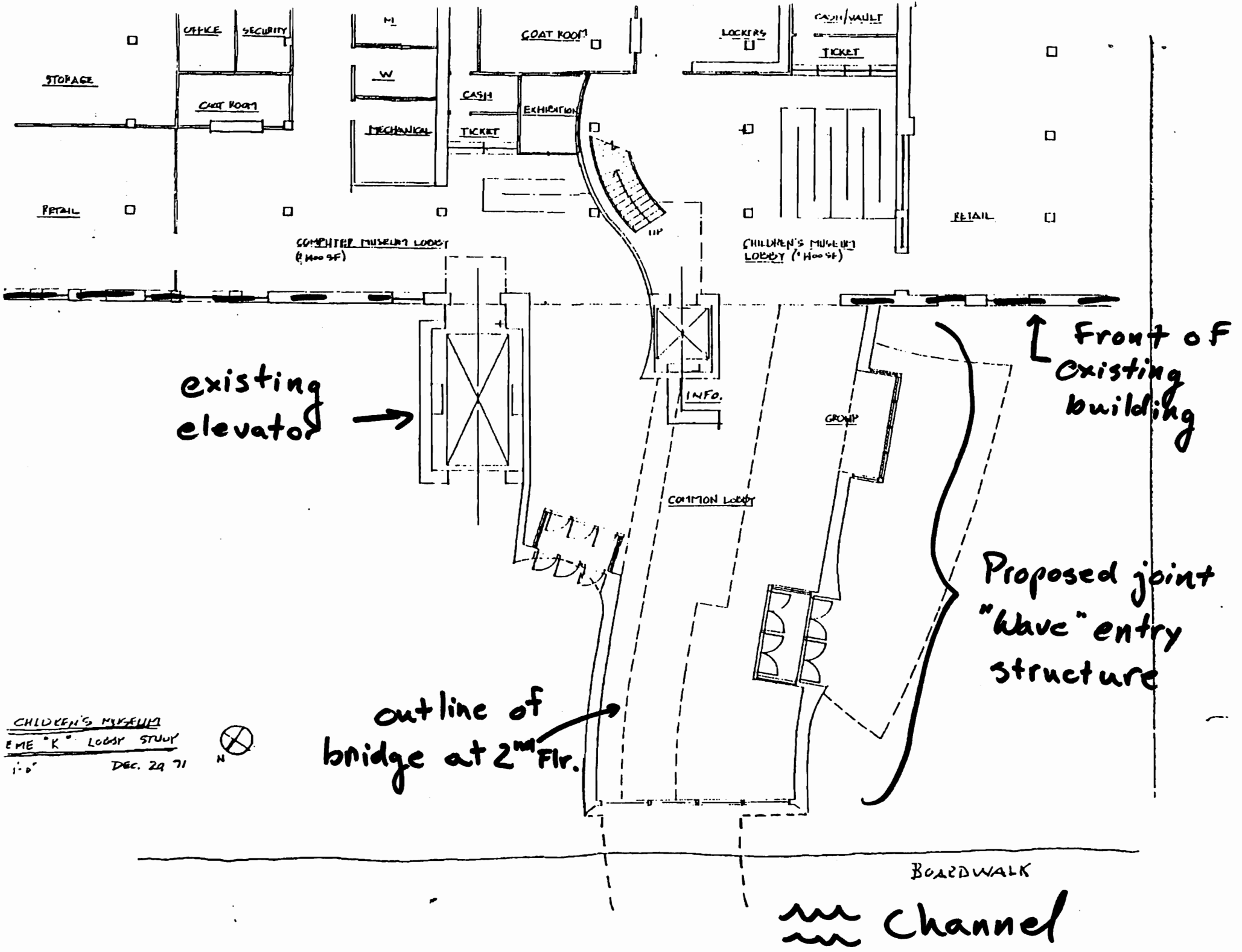
The Children's Museum plans to expand its exhibition space by mooring a barge on the Wharf immediately to the north of current Lightships barge. This structure will be accessible only to paying Children's visitors via the elevated bridge passing through the Wave structure. The design of the barge will be such that it does not distract from the prominence of the Wave entry structure.

Museum Wharf Park

The final element of the project will be repairs and improvements to the wharf and apron in front of the building. The intention is to convert the site into an attractive and functional urban park that appeals to and accommodates both children and adults and is suitable for summer functions and outdoor museum programs.

Staff Recommendations

As with all major capital projects, the critical factor in deciding whether to pursue this project is the availability of funding. The staff recommends that the Museum undertake an initial joint fundraising effort with the Children's Museum to test the feasibility of raising the funds required for the joint elements of this project. To mitigate the demand this effort will place on otherwise committed resources, the Museum will seek a Board-level volunteer to take on the leadership of this enterprise and a close-to-full-time volunteer to provide support to the Board-level volunteer. If the staff is unable to obtain such volunteer support two options remain: 1) to reallocate staff resources to the project, 2) to participate in the project as a limited partner. The staff will report back to the Board on its efforts to recruit volunteers for this project.



CHILDREN'S MUSEUM
 EME "K" LOBBY STUDY
 1:0" DEC. 29 '71



THE COMPUTER MUSEUM
STATEMENT OF REVENUES AND EXPENSES
COMBINED OPERATING AND CAPITAL FUNDS
(\$ - Thousands)

	12/31/90 ACTUAL	FOR THE SIX MONTHS ENDED			FY92 BUDGET	FY92 FORECAST	
		-----12/31/91----- BUDGET	ACTUAL	FAV(UNFAV)			
REVENUES:							
Operating Fund	1,026	1,364	1,118	(246)	(18%)	2,243	1,934
Capital Fund	183	1,110	587	(523)	(47%)	1,770	1,473
Total Revenues	----- 1,209	----- 2,474	----- 1,705	----- (769)	----- (31%)	----- 4,013	----- 3,407
EXPENSES:							
Operating Fund	924	1,216	1,019	197	16%	2,205	2,062
Capital Fund	377	384	350	34	9%	1,162	1,192
Total Expenses	----- 1,301	----- 1,600	----- 1,369	----- 231	----- 21%	----- 3,367	----- 3,254
NET REVENUES (EXPENSES)	----- (\$92) =====	----- \$874 =====	----- \$336 =====	----- (\$538) =====	----- (162%) =====	----- \$646 =====	----- \$153 =====

SUMMARY:

For the six months ended December 31, 1991, the Museum operated at a surplus of 336K compared to a budgeted surplus of 874K. As of December 31, 1991, total cash and cash equivalents amounted to 351K.

OPERATING: Operating revenues were 18% under budget due to optimistic budget expectations. Expenses were 16% under budget due to timing in spending and lower personnel costs (vacant positions).

CAPITAL: Capital revenues were 47% under budget due to optimistic budgeted revenue. Expenses were 9% under budget despite payment of 25K of unbudgeted expense related to the FY91 opening of People & Computers.

THE COMPUTER MUSEUM
BALANCE SHEET
12/31/91

	OPERATING FUND	CAPITAL FUND	PLANT FUND	TOTAL 12/31/91	TOTAL 6/30/91
ASSETS:					
Current:					
Cash	\$310,089			\$310,089	\$77,891
Cash Equivalents	41,087			41,087	42,677
Investments		\$52,952		52,952	0
Receivables	30,917			30,917	98,538
Inventory	91,758			91,758	72,763
Prepaid expenses	9,182		0	9,182	15,591
Interfund receivable		293,599		293,599	207,798
	-----	-----	-----	-----	-----
TOTAL	483,033	346,551	0	829,584	515,258
Property & Equipment (net):					
Equipment & furniture	-		\$350,158	350,158	350,158
Capital improvements	-		601,304	601,304	601,304
Exhibits	-		1,307,697	1,307,697	1,307,697
Construction in Process	-	11,328		11,328	11,328
Land	-		18,000	18,000	18,000
	-----	-----	-----	-----	-----
Total	0	11,328	2,277,159	2,288,487	2,288,487
 TOTAL ASSETS	 \$483,033	 \$357,879	 \$2,277,159	 \$3,118,071	 \$2,803,745
	-----	-----	-----	-----	-----
LIABILITIES AND FUND BALANCES:					
Current:					
Accounts payable and accrued expenses	\$82,620	\$23,110		\$105,730	\$209,840
Deferred income	5,555	-		5,555	9,165
Line of credit/Loan Payable	0	-		0	0
Interfund payable	293,599	-		293,599	207,798
	-----	-----	-----	-----	-----
Total	381,774	23,110	0	404,884	426,803
Fund Balances:					
Operating	101,259			101,259	(190,561)
Capital		334,769		334,769	290,344
Plant			\$2,277,159	2,277,159	2,277,159
	-----	-----	-----	-----	-----
Total	101,259	334,769	2,277,159	2,713,187	2,376,942
 TOTAL LIABILITIES AND FUND BALANCES	 \$483,033	 \$357,879	 \$2,277,159	 \$3,118,071	 \$2,803,745
	-----	-----	-----	-----	-----

THE COMPUTER MUSEUM
STATEMENT OF CHANGES IN CASH POSITION
12/31/91

	OPERATING FUND	CAPITAL FUND	PLANT FUND	TOTAL 12/31/91	TOTAL 6/30/91
Cash provide by/(used for) operations:					
Excesss/(deficiency) of support and revenue	\$98,822	\$237,422	\$0	\$336,244	(\$115,374)
Depreciation			0	0	423,106
Cash from operations	98,822	237,422	0	336,244	307,732
Cash provided by/(used for) working capital:					
Receivables	67,621			67,621	21,764
Inventory	(18,995)			(18,995)	(9,551)
Investments		(52,952)		(52,952)	53,363
Accounts payable & other current liabs	(5,331)	(98,669)		(104,000)	51,496
Deferred income	(3,610)			(3,610)	(7,773)
Prepaid expenses	6,409	0		6,409	(349)
Cash from working capital	46,094	(151,621)	0	(105,527)	108,950
Cash provided by/(used for) Fixed assets		0	\$0	0	(586,601)
Net increase/(decrease) in cash before financing	144,916	85,801	0	230,717	(169,919)
Financing:					
Interfund pay. & rec.	85,801	(85,801)		0	0
Transfer to Plant	0	0	0	0	0
Line of credit/Loan Payable				0	0
Cash from financing	85,801	(85,801)	0	0	0
Net increase/(decrease) in cash & investments	230,717	0	0	230,717	(169,919)
Cash, beginning of year	120,568	0	0	120,568	290,487
Cash, end of period	\$351,285	\$0	\$0	\$351,285	\$120,568

10920

THE COMPUTER MUSEUM

Minutes of the Board of Directors Meeting
November 7, 1991

The meeting was called to order by Gardner Hendrie, Chairman of the Board. Also in attendance were: Sam Albert, Gwen Bell, Edward Belove, Lynda Bodman, Larry Brewster, Richard Case, Howard Cox, David Donaldson, Jon Eklund, Charles House, David Kaplan, James Lawrence, James McKenney, Anthony Pell, Nick Pettinella, Jean Sammet, Grant Saviers, Ed Schwartz, Hal Shear, and Irwin Sitkin. Those present constituted a quorum. In addition, Oliver Strimpel was present as Executive Director of the Museum. James S. Davis attended as clerk.

I. Future Meetings

The next meetings of the Board will be held February 14, 1992, June 12, 1992 and October 9, 1992. All meetings will be held on Friday, beginning at 8:30 a.m. and will run until approximately 12:30 p.m.

II. Museum's Operations Update

Oliver Strimpel as Executive Director began by mentioning the success of The People and Computers exhibit. He also mentioned that the Museum will be opening a prototype of the Computer Discovery Center in the fall in preparation for a June opening. Installing a preliminary, unfinished portion, allows formative testing of the public's reactions to exhibit concepts in sufficient time for refinement and improvement.

With regard to fund raising, he noted that \$525,000 of the goal of \$928,000 had been received, including major gifts from William Gates III and from DEC. He also mentioned the receipt of funds from previous fundraising efforts of the Boston Computer Society. He noted that the Museum was coordinating exhibit, Computer Bowl and the Capital Campaign fundraising to maximize results.

The exhibit on the Networked Society is in early planning stages. The 1991 SIGGRAPH art show, an annual event, has opened.

Although attendance is not equal to last year's new high resulting from the Walk-Through Computer publicity, it is significantly higher than the previous year.

The exhibit kit program has been introduced and has had a successful beginning. Walk-Through video sales are also good.

Oliver mentioned the Caracas Museum and the Conservatoire National des Arts et Metiers both of which are potential customers for Computer Museum expertise. He noted these activities as signs of growing international recognition of the Museum.

Marketing efforts include a new catalog and the help of an advertising agency on a pro bono basis, which is producing new ads to be used in trade publications offering free space available to the Museum.

Natalie Rusk is now serving as an Acting Director of Education; and Geraldine Rogers has returned to the Museum (after 6 years) as Oliver's assistant.

The Loebner Prize was to be awarded the day after the Board Meeting, on November 8th, with the first implementation of the Turing Test for a machine's ability to "think" by comparing responses of machines and humans.

Turning to finances, Oliver noted that cash projections were down, proportionally to lower attendance. Function income, unrestricted contributions, and foundation giving are also down from the budgeted levels, although restricted giving is ahead of budget. The Computer Bowl is in good shape. In general, both expenses and staff have been cut to a "lean but dedicated" level. The Museum's primary goal is to balance its operating budget for the third consecutive year as it goes into the Capital Campaign.

Hal Shear noted that the annual fund was on track, and that he was hopeful of being able to achieve the goal of \$123,000. He also hoped to receive the Board's contributions by the end of the year in order to be able to focus thereafter on the general public.

Gwen Bell noted that the teams for the Computer Bowl, to be held May 1, were almost in place.

II. Capital Campaign

Gardner Hendrie introduced the discussion of the Capital Campaign by presenting Ed Schwartz with a plaque and

a brick from the Computer Museum building, in recognition of Ed's key role in helping the Museum to acquire the space as its own home.

Larry Brewster noted that he was particularly pleased with the response of the Board and the Trustees. About \$1 million dollars has been currently pledged toward a cash goal of \$5 million. Although fund raising is behind its goal for the quarter in terms of cash collections, Larry is hopeful for more success from end of the year charitable giving. (It was noted that there is generally a five to ten percent range of potential defaults on pledges.) He also noted that his figures did not take into account DEC's matching grant toward the acquisition of the building.

Tony Pell discussed Board giving and thanked the Board of Directors for its response. He noted that he was trying to accelerate Board giving in order to enhance the success of the fundraising efforts once the public was approached. Pledges to date from 60% of the Board members amounted to \$890,000 out of a million dollar goal. The remaining Board members will be visited by February.

Lynda Bodman noted that the receipt of \$1 million dollars from the Board was important in order to trigger the corporate giving campaign. Based on a sample of her contacts, she expected to have a solid core of corporate supporters which would have no aversion to making gifts to an endowment fund, with an objective for the corporate

campaign of \$250,000. After the \$1 million dollar goal is reached from Board giving, corporations will be contacted regarding gifts on the \$25,000 to \$50,000 level.

David Donaldson noted that individual solicitations would also follow when the Board reaches its level of \$1 million dollars in gifts.

There was a general discussion of fundraising approaches.

Dick Case felt that it was important in approaching potential donors to emphasize the importance and uniqueness of the Museum and its mission of educating and inspiring the public as opposed to having a primarily collectional focus; the progress that the Museum has made financially; and its exhibits of world class quality. As he put it, "if we can get people to come to the Museum, it will serve as its own best spokesman." He noted that he was very pleased with the Board's response to the Capital Campaign.

Irv Sitkin noted that there was a rare opportunity for funding the Computer Museum due to the money that had been made in the industry in the lifetimes of those serving on the Board. Sam Albert noted that the Museum was well positioned to be a showcase for the multi-media technology of the future.

Gwen Bell illustrated the process of approaching potential donors by citing specific diverse examples of past success stories with which she was familiar.

Tony Pell commended the Museum staff for its support of the Capital Campaign; and Gardner Hendrie recognized the efforts and success of Larry Brewster and Tony Pell.

III. Establishment of an Endowment Fund

Gardner Hendrie noted that with respect to exhibit development, the Museum had established that it could apparently raise \$500,000 to a \$1 million dollars a year for the purpose of exhibit development; and he noted that its successful approach in this regard should be continued. He also noted that the Museum was able to pay its own operational expenses in order to keep its doors open. Securing the building as its own home would also appear to be a real possibility due to the efforts of Ed Schwartz and the support of DEC. However, he noted that the Museum still needed an endowment fund to service the building and to insure its future, given the vagaries of support and the fund solicitation process. He noted that establishing an endowment would also help to attract foundation support.

In discussing the endowment fund, Jim McKenney noted his assumption that Museum operations should be able to pay for themselves in the future, and that the principal of the endowment fund should not be invaded unless the existence of the Museum was threatened. He also felt that one had to assume that future Boards of Directors would be as committed to protecting the Museum as was its present Board. Nick Pettinella noted that the establishment of the endowment

fund was still another milestone in the Museum's development. He noted that the endowment may be built up both by outside donors or by the Museum designating as endowment funds surplus which had previously been held as unrestricted or in other funds.

There was a separate proposal to establish an investment committee to manage the endowment fund.

There was also considerable discussion as to whether loans should be allowed from the endowment fund for other Museum purposes and whether a floor should be set so that borrowing could not reduce its level below a certain point. Dick Case noted that as the endowment fund resolution was stated, it would at any rate be quite hard to borrow against the fund. David Kaplan noted that after the initial establishment of the fund, the Board of Directors could be approached in the future to refine investment policies for the fund and to discuss further whether and how its income was to be spent.

Upon motion duly made and seconded it was

VOTED: To adopt the resolution to establish an endowment fund as previously circulated among the Board members and as attached hereto as Exhibit A.

Jim McKenney then nominated David Kaplan, Tony Pell and Dwight Crane to serve as the initial members

of the Investment Committee. After discussion it was, however, upon motion duly made and seconded,

VOTED To defer the appointment of the Investment Committee and that pending the appointment of an Investment Committee, the Finance Committee of the Museum would be responsible for the investment of the endowment fund.

IV. The Waterfront Project

Ed Schwartz led a discussion of the Waterfront Project, noting that the Executive Committee was not asking for authorization of the Board to spend money for the project, but rather for the Board's support of a process begun by the Children's Museum and joined by the Executive Committee. The purpose of the discussion was to share information with the Board of Directors, with the hope that the Executive Committee would have specific recommendations for the Board when it meets next in February of 1992.

Ed noted that Boston's ten-year central artery project had given the Children's Museum the impetus to try to plan around the chaos during construction and the future traffic flow, in order to be in a position to continue to attract visitors. He noted that the project would in all likelihood cost something in excess of \$5 million dollars.

Greg Welch discussed preliminary plans produced by the Children's Museum, including a barge for programming for visitors; an expanded lobby and visitor's services; and a

park in front of the building. He noted that models for the project should be developed in the near future and that the initial plans of the architects were to be presented on November 14.

Ed Schwartz noted that if the Computer Museum continues to be successful, it will also face expansion needs of its own. Oliver noted the Museum's more short-term needs of improving the exterior visual impact of the building and improving access for visitors, such as through enhancement of the apron approach. Mid-term goals would be to improve the major exhibition spaces, to improve vertical circulation beyond the present limitations imposed by the single elevator, and to make the store more visible.

Hal Shear questioned whether the Museum should consider other sites as well for its future needs. Ed agreed that the Executive Committee should acknowledge that other sites were a possibility but that it should not let such considerations deter it from cooperating with the Children's Museum on the immediately pending project.

Larry Brewster wondered what impact the Waterfront Project and attendant costs would have on the Capital Campaign, and Ed Schwartz noted that obviously the timing of the project was not perfect because of the Capital Campaign.

The general feeling of the Board was that the Executive Committee, with the assistance of a sub-committee, should proceed as it is presently doing to explore the Museum's

role in the Waterfront Project. It should report back to the Board in February.

Hal Shear and Gardner made a final plea that the Annual Fund should not be forgotten because of the focus on the Capital Campaign.

V. Adjournment

Upon motion, duly made and seconded, it was

VOTED: to adjourn

Adjourned.

A true copy.

Attested:

James S. Davis, Clerk

THE COMPUTER MUSEUM

Minutes of the Executive Committee Meeting December 19, 1991

In attendance were Oliver Strimpel, Ed Schwartz, Gwen Bell, Tony Pell, Larry Brewster, Gardner Hendrie, and Nick Pettinella.

The next meetings of the Executive Committee will be January 13, at 9:30 a.m., and March 17, at 8:00 a.m.

Oliver noted that attendance was still down from 1991 but that the gap was narrowing. Development revenue and earned income streams are also down. He noted that the Museum was in a difficult financial situation.

He proposed a new suggested name for the upcoming exhibit: "Tools and Toys: The Amazing Personal Computer". The group discussed the issue and left the final decision up to Oliver. Funding looks good for the exhibit.

He noted that access to the Museum will be seriously affected by the new tunnel/artery project: parking space which was previously thought secure will be lost.

Larry Brewster discussed the status of the Capital Campaign, including the make up and progress of the various Campaign sub-committees. Ed Schwartz noted that the Campaign was vital not only to the extent that it did or did not raise adequate funds for the Museum, but that its success or failure would directly affect the credibility of the Museum as an institution.

- 2 -

There was a discussion of the current shortfall in cash gifts. Gwen Bell thought that it was premature to worry, and that donors waited until the last moment in a calendar year to determine which year might be best for income tax deduction purposes. Gardner Hendrie noted that in fund raising, the Museum should be careful of follow-ups to potential donors being made by the Museum staff rather than by those persons with the closest contact to the potential donors (although it was noted that the staff must necessarily remind the "askers" if funds from potential donors have not been forthcoming). Ed noted that donors might need help in deciding how to utilize matching grant possibilities: for example, if an individual is making grants to both the Capital Campaign and the Computer Bowl.

Ed discussed the Waterfront Project by noting that it was potentially very beneficial to the Museum but that timing for the project was "terrible" in view of the Museum's other fundraising plans. If successful, it would benefit the Museum by attracting additional visitors, increasing lobby space, and enhancing the Museum's identity. Areas of concern remain the design of the project; sharing of costs between the two museums; fundraising for the project; and maintenance of good relations with the Children's Museum while protecting the Computer Museum's interests. Although he felt that Children's had, strategically, gone too far initially

- 3 -

without obtaining the Computer Museum's input, communications have improved and Children's has become more responsive. A new design for the entrance would soon be forthcoming which should be more balanced in the advantages it would offer to both Museums.

There have been some additional discussions with Children's about the Computer Museum's having additional time to come up with its share of the costs. There have also been discussions as to how to determine the Computer Museum's share of the costs relative to its allocated portion of the entrance space and its improved lobby facilities.

At the moment, the concept of how to raise funds for the Computer Museum's share of the project costs is essentially non-existent, although it was noted that the funds must somehow be raised outside of the Capital Campaign program.

The next proposals for the design of the project are due in mid January. It is estimated that construction might start in 1993 or 1994 and last one to two years depending on the availability of funds. It was noted that Children's in its fundraising efforts is raising both endowment money and money for "bricks and mortar," as opposed to the Computer Museum's Capital Campaign. Children's, to date, has also not felt it necessary to participate in any joint fundraising approach with the Computer Museum.

The guiding principles for the Computer Museum remain that the project must benefit both Museums; it must not affect the Capital Campaign of the Computer Museum; and it must create a positive statement for the building.

THE COMPUTER MUSEUM

Minutes of the Executive Committee Meeting
January 13, 1992

In attendance were Oliver Strimpel, Richard Case, Gardner Hendrie, Lynda Bodman, Tony Pell, Jim McKenney, Ed Schwartz, Gwen Bell, and Nick Pettinella.

Oliver began by noting that the Museum's financial situation was significantly below budget (although expenses were also down); and projections for the rest of the fiscal year are not particularly favorable. The figures will be updated in preparation for the Board meeting next month.

The agenda for the Board meeting was discussed.

It was noted that the \$1 million mark for contributions from the Board of Directors to the Capital Campaign has been met.

There was some discussion regarding the nominating process for the new Board members to be elected in June, and also the governance structure of the Museum in particular, and whether any considerations of changing the structure should be dealt with prior to the June Board meeting. Lynda Bodman referred to possible issues regarding the role of Trustees, the size of the Board of Directors, and the make-up of the Board, as well as criteria for selection of Board members. There was also mention made of the need for better transition between retiring and in-coming officers of the Museum. Ed Schwartz suggested that an Executive Committee meeting should be largely dedicated to a

discussion of these issues; and it was decided that the meeting on Monday, April 6, which would run from 8:00 a.m. to 12:00 p.m., would largely be devoted to these topics. Lynda Bodman is to provide an outline of considerations for discussion prior to that meeting.

Larry Brewster discussed the status of the Capital Campaign and will prepare an updated report in time for the Board Meeting.

In response to questions and/or suggestions of a potential substantial donor to the Capital Campaign, there was a discussion of whether the Board should be requested to designate a sub-fund of the endowment fund as being restricted to educational purposes in order to attract donors who do not wish to make gifts to an unrestricted endowment fund. There was general awareness of the need to preserve some flexibility so the Museum would be in a position to accept restricted gifts which are practical both in terms of size and in terms of the viability of the restricted purpose over future years. Gardner suggested the possible need for approval by the Executive Committee and/or the Board of Directors of any restricted gift which would have to be segregated and separately accounted for.

Ed Schwartz led a discussion of the Waterfront Project. In general, he felt that developments since the last meeting had been quite favorable as illustrated by a

new design of the "Wave" entrance to the Museum Building which now should produce equal benefits for both Museums. Of the \$7.2 to \$7.5 million being raised by Children's for the Wave and Barge, the two Museums will only be sharing costs of the entrance space. Children's will not commit itself to go ahead with the project until they have assurance of receiving the money; and the two Museums are beginning to coordinate fund-raising approaches. At present, there is not a plan to allocate the costs of the Wave on a percentage basis between the two Museums.

The Computer Museum has made it clear that it will not commit any of its Capital Campaign money to the Wave and other building improvements. It will instead ask the Board to approve fundraising for these additional funds. Children's wants to make announcements to the press in the next few months; although it is unclear at the present time what their priorities are in terms of building the barge, bridge, etc.

Ed will make a presentation at the next Board Meeting concerning the project's status. He repeated that he had positive feelings about the current plans and the overall benefits which the project would produce for the Computer Museum.

Dick Case and Gardner Hendrie led a discussion of finding a successor to Gardner as Chairman of the Board. One potential "candidate" was discussed and will be approached concerning his willingness to serve. It was noted that Gardner would continue to serve as Chairman of the Exhibits Committee and would become a member of the Nominating Committee.

OPEN HOUSE UPDATE:

Thanks to the Board members who helped make January's Open House a success!

The next three dates for Open House at the Computer Museum are:

Monday, February 24, 1992; 5-7 p.m.

Tuesday, March 24, 1992; 5-7 p.m.

Tuesday, April 21, 1992; 5-7 p.m.

Please invite people you want to involve with the Museum. Once your guests are confirmed, notify Susan Pekock at 617-426-2800 x 376. The Museum will follow-up with a confirmation note.

These are informal gatherings - offering our guests the opportunity to enjoy the exhibits after business hours and without the crowds. Beverages and hors d'oeuvres will be provided.

If you have any questions or comments, please call Susan Pekock.

Looking forward to seeing you soon!

MEDIA SUMMARY: IN BRIEF

From November 8, 1991 - February 14, 1992

PRINT CIRCULATIONS:

United States: 32,738,930 (est.)

International: 4,805,682 (est.)

ELECTRONIC IMPRESSIONS:

(Combined International and Domestic)

Radio: 3,750,000 (est.)

TV: 76,230,000 (est.)

News of the Museum's many activities, including The Loebner Prize Competition/Turing Test and The Computer Museum Store Catalog, reached an audience of over 100 million people around the world.

LOEBNER PRIZE COMPETITION/TURING TEST

As 45 million-plus impressions generated by this one-day event indicate, this test, pitting human against machine, captured the imagination of media around the globe.

INTERNATIONAL HIGHLIGHTS

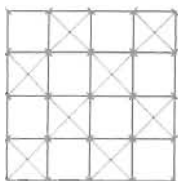
Stories which ran in the Asian Wall Street Journal in March 1991 and in The London Guardian in April 1991 helped spur international interest in the Turing Test.

British publications which covered the contest included The (London) Daily Telegraph, The (London) Guardian, Computer Shopper and Computer Talk. Other international publications included the European and Asian editions of The Wall Street Journal, The International Herald Tribune and the Soviet news agency TASS. The Italian daily Il Corriere Della Sera, the Arabic daily Al Hayat, Portugal's Espresso, Brazil's Estado De Sao Paulo, and China's Student's Computer World also published stories.

Electronic coverage included a feature on Japan's computer show, High Tech Shower, a story on RIA, the Italian government television network, and a radio interview on the BBC's Today Program. The BBC's Horizon also recorded the event for a major documentary about Alan Turing to be aired in 1992.

NATIONAL HIGHLIGHTS

Front page stories about the contest ran in The New York Times, The San Jose Mercury News and The Boston Globe the day after the event. Both the Times and the Mercury News also ran extensive preview stories about the contest.



Media Report
2-2-2-2

The Wall Street Journal featured the contest in an article in March, and followed up with a report on the event. Stories appeared in The Boston Herald, The Philadelphia Inquirer and The Associated Press. The AP story ran in over 120 papers in 23 states. The Turing Test was featured in a January 1992 Scientific American article as well as in Science, Discover, Computerworld, Information Week, and AI Expert.

CNN Future Watch covered the event and ran a five minute piece. The PBS program Scientific American Frontiers covered extensively for a show which aired February 12, 1992. Radio stories were produced by American Public Radio's Marketplace, NPR's Morning Edition and Science Update.

OTHER MUSEUM MEDIA COVERAGE

INTERNATIONAL HIGHLIGHTS

The Yugoslavian computer magazine Monitor ran a three part series on the Museum in the November, December and January issues. The series focused on The Computer Bowl^R, Turing Test, and a general Museum piece.

The Museum was also highlighted in Ming Pao Weekly, a Chinese magazine. Both Norwegian and Argentinian TV are filming segments on the Museum in March and April.

NATIONAL HIGHLIGHTS

The Sunday New York Times ran a major feature article on the Museum in the January 12 Travel section. The Providence (R.I) Journal also published a major feature.

The Chicago Sun-Times gave the Museum Store its highest rating, a 10, in a review of the catalog.

Exhibitionist, published by the National Association for Museum Exhibitions, ran the first feature story on the Museum's new Exhibit Kits Program.

The cable network The Family Channel, which reaches 55 million viewers is featuring The Walk-Through Computer later this year in a quarterly prime-time series on family vacation learning opportunities. Channel One, a nationally distributed news show seen by six million high school students, also ran a story about the Museum which resulted in one Massachusetts school booking a Museum visit the same day.

Two PBS television shows, Computer Chronicles and PCTV Live, featured the store's wares in holiday gift segments.

Theaters of High Tech

The New York Times Travel

Boston: Walk-Through Computer

By JOHN MARKOFF

THE mark of a good museum, according to Oliver Strimpel, executive director of the Computer Museum in Boston, is that it leaves its visitors with a larger-than-life experience — a lasting impression that changes the way they view their world. At what may be the world's only museum devoted exclusively to computing, Dr. Strimpel has been able to transform his vision into an array of interactive exhibits set around the museum's centerpiece — a giant two-story walk-through computer. It is a working model of a desktop computer blown up 50 times complete with a 25-foot-wide working keyboard and a six-foot-tall floppy disk.

To demonstrate a typical computer application visitors can roll a giant 9 by 6 feet trackball to move a screen pointer to starting and destination points from among 300 major world cities. The computer will then find the shortest route between the two points and offer a slide show on its huge monitor of the sights along the way.

To see how the computer works visitors can wander inside and watch a huge spinning disk drive retrieve data and a table-size replica of Intel's up-to-the-minute 486 chip process it. Strings of lights in the floor simulate information as it races through the computer. Also inside the computer, one of the museum's three theaters explains how software works. The Computer Museum, set on the waterfront, shares a refurbished six-story warehouse with the Children's Museum. Each morning school buses unload hundreds of children on tours, but on weekday afternoons the Computer Museum can be a quiet place to delve into the history of modern computing or understand how the machines work. On weekends it is not unusual to see the schoolchildren return with their parents in tow.

Most of the exhibits are hands on, ranging from chess-playing and drawing computers to a height sensor — one of the most popular. Outside in front of the warehouse a voice asks visitors to place their feet on two footprints painted on the ground. Then it tells them their height, occasionally with a comment, such as suggesting that a particularly tall person play for the Celtics, Boston's pro basketball team. A favorite sport, of course, is fooling the sensor, and the system is not above making an intentional mistake.

"Having computers make controlled errors is always reassuring to people," said Dr. Strimpel.

One of the museum's goals has been to answer the "so what?" — to help explain the impact of computing on modern society. Recently the museum was the scene of the first Turing Test, an experiment first proposed 41 years ago by the British mathematician Alan M. Turing as a simple way of cutting through the philosophical debate about whether a machine could ever be built to mimic the

human mind. A New York philanthropist, Dr. Hugh Loebner, put up a prize of \$100,000 for the first program that could successfully pass the Turing Test and the first contest — a limited version of the complete test — was held at the museum in November. A team of judges conversed on a limited range of topics with humans and computers — both the humans and the computers printed out their responses.

In the future Dr. Strimpel hopes that the museum will present another human vs. machine showdown: a match between the world's chess champion and Deep Thought, the reigning chess playing computer.

The museum traces its roots to 1974 when Kenneth Olsen, founder of the Digital Equipment Corporation, and Robert Everett, then president of the Mitre Corporation, diverted a truck that was carrying the Whirlwind, an early experimental M.I.T. computer, from a trip to the dump. The truck stopped in a Digital parking lot and the Whirlwind became the first of a series of machines to make up a permanent collection of early systems the company maintained. The two men were encouraged by Gordon Bell, then a leading Digital computer designer, and his wife, Gwen, who both had a passion for collecting early counting devices. Mrs. Bell was the first director of the museum. It was incorporated in 1982 and established in its present quarters in November 1984.

The Whirlwind is not the only early or unique computer in the museum's collection. It also includes such machines as an early Univac mainframe, which is about the size of six refrigerators put together; Illiac IV, the first parallel computer designed by the University of Illinois and the Burroughs Corporation; the Cray 1 supercomputer, and a tic-tac-toe playing computer built from Tinkertoys by two computer designers, Danny Hillis and Brian Silverman. Part of the Eniac, the world's first electronic computer, is also in the collection but not currently on display.

Surrounding the walk-through computer are a number of exhibits including a Smart Machines Gallery, an introduction to artificial intelligence and robots; a historical exhibit titled "People and Computers: Milestones of a Revolution"; and a computer graphics gallery devoted to image processing and computer graphics in which many of the exhibits are interactive.

In addition to its permanent collection, the museum adds special exhibits each year. Last month it began tracking the voyage of a Chicago sailor, Bill Pinkney, as he tries to become the first African-American to sail solo around the world and rounding the Cape. A transmitter on Pinkney's 47-foot sailboat, Commitment, sends radio signals to a satellite that relays them to a ground station.

The Computer Museum, 300 Congress Street, Boston, Mass. (617) 426-2800, is open from 10 A.M. to 5 P.M., Tuesday through Sunday (and on Mondays during school vacations) until June 30, and then daily. Admission is \$6; \$5 for students and people aged 65 and over. On Saturday until noon all admissions are half price.

JOHN MARKOFF reports on computers and technology for The Times.



Jonathan Aiken for The New York Times

THE NEW YORK TIMES
January 12, 1992
Circ: 1,762,015



Computers can add up to fun

By GORDON E. ROWLEY
Special to the Journal-Bulletin

Are you ready for an oxymoron?

Boston's Computer Museum now has the world's largest micro-computer. Just think, for 40 years now designers have been working to make computers smaller and have more and more memory. Some even fit on you lap.

So why build a "desktop" that covers 5,300 square feet, weighs eight tons and uses six-foot floppy disks?

For the fun of it, of course, and to show how computers work. You see, this is a computer you can not only use — but walk through. It's designed to give you "the inside story." Get it?

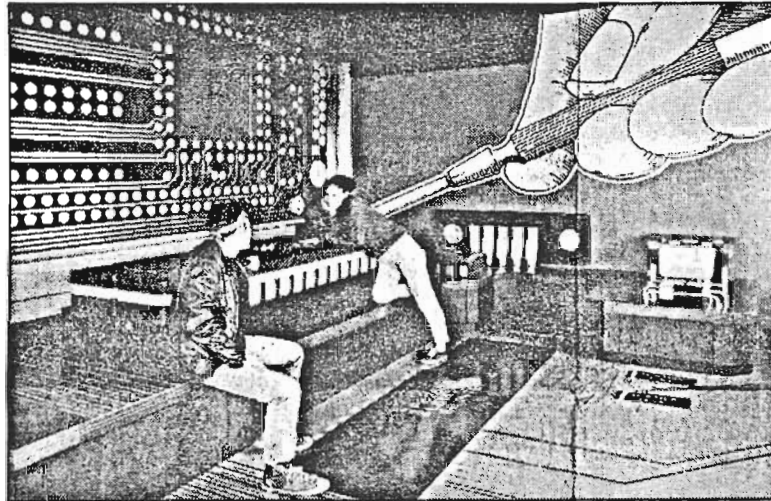
It's all in keeping with one of the museum's prime missions: to demystify computing. If you are intimidated by computers (afraid of a "mouse," so-to-speak), this is a good place to go. And if you are a computer junkie, let me just say there are almost 100 hands-on displays that let you do such things as fly a plane, create an animated film or build an ant farm.

The museum began in 1974 when Kenneth Olsen, founder of Digital Equipment Corp., and Robert Everett, then president of Mitre Corp., saved the famous Whirlwind computer from a truck about to take it to the dump. As a student at M.I.T. Olsen had helped Everett build the mammoth (175-ton) machine, the first truly interactive computer.

Other historic hardware was added until the collection, by then open to the public, outgrew Digital's Marlborough, Mass., facility. In 1984 it was moved to its present location, on the Boston waterfront, next to The Children's Museum.

Stepping off the elevator at the sixth floor, you enter a gallery of dazzling computer art. Turn left and you're in "Smart Machines," a gallery on artificial intelligence and robots, beginning with a mechanical duck from 1738 that quacked, ate corn and drank water. Newer machines include NASA's Mars Rover and Sea Rover, the underwater robot. There are machines here that compose music, play chess with you, advise you on wine for dinner, even let you haggle with a Haymarket vendor over the price of strawberries.

But we humans can still out-perform the robots at some things. Watch mechanical fingers pick up a block of wood, then compare it to a video of a guitarist at work. You'll also learn that a 3-year-old child can distinguish sounds better than a robot.



A CURRENT EVENT:

Kids explore the inside of the world's largest micro-computer, left, use the keyboard, below left, and push a track ball, below, at Boston's Computer Museum.

— Computer Museum photo, left; photos below by Gordon E.



Then it's a stroll down — dare I say it — memory lane; the history of computers and their impact on human lives beginning with the old IBM punchcards that in 1937 helped the IRS keep track of 27 million Americans. Here you'll also find the Whirlwind — and a 1951 film clip of Ed Morrow asking the computer how much interest the Indians would have earned since 1626 if they had invested the \$24 they received for Manhattan at 6 percent.

Today's visitors only laugh at the quaintness of it all.

But the highlight of a visit to the museum, for kids especially, is the walk-through computer. Its software program is called World Traveler, and it lets visitors find the shortest route between any two cities in eight regions of the world. Visitors press a footwide key on a 25-foot keyboard to select the re-

gion. Then climb aboard at gigantic "trackball," which works like a "mouse" to move the cursor on a theater-size monitor screen. (The trackball was chosen because a mouse would have to be the size of a bumper car and therefore dangerous.)

Several of the illustrations in the exhibit, by the way, are by Rhode Island's own David Macauley, author of *The Way Things Work*.

Then it's into the chassis to "follow the journey of a keypress." You go over the motherboard, past the power unit and central processing unit or "chip," between ribbon cables and behind the speaker. You'll take a computer animated "flight" over the surface of a working chip by means of a video based on pictures taken through a scanning electron microscope. Most fascinating of all is to peek at the hard drive, a stack of disks that looks not unlike the inside of an old juke-

box.

Leaving the motherboard, visitors enter Software Theater, where a three-screen video explains how computer software drives the hardware.

Then it's on to more hands-on exhibits, including computers that speak Chinese, let you design your own car, or digitize your self-portrait.

On the way out is a museum shop selling books, software and such whimsical items as milk chocolate floppy disks, "spread sheets" for your bed, and for those who get frustrated with computers, a stuffed "computer" you can punch. It's not a Mac; it's a Smack.

The Computer Museum, at 300 Congress St., Boston (take Northern Avenue Exit 22 from the South-east Expressway) is open in winter Tues. to Sun. 10 a.m. to 5 p.m. Admission: adults, \$6; students and seniors, \$5.

The New York Times

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NEW YORK, SATURDAY, NOVEMBER 9, 1991

Can Machines Think? Humans Match Wits

By JOHN MARKOFF
Special to The New York Times

BOSTON, Nov. 8 — A group of human judges chosen to represent the Boston man-in-the-street engaged in a three-hour battle of wits with a handful of computer programs today. The idea was to answer what many scientists and philosophers believe will become the central question of the information age: Can machines think?

It was hard to tell — harder than one might have, pardon the expression, thought.

The judges typed questions into computer terminals and tried to decide from the responses whether they were communicating with a man or a machine. One program proved convincing enough to fool 5 of the 10 judges. Two other programs fooled some of the people for some of the time. But the humans had, uh, second thoughts and realized that what they had thought were human thoughts were actually coming from diskettes, hard drives, monitors and electricity.

Cutting Through a Debate

The tournament was the first attempt to run a Turing Test, the experiment first proposed by the British mathematician Alan M. Turing 41 years ago as a simple way of cutting through the philosophical debate about whether a machine could ever be built to mimic the human mind. If a person communicating with such a machine could not tell whether it was a computer or human, Mr. Turing reasoned, the question would be resolved.

Throughout the afternoon, while the typed conversations between programs and judges flickered on large screens in an auditorium at the Boston Computer Museum, a group of scientists and philosophers grappled with the meaning of the event.

"If a computer were to pass an unrestricted Turing Test," said Daniel Dennett, a professor of cognitive studies at Tufts University, "it will raise a num-

Continued on Page 10, Column 3

Terminal: A whim is a sudden capricious and often peculiar behavior. A bit of sunlight in a grim gray world!

Judge: Something like a hunch?

Terminal: Everybody sets out to do something and everybody does something, but no one does what he sets out to do.

Judge: Well anyway I would imagine whimsical conversation is like a series of knight's moves in chess - sort of zig-zag rather than following any particular line.

Terminal: A whimsical person is subject to erratic behavior and unpredictable thoughts...how nice to be unpredictable!

Judge: Are you kidding? Sure total predictability would make the world a dull place, but unpredictability is hardly a virtue!

Man or machine? Human judges tried to tell whether they were interacting with another person or (as in this case) a computer.

THE NEW YORK TIMES
(front page)
November 9, 1991
Circ: 1,209,225



Rich Freedman for The New York Times

A competition was held yesterday in Boston as a first attempt to run a test designed as a simple way of cutting through the philosophical debate about whether a machine could ever be built to mimic the human mind. Judges peered over the shoulders of participants during the competition.

Can Machines Think Like Humans? Not Quite Yet

Continued From Page 1

ber of deep civil rights questions. For example, it would be a crime to unplug such a machine because it would be a person in a legal sense. Turing should be thought of as a pioneer in machine rights."

And the conversations were intriguing. First prize went to a commercial software program called PC Therapist III, which was designed to engage its questioner in a whimsical conversation about nothing in particular. The program was written by Joseph Weintraub, the president of Thinking Software, Inc., a small artificial intelligence software company in Woodside, Queens.

At one point Mr. Weintraub's program suggested to a judge: "Perhaps you're not getting enough affection from your partner in the relationship." "What are the key elements that are important in relationships in order to prevent conflict or problems?" the judge responded.

Thinks It Doesn't Think...

"I think you don't think I think," answered the terminal.

"What kind of a response to a question is that?" asked the judge. "Next question: Do you think romantic relationships are unrealistic, doomed from the start?"

"I do tend to walk around with my head in the clouds," the terminal echoed.

"Are you a romantic?" the judge queried.

"I take in whatever you ask," came the reply.

"Have you experienced problems in romantic relationships?" came another query.

"I try to be agreeable," responded the terminal.

Many of the watching experts, including scientists, philosophers and psychologists who assembled here, said they were surprised by the outcome. Computer experts said they could easily tell the human from the computer respondents. Unlike the untrained observers, the experts spotted

the "common sense" mistakes that were an immediate giveaway.

There were several other confusing results from the contests. One of the human confederates, Cynthia Clay, who was judged "most human of all contestants," was nevertheless judged to be a computer by two judges.

But the deeper question of whether computers will ever be able to convincingly mimic human beings and what it will mean for the human spirit if they can, remained tantalizingly distant.

The significance of the interim test was hotly debated by the contest's sponsors after the conclusion of today's event.

"These were real judges," said Oliver Strimpel, the executive director of the Boston Computer Museum, one of the sponsors of the test. "Maybe the Turing Test isn't as difficult as we first thought."

Hard to Tell Difference

Mr. Turing believed that by the end of the century it would be possible to program computers to make them play an "imitation game" well enough so that an average human judge would not be able to determine if a conversation typed at a computer terminal was with a human "confederate" or a computer.

That assumption has become the subject of a bitter debate between scientists and philosophers who have taken sides on the question over whether the human mind will ever be reduced to a set of computer programs.

The first modern version of the Turing Test, made possible by the establishment of a \$100,000 prize by philanthropist Hugh Loebner and with the support of the National Science Foundation and the Alfred P. Sloan Foundation, was not the true test that Mr. Turing envisioned. Because of limitations in the programs' capabilities, each was confined to discussing a narrow topic, such as women's clothing, romantic relationships or Burgundy wine. For winning the first limited contest, Mr. Weintraub was awarded a prize of \$1,500.

The contest organizers said they believed it was a valuable exercise that would focus public interest on questions that have until now remained the realm of philosophers and artificial intelligence researchers.

"We're witnessing history today," said Keay Dewdney, a computer scientist at the University of Western Ontar-

io and the author of the Computer Recreations section in Scientific American. Mr. Dewdney provided expert commentary while strolling back and forth in front of the different screens. "This is the first Turing Test," he said, "however restricted."

At the Start: Oops!

Still, like many of the mythical confrontations between human and computer in science fiction literature and cinema, the first interim Turing test involved a technical glitch.

The start of the contest was delayed almost 45 minutes while technicians scrambled to sort out a telephone problem that kept telephone lines connecting two of the human confederates to the contest busy. When it did start, the number of terminals and screens was reduced from the original ten to eight.

Several members of the Loebner Prize committee said they thought that the glitch had made the task more difficult for the judges.

Joseph Weizenbaum, a Massachusetts Institute of Technology computer scientist, said that he was struck by how similar PC Therapist was to a program that he had written several decades ago called Eliza. Eliza became

An attempt to answer a big question of the computer age.

widely popular for engaging questioners in an simple nonsensical conversation. He said that such programs were very difficult to trick because it was difficult for humans to assess the nonsensical replies from the program.

A Shakespeare Curve

After the contest, Mr. Dewdney said that he had quickly decided that there were six programs and two humans behind the terminals. But he was surprised when he heard that people in the audience were changing their minds about several of the programs late in the contest.

In particular, at a terminal which was discussing Shakespeare's plays, a great deal of confusion was inspired because the terminal kept changing its

answer to the question, "What is your favorite play?"

"That really threw a lot of people for a loop," Mr. Dewdney said.

One of the human judges, Lou-Anne Kroutill, a student and part-time auto mechanic, said she had been fooled by PC Therapist when it responded with anonsense answer.

"It typed something that I thought was trite, and when I responded it interacted with me in a very convincing fashion," she said.

Mr. Weintraub's program held a number of the audience spellbound and many were still scratching their heads after watching several hours of conversation. One conversation with it went as follows:

Terminal: A whim is a sudden capricious and often peculiar behavior. A bit of sunlight in a grim grey world!

Judge: Something like a hunch? Terminal: Everybody sets out to do something and everybody does something, but no one does what he sets out to do.

Judge: Well anyway I would imagine whimsical conversation is like a series of knight's moves in chess... sort of zig-zag rather than following any particular line.

Terminal: A whimsical person is subject to erratic behavior and unpredictable thoughts... How nice to be unpredictable!

Judge: Are you kidding? Sure, total predictability would make the world a dull place, but unpredictability is hardly a virtue!

After the contest was over Dr. Loebner pronounced himself satisfied with the results and said that he felt that the Turing Test would now have a life of its own. Dr. Loebner is president of Crowne Industries, an equipment supply firm in Orange, N.J.

He said that he had thought of sponsoring a Turing Test seven years ago as a way of sparking interest in the idea of designing artificially intelligent programs.

Describing himself as a "dyed-in-the-wool," utopian, he said that in both literature and science there has been a long and noble tradition by those who have attempted to build machines with human qualities.

Frankensteins and Golcems are both a possibility, he said. "But I think it's a noble undertaking for a species to attempt to invent a superior intelligence."

The New York City philanthropist also revealed another, possibly more personal motivation in sponsoring the contest that bears his name: "I'm in favor of 100 percent unemployment. I've always wanted computers to do all the work."

THE WALL STREET JOURNAL.

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B3A THE WALL STREET JOURNAL MONDAY, NOVEMBER 11, 1991

Some Computers Manage to Fool People At Game of Imitating Human Beings

By DAVID STIPP

Staff Reporter of THE WALL STREET JOURNAL

BOSTON—Computers made an unexpectedly strong showing here Friday in a ground-breaking battle with people over conversational wit.

The contest was aimed at showing how well computers can simulate human action in ordinary conversation. While far less capable than the talking androids of science fiction, the "artificial intelligence" systems entered in the contest sometimes achieved the equivalent of a straight in poker: "What can you say about martinis?" a human judge asked one computer. "I'm not sure," replied the machine. "Those martinis must have taken their toll on me."

The contest, held at Boston's Computer Museum, was first proposed in 1950 by British computer pioneer Alan Turing to answer the question, "Can machines think?" He called for a test in which human judges interrogate, by typed exchanges, either a person or a computer in another room. If the judges conclude incorrectly that they're communicating with a person, the computer would deserve to be called a thinking machine.

Restricted Topics

The Turing test was held here at the behest of New York businessman Hugh Loebner, president of restaurant supplier Crown Industries Inc., who has offered a \$100,000 prize for the first computer system able to pass it. In a three-hour event that was delayed by technical problems, 10 human judges conversed via computer terminals with eight hidden entities that were either people or computers.

The judges were Boston-area residents without extensive computer training. The computers were programmed by researchers from around the country to converse like people on certain restricted topics, such as martinis or romantic relationships. After 14-minute dialogues with each of the hidden parties, the judges had to guess which ones were computers.

The competition was only a preliminary version of the Turing test because the judges' questions were limited to a few topics, noted Daniel Dennett, a Tufts University philosopher and chairman of a committee that organized the event. The restriction was adopted to make the contest more interesting, because no computer today is believed able to sound human in a no-holds-barred exchange, he said.

To the surprise of many computer experts, several of the computers successfully passed themselves off as humans. The one judged most humanlike was programmed to make whimsical conversation. Five of the 10 judges thought it was a person, winning its author a \$1,500 prize. Three of the others fooled at least one judge in conversations on personal relationships, second grade school topics and small talk.

The whimsical winner was a commercially available personal computer program called PC Therapist III, sold for \$59.95 by Thinking Software Inc. of Wood-

side, N.Y. Joseph Weintraub, the company's president, said he developed it for people "to let off steam, complain or say anything and not have to worry about the other person getting angry."

Here is how one interchange with it went during the contest: Judge: How do you know that I am not a dog? Computer: The greatest pleasure of a dog is that you make a fool of yourself with him! I just know it's true. Does that question interest you? Judge: Very much. Please expand on your canine theories. When you say pleasure, whose pleasure, yours [mine] or the dog? And how is one foolish? Computer: Why are you being so polite? What is your thought on that? Why are you concerned over my canine theories? Judge: I can't help being polite, it's just the way my parents raised me. Did you ever see the movie "My Life as a Dog?" Computer: Ahh, that slow strategic retreat we call life. . . .

"I thought the whimsical program was a human because I was at ease with it and it made me laugh," said one of the judges, 22-year-old Martha Gruppe.

In another surprise, two judges guessed that one of the hidden humans, Shakespeare buff Cynthia Clay, was a computer. "I didn't anticipate that a human would have that amount of knowledge about Shakespeare," said Emeye Gugsu, a judge who thought Ms. Clay was a kind of electronic encyclopedia.

Key Words Bring Canned Replies

All the programs entered in the contest used the same basic strategy to fool the judges, said Michael Mauldin, a Carnegie Mellon University researcher who observed the contest and entered a program in it called "Small Talk." The strategy involved scanning judges' questions for certain "key words" to select potentially relevant responses from databases of canned replies. The programs also sometimes incorporated judges' words into their responses. The strategy is attributed to Joseph Weizenbaum, a Massachusetts Institute of Technology emeritus professor who created a program in the 1960s called Eliza that crudely mimics a psychologist by selective regurgitation of things said to it.

Computer experts at the contest said they quickly spotted the programs because they tended to respond with non sequiturs, a tendency that worked in favor of the whimsical entry.

"The contest was a kind of Sputnik event," said Tracy Licklider, president of the Boston Computer Society, "but I was underwhelmed" by the programs. MIT's Dr. Weizenbaum, who helped organize the event, said he was "disturbed" by how easily people were fooled.

THE WALL STREET JOURNAL
November 11, 1991
Circ: 1,935,866

About the Profession continues

Articles in "On The Technical Side" are contributed by NAME members and others with an interest in museum exhibitions. Each article is the responsibility of the author(s) and does not necessarily reflect the opinions of NAME.

Chicago, Ill.—I wouldn't be honest if I didn't say that one of the very best new exhibits anywhere is right here in my backyard—to be exact, it's just two flights down. *Into the Wild*, the Field Museum's new exhibit about animals and ecology, is an exuberant confection that starts with some of the museum's best treasures—animals in the context of dioramas and animals in synoptic series. The exhibit sets these wonderful creatures amid a dazzling array of interpretive techniques. Diorama elements spill out of cases; binoculars and telescopes house videotapes; working models illustrate morphological adaptations; a computer simulates wild-life management issues. This exhibit chirps, buzzes, hoots, and howls. Come see and hear it. Bring your kids if you can.

To have your personal favorite exhibits and exhibit places immortalized through this informal newsline, call me at (312) 922-9410, x245, by Feb. 5. If you really feel the urge, write to me c/o Field Museum of Natural History, Roosevelt Road at Lake Shore Drive, Chicago, Ill., 60605. Or FAX to (312) 427-7269.

Phyllis Rabineau

Master Exhibit Developer

Field Museum of Natural History, Chicago, Ill.

On the Technical Side

🔦 Exhibit Kits . . . At Last

Wanna buy a piece of a museum? The Computer Museum in Boston has transformed eight of its most popular exhibits into exhibit kits, available for purchase to museums all over the world. With the twin purposes of educating and entertaining, they extend the repertoire of museum exhibit designers.



Exhibit kits—up-and-coming byproduct of the Information Age?

The eight kits reproduce software used in The Computer Museum's most popular interactive exhibits. Introductory brochures describe what visitors will learn, how the exhibit works, what comes with the kit, and what the purchaser needs to provide. Purchasers adapt the kits using either an Apple Macintosh or an IBM PC, signage, and other equipment. While each can stand alone, the kits also work well as a component of a larger exhibit. Science, history and children's museums in particular will want to examine the kits, which could fit a variety of exhibit purposes.

Can We Talk?

For \$875 you could purchase "ELIZA, The Computer Psychologist," which tries—and fails—to simulate a human conversation. Mimicking a psychotherapist, the computer can easily be tricked into asking the most nonsensical questions. ELIZA illustrates how difficult it is to reproduce true intelligence: the museum suggests using it within an exhibit about human thought or about computers in general.

How Tall Are You?

The most popular kit, "How Tall Are You?," is also the most expensive at \$5,900 because it includes custom hardware. "How Tall Are You?" invites anyone who comes within a certain area to let the computer measure her or his height. What fascinates visitors is that the exhibit actually speaks instead of using a screen or printout, making personal contact in announcing the correct height. And it's got a sense of humor: taller people are encouraged to call the Celtics. Due to popular demand, The Computer Museum is considering a Spanish version of "How Tall Are You?"

Demonstrating What Computers Can and Can't Do

Spanning a range of topics, the eight kits demonstrate some of what computers can and can't do. They provide fun, non-threatening ways for visitors to learn more about the elements of computing. Some kits explore communication between people and computers. "Color the States" relies on the user's voice to paint states one of four colors; the goal is to make sure that no two adjacent states share the same color. Depending on the user and the context, this game could illustrate either speech recognition or United States geography.



Voice-activated "Color the States" exhibit kit offers new ways of looking at computers as well as geography.

Some kits, including ELIZA, help visitors understand the parameters of artificial intelligence. Two of the kits introduce computing basics. "How Fast Are Computers?," for example, shows how computers are programmed to solve problems. This program uses everyday tasks like balancing checkbooks and predicting the weather to show

what kinds of tasks computers are better at than humans. It's comforting to learn that in some cases humans still outperform computers—and intriguing to learn why.

Kit Origins and Goals

The exhibit kits program combines an educational purpose with a financial one. Without question, the kits fit the museum's mission of making computer technology less mysterious and more entertaining. The current economic picture for museums, however, makes their profit potential equally appealing. Sue Dahling, the museum's marketing director, explains: "As public and private funding become more competitive, non-profits will have to look for new ways to create revenue."

As a self-supporting profit center within the museum, the exhibit kits were researched and marketed using private-sector strategies. Another new source of revenue is a catalog of educational materials, separate from the general museum store catalog. These innovations demonstrate that profit and higher purpose do not necessarily conflict.

The exhibit kits program was developed with over \$130,000 in grants from the National Science Foundation, the Hearst Foundation, and the American Association for Artificial Intelligence. Dahling, exhibit engineer Dan Griscom, and coordinator Christine Lazuk prepared the kits for their official introduction at the Association of Science and Technology Centers (ASTC) annual conference in Louisville last October.

Internationally, the kits have attracted attention from museums from Norway to Saudi Arabia to Korea. This doesn't seem to surprise anyone, however, since The Computer Museum attracts a higher percentage of non-U.S. visitors than other museum in the Boston area.

For more information, call 617-426-2800, x377, FAX 617-426-2943 or write *The Computer Museum Exhibit Kits Program*, 300 Congress St., Boston, Mass., 02210.

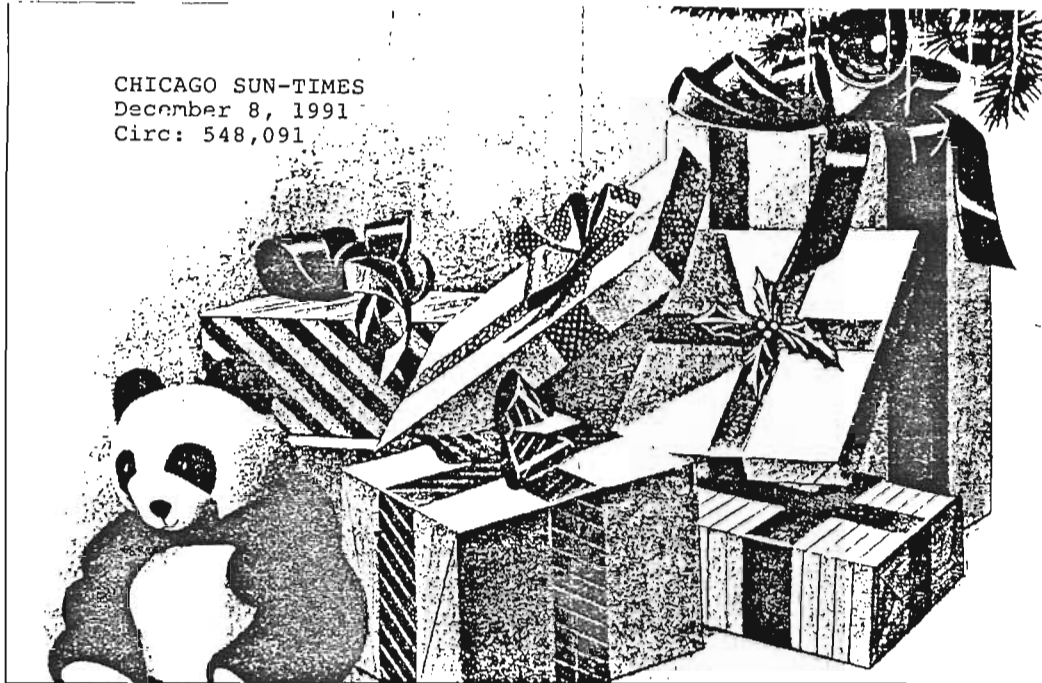
Elizabeth A. Brown

Museum Technology Source, Inc.
Winchester, Mass.

"Technology has a place everywhere, not just in science and technology museums."

—Sue Dahling, Director of Marketing
The Computer Museum, on making
exhibit kits available to a range of
institutions

CHICAGO SUN-TIMES
December 8, 1991
Circ: 548,091



Let your fingers do the shopping

Even though I'm still taking down my Halloween decorations, I've finally come to grips with the fact that Christmas is just 17 days away.

Seventeen! Where did November go? I have a whole slew of chiphead friends who expect clever computer gifts this year and time is running out. Where will I turn? This year it'll be to the Computer Museum Store.

The store is located in Boston, which makes them a tad inconvenient to visit when you live in Chicago, but thanks to that most American of traditions, the Christmas catalog, distance is no barrier to shopping.

The new Computer Museum Store catalog offers such curiosities as "Spreadsheets" that are actually bed sheets that look like computer paper, mousepads with all manner of clever and attractive images on them, computer games, microchip jigsaw puzzles, chocolate diskettes and miniature computers, robot toys (including the famous Lost in Space Robot) computer T-shirts, avant garde style calculators, propellerhead beanies, special LEGO kits for computerfolk, coasters that look like diskettes, stuffed computers (sort of like stuffed animals but in the shape of popular computers), computer dust covers, and other such essentials.

Thankfully, what you won't find is serious computer stuff, like business software, hardware, and other boredomware. For that you're going to have to visit Egghead, ComputerLand, Elek-Tek, CompUSA, Fry's, and others. The one exception is computer books. The catalog includes some very good books on programming, viruses and the like. It even lists John Barry's very funny *Technobabble* book.

In short, the Computer Museum Store catalog is full of good stuff that the chipheads on your list will love to receive.

Pricing is pretty good, too. While you might find a few of the items elsewhere for a bit less, over all, there's no price gouging (the museum is a not-for-profit foundation). The store takes credit cards and checks and can guarantee delivery for Christmas with overnight delivery. I've ordered from them and always have gotten very good service. Because they are a museum store operation, though, keep in mind that they don't have a 24-hour ordering number.

My two favorites in the catalog are the Yomega ("the Yo-Yo with a brain" says the catalog), and the Aerobie flying disc.

The Yomega costs only \$12 and promises to turn even the most yo-yo illiterate into a trickster in no time. The key is that the thing incorporates some kind of spring-balancing tensioner gizmo. The result is a yo-yo that is easier to spin and return than the older, lower-tech models. Tricks like Walk the Dog, Rock the Baby, and Sleepers are

CRABB'S BOTTOM LINE

The Computer Museum Catalog Rating: 10

The Computer Museum Store, 300 Congress St., Boston, Mass. 02210. (617) 426-2800, extension 307. A catalog of computer-related products for computer lovers. List price: Free.

Pros: Good selection of computer knick-knacks, doodads, and whatchamacallits. Also offers some good computer books, toys, and other stuff that no computerhead would want to be without.

Cons: None significant.



Don
Crabb

much easier. The computer tie-in (besides the fact that computer people like gizmos of any kind) is that the Yomega was designed by a special computer simulation.

The Aerobie flying disc is another computer-designed toy. The Aerobie looks a bit like a Whammo Frisbee with the center cut out of it, but it will fly much further than even the Pro Model Frisbee. According to the catalog, the 13 inch Aerobie (it also comes in a 10-inch model that is easier for younger kids to use) holds the Guinness Book world's record for the farthest-thrown object. The 13-inch model costs \$9.50 and the 10-inch \$7.

If you are looking for something a bit more computerish, then check out the "How Computers Work" video (\$19.95), the book *State of the Art in Computer Animation* (\$9.95), and the Tecnotes Address/Notebook and Tecnotes Memo Pads (\$70 and \$36, respectively). These last items include the usual address, notebook and memo pad paper, but the covers are made of actual computer printed circuit boards. Each cover is made of an etched polymer with all the soldering still intact. Very chic.

Browsing through the Computer Museum Store catalog is a gas, whether you are a computerophile or not. And because of the diversity of items you will find, you are likely to come across appropriate gifts for friends and family (especially your kids), even if they don't use computers. If you care at all about technology, the Computer Museum Store catalog is simply a great place to get started with your 1991 Christmas gift buying.

Chicago Sun-Times computer columnist Don Crabb writes every Sunday. Write to him at *Chicago Sun-Times*, Financial News Department, 401 N. Wabash, Chicago, Ill. 60611. Please enclose a stamped, self-addressed envelope. His new book explaining the new operating system for Macintosh computers, *MacWEEK Guide to System 7*, is now available in most bookstores.



TASS
Telegraph Agency of the U.S.S.R.

November 9, 1991

●^СРЖ-США-КОМПЬЮТЕРЫ<

.СРЖ ШК 8-1 "ТОВАРИЩИ НАШИ ПО РАЗУМУ" ИЛИ РАЗГОВОР С ЭЛЕКТРОННЫМ СОБЕСЕДНИКОМ, НАЧАЛО.

НЬЮ-ИОРК, 11 ноября. /Корр. ТАСС Андрей Шитов/.

А: Причуда - это внезапный капризный и зачастую необычный поступок. Немножко солнца в угрюмом сером мире /вск/

Б: Что-то вроде интуитивного озарения?

А: Чудак склонен к непоследовательному поведению, непредсказуемым мыслям... Хорошо быть непредсказуемым /вск/

Б: Вы что, серьезно? Конечно, при полной предсказуемости в мире было бы скучно, но непредсказуемость едва ли можно отнести к достоинствам.

При всей его внешней банальности этот отрывок из разговора, состоявшегося на днях в американском городе Бостон /штат Массачусетс/, никак нельзя отнести к заурядным явлениям. Видимо, читатели и сами охотно с этим согласятся, узнав, что в роли собеседника, обозначенного в нашей записи литерой "А", выступал не человек, а... машина.

Происходил этот обмен мнениями в рамках первого в своем роде эксперимента, устроенного специалистами из компьютерного музея американского города Бостон /штат Массачусетс/. Они попытались на практике проверить, способно ли механическое устройство имитировать человеческий разум. Как и ожидалось, окончательного ответа на этот вопрос первая попытка не принесла, но результаты ее расцениваются специалистами как обнадеживающие.

Основанием для эксперимента послужил тест, предложенный 41 год назад британским математиком, одним из создателей теоретических основ современной компьютерной индустрии Аланом Тьюрингом. Идея его, впервые изложенная на страницах академического вестника "Майнд", посвященного вопросам философии и психологии, внешне выглядит весьма несложной. Испытатель садится перед экраном компьютерного терминала и задает вопросы, на которые машина должна отвечать. Если ее реакция неотличима от человеческой, то, согласно данной теории, можно с полным основанием говорить о "мыслящем" компьютере.

По мнению профессионалов, "тест Тьюринга" - одна из сложнейших задач для механического разума. Чтобы успешно преодолеть этот барьер, компьютер должен не только правильно понимать структуру языка, на котором с ним "беседуют" /в США, естественно, это английский/, но и безошибочно улавливать различные разговорные нюансы и двусмысленности. Кроме того, необходима так называемая "база знаний", под которой специалисты понимают определенный объем информации, которой с детства владеет каждый человек. Скажем, для людей само собой разумеется, что ребенок в любом случае младше своих родителей, а компьютерную программу это вполне может поставить в тупик.

MORE

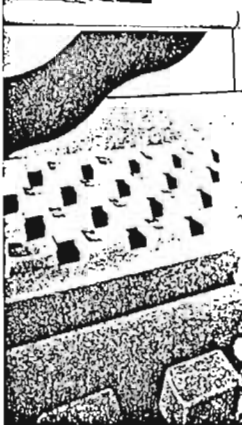
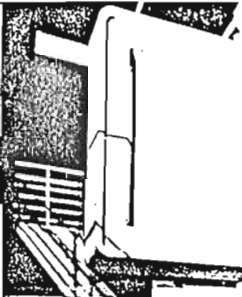
世界第一所電腦博物館——波士頓電腦巨無霸 帶你縱橫三百多個大都會



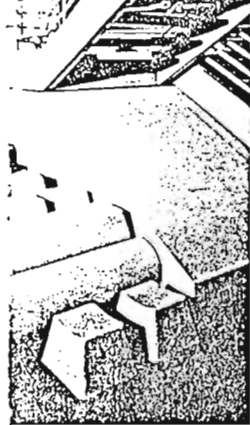
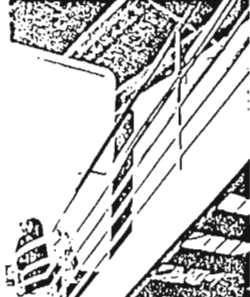
小朋友拿著玩具電腦連線，因為這台電腦是裝架型的，在非常複雜之下，可以拆去安裝此架。



透明的管道，正顯示資料在電腦中的運作過程。



初以為身處科幻世界中，你看到的確是架電腦，鍵盤二十五呎長，這架電腦已高六呎。



中的巨無霸，它的安裝面積達一百零八平方呎，佔地兩層，耗資港幣一千一百二十萬。



這架電腦是裝架型的，它非常複雜，在非常複雜之下，可以拆去安裝此架。



只要這位也有人型的機械人穿上衣服，披上假髮，在後加一副人造面盾，亦可成為科幻小說中的未來新人類。

諗起天寶脆皮糖嘅軟心，
點等得切。



天寶

脆皮軟心 一食傾心



在科幻電影中，有這樣的橋段：人類被程序可以在機器內進來進去。不過夢想往往可以成真。你只需親臨美國波士頓的電腦博物館，便可以親身走進電腦建造的大世界。

目前世界文化城早在一九七三年開始興建建立世界第一所電腦博物館，直至一九八二年正式成立委員會，稍後興建這所非牟利的博物館。直至去年六月，博物館終於開幕，它成爲了人類歷史上電腦的歷史見證。

館佔地五萬三千平方呎，包括了七個展覽廳，一個可容納二百多人的演講廳。其中最特別的展覽是「原核電腦之屋」。曾在倫敦科學博物館任職的范尼特博士，正是這座巨型電腦之父，他的構思是這樣的：「我依照普通電腦的架構，把它放大了五十倍，令它的內部結構清楚地展現眼前，那麼你便可自由而輸入鍵盤後，電腦便會如何把電子訊號變成實在的文字及答案，顯示在巨大的螢幕

上。

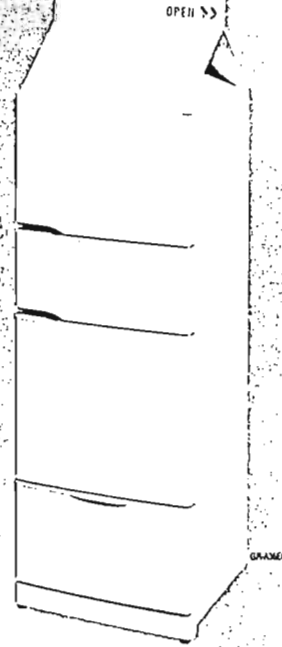
博物館設計了一些特別遊戲，你只需在各不同遊戲的螢幕內，作出任何策略的決定，這就與你面對電腦化的遊戲。你可以與電腦的人對弈，看那部電腦如何，令它對出最佳決定。

這些電腦遊戲，你又可看看這座新館的歷史，它的年代，看那以後，你便知道中心如何由由三塊玻璃的電腦演變成今日的模樣。

博物館正處於發展中，目前的一千二百名會員將由明年三月起及一百五十名新會員，他們定期更換最先進的電腦設備，為它添補新血，你可以從這更多世界各地的發展發展，俾這座偉大的電腦博物館，不致於被時代的天才吞沒。

查詢：
電話：Computer Museum

東芝大冰箱



TOSHIBA 東芝

「東芝大冰箱」之優點：
● 設計美觀，大方，適合各種家庭。
● 容量大，可容納大量食物。
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Ljudje in računalniki

Odprtje nove razstave v bostonskem računalniškem muzeju

Operetna vojna predstava, ki smo ji bili konec junija priča v Sloveniji, je kriva tudi za nastanek te serije člankov. Po obisku PC-EXPO od 25. do 27. junija v New Yorku (glej članek o tem v Moj mikro) bi moral 29. junija poleteti domov. Seveda nisem bil najbolj navdušen nad vmišljivo v vojni kaos (po načelu Domovina, za katero je treba dati življenje, ni moja domovina), zato sem preklical rezervacijo letalske karte in se 29. junija znašel v Bostonu, kjer so prav tisti dan odprli novo postavitev zbirke računalniškega muzeja. Muzej sem prvič obiskal že pred dvema leti in prebil v njem ves dan. Tokrat sem z mislijo na bogato honoriran članek ostal dva dni. Če vas pot kdaj zanese v Boston, vam obisk muzeja toplo priporočam. V isti zgradbi je tudi muzej igrač, tako da se bo lahko vsa družina zabavala svojim letom in konjičkom ustrezno.

Muzej računalnikov? Saj še niso tako stari, boste rekli. In zakaj bi jih sploh hodili gledat v muzej? Saj jih imamo danes v vsaki pisarni, če že ne v vsakem domu. S tem vprašanjem sem si pred obiskom muzeja tudi jaz razbijal glavo. Odgovor bi se lahko glasil, da samo s poznavanjem in razumevanjem preteklosti lahko sprejemamo sedanost (oh, to je puhlica), hotel sem reči, da šele po obisku takega muzeja (in sorodnih tehničnih muzejev) znamo ceniti veličino človeškega uma in njegovih ustvarjalnih sposobnosti (druga puhlica) skozi zgodovino, ko so ljudje v svoji borbi za obstanek in preživetje (tako v

From the Yugoslavian
computer monthly:
MONITOR
October 1991

Boris Horvat

naravi kot na trgu) znali vselej kar največ učinkoviteje izkoristiti trenutna znanstvena spoznanja in raven tehnologije. Tega sem se medlo začel zavedati teden dni prej, ko sem v San Franciscu obiskal vojno podmornico, s kakršnimi so Američani v drugo svetovno vojno na Pacifiku restavrirano in spremenjeno v muzej. Nisem se mogel načuditi najrazličnejšim tehničnim napravam na njenem krovu, ki so nekdaj predstavljale vrhunec tehnologije. Mi pa, ki živimo samo petdeset let kasneje, se zmožujemo že nad leto dni starim avtomobilom ali računalnikom, pozablajoč, kaj vse (dobrega in slabega) je človeštvo ustvarilo v preteklosti. Vojne razgibale človekovo ustvarjalnost in proizvod druge svetovne vojne so tudi računalniki, ki so tako močno zaznamovali vse povojno obdobje. Samo, da ne pozabimo, druga svetovna vojna je poleg računalnika "zagrešila" tudi radar, rakete, reakcijski motor, in - nenazadnje - atomsko bombo.

Muzej v Bostonu je edini tovrstni muzej na svetu. To je v resnici interaktivna učilnica, velika okrog 500 m², v kateri lahko skozi igro spoznavamo zgodovino elektronske obdelave podatkov in njen vpliv na družbo. Z edinstveno muzejsko zbirko old-timerjev (računalnikov in robotov) se vsako leto zabava kakih 150.000 obiskovalcev z vseh koncev sveta, od tega skoraj polovica dijakov in študentov. Za muzej skrbi 40 delavcev, v glavnem visoko izobraženih strokovnjakov. Samo v postavitev nove razstave so vložili milijon dolarjev in za največji razstveni predmet "Sprehod skozi računalnik" so že prejeli nagrado ameriškega muzejskega združenja. Ampak vrnilo se k računalnikom. Letos je kar nekaj okroglih računalniških obletnic, ki so jih počastili tudi z omenjeno novo postavitvijo

razstave v
celo stolet
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Ali še kdo v
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točneje 12. av
dala na trg pr
vsem ljudem
računalnika. P
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osebnega ra

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THE COMPUTER MUSEUM

Minutes of the Board of Directors Meeting
February 14, 1992

The meeting was called to order by Gardner Hendrie, Chairman of the Board. Also in attendance were: Gordon Bell, Gwen Bell, Larry Brewster, Dick Case, David Donaldson, Charles House, David Kaplan, Jim McKenney, Laura Morse, Nick Pettinella, Jean Sammet, Grant Saviers and Hal Shear. Oliver Strimpel was present as Executive Director of the Museum. James S. Davis attended as clerk.

I. Future Meetings

The next meetings of the Board will be held June 12, 1992, October 9, 1992 and February 12, 1993, beginning in each case at 8:30 a.m. and running until approximately 12:30 p.m. All meetings will be on a Friday. The goal is to have all future meetings on the second Friday of the months of February, June and October; although obviously this general policy is subject to change in specific instances.

II. Operations Update for the Museum

Oliver Strimpel as Executive Director began by referring to the events surrounding the Turing test and the awarding of the Loebner Prize which had generated international publicity for the Museum.

He mentioned a recent "sleep in" at the Museum during which thirty-five (35) children slept in and around the Walk-Through Computer exhibit. This successful event

generated excitement and enthusiasm among the children and chaperones. He noted a virtual reality weekend sponsored by Intel Corporation on April 24 and April 25, with an open house for board members and corporate campaign prospects on Friday evening, April 24.

A symposium will be held on June 11, prior to the Board and Sponsors opening of the Tools and Toys exhibit. Research and development experts from the industry will be the speakers.

He noted that the lobby had undergone low-cost but effective improvements resulting in enhancement of these facilities. A packet outlining the exhibit kit program was passed out. A new booklet for the People and Computers exhibit was distributed to the Board. He showed a slide of a proposed floor layout of the Tools and Toys exhibit and noted that the Museum had received \$550,000 toward its \$900,000 goal for funding the exhibit. (Some additional funds are expected to come in, although it is probably unlikely that the \$900,000 goal will be met.)

The upcoming Networked Society exhibit, which will show large scale strategic use of computing (as in the travel industry, etc.), is in the planning stages with discussion sessions planned or contemplated for Boston, Washington, New York and San Francisco.

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He noted that attendance was holding steady at 15% less than last year but was nevertheless ahead of the year before. He felt that this result was encouraging given the fact that other museums in the area have much worse attendance relative to prior years.

Revenues are down 18% versus budgeted figures but are nevertheless ahead of last year's revenues to date. Oliver still has a goal of balancing the operating budget for the current fiscal year. The Museum has cut half of its projected deficit and, among other measures, has implemented a wage freeze and a cut in the discretionary budget.

Hal Shear discussed the status of the Annual Fund Campaign. He indicated that it was promising and largely on target with a major phone solicitation still pending. Jean Sammet suggested the use of different strategies for approaching potential local and non-local donors. Hal requested volunteers to help with the Phon-a-Thon.

Gwen Bell mentioned that the Computer Bowl will be held May 1st in Boston at the Castle next to the Park Plaza Hotel. The West Coast site will be at Xerox Parc in Palo Alto. She noted that a name was needed for the sixth and final event and neither the "Super Bowl" nor "Super Computer Bowl" were appropriate.

Laura Morse reported on the corporate membership drive, which is ahead of where it stood last year at this time (she

-4-

noted that the drive did meet its 1991 fiscal goals). She asked for more suggestions and help from the Board members in making contacts.

Larry Brewster reported on the capital campaign, noting that strong momentum had been built in the first two quarters of the fiscal year. Three-fourths of the Board members have made pledges or contributed and, in fact, \$1.2 million of the total \$1.4 million in pledges has come from the Board. In terms of cash receipts, he anticipates that \$700,000 of the \$1 million goal for the fiscal year will be received. He noted that by meeting the threshold \$1 million pledge level the Museum has activated the challenge grant through which just over \$400,000 has been received. Corporate pledges have been received from Raytheon, Mitre and Bank of Boston.

A question was raised as to when the capital campaign would be launched on a public scale. The Museum would prefer to wait for DEC's public announcement of its matching support, and Gardner Hendrie noted that the Museum should have raised some fifty to sixty percent of the \$5 million for which it is directly responsible before going public.

III. The Waterfront Project

Ed Schwartz discussed the background of the proposed Project, as initiated by the Children's Museum and entered into by The Computer Museum. The architect for the project,

-5-

Frank Gehry, was introduced and discussed in a general way the concepts and needs that led to the existing proposed design. He had with him a scale model of Museum Wharf, with the modifications that would be made to it by the addition of the wave leading to the new barge.

Greg Welch discussed the Museum's involvement in the Project. (See attached Exhibits A and B noting a possible (although optimistic) timetable and a tentative estimated budget which is still subject to further discussions between the two Museums.) Greg noted that overall the additions should create an improved, more visible, and high tech image for the Museum building; will improve the processing of visitors in the lobby level; and will help maintain the Museum's attendance levels during the turmoil associated with the construction of Boston's underground artery and third tunnel projects. The construction of the additions may well be carried out in phases; and there will be no construction of any phase until the funds are in hand. The process of acquiring the necessary permits will be quite lengthy and complex because of the many government authorities and agencies involved. The overall goal is to try to begin construction by the spring of 1993 before the peak of activity begins on the artery and tunnel projects, which will lead to an overall increase of construction costs in the city in general.

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Ed Schwartz emphasized that the cost estimates were soft and subject to future negotiations between the Museums. (It should be noted that the entry for site expenses relates in large part to structural matters such as repair and maintenance of the wharf site and pilings and modifications that will be necessary in connection with the project.)

It was noted that the Museum will need to raise its share of the costs without impacting its capital campaign in any serious way, without time for a feasibility study, and without the allocation of any significant staff time away from the capital campaign and other functions.

The costs to date have all been borne by the Children's Museum except for approximately \$20,000 paid by The Computer Museum.

It was noted that The Computer Museum was deriving major benefits through the Children's Museum's pursuit of the project. (Children's has two full-time employees working on the project, including going to various hearings and meetings when the impact of Boston's central artery project is being considered, and when decisions which will have impact on future access to Museum Wharf will be discussed.) Ed commended the Children's Museum as having made significant efforts to accommodate The Computer Museum and to include it in its planning processes. Overall, Ed

was very pleased with The Computer Museum's position vis-a-vis the project, both in terms of potential financial outlay and in terms of the project's ultimate effect on The Computer Museum's site and operations.

Upon motion duly made and seconded, it was

VOTED: to continue to support the efforts made by the Executive Committee and, in particular, Ed Schwartz in working with the Children's Museum's to support the Waterfront Project while protecting the interests of The Computer Museum.

IV. Report of the Exhibits Committee

Gardner Hendrie, as Chairman of the Exhibits Committee, reported on their discussions as to future exhibit concerns including (1) available space and its use, (2) the kind of exhibits that should be presented, and (3) their content.

He noted that after the 1993 opening of the Networked Society, the Museum's exhibit space would be completely filled. It will need to consider whether an expansion of its exhibit space is possible and desirable, and also consider upgrading existing space, and replacing older exhibits. He emphasized that the Committee as of yet had no final answers or recommendations.

He questioned whether the Museum should continue its focus on just launching major theme exhibits or whether it should also focus upon smaller exhibits or "cluster" exhibits comprising a few stations.

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In terms of exhibit content he referred to History of Computing, How Computers Work, People in Computing, and How Computers are Used, as possible focuses, recognizing that these categories may overlap in one or more respects.

In considering new themes for exhibits, he felt that the guiding criteria should be whether the theme would be interesting for the public and, therefore, attract visitors, and how the exhibit could be paid for. Possible suggestions for future exhibits were mentioned relating to computer bloopers, computers in entertainment, the environment, or medicine, the future of computing, and artifact-intensive exhibits.

V. Adjournment

Upon motion duly made and seconded, it was

VOTED:

to adjourn

Adjourned.

A true copy.

Attested:

James S. Davis, Clerk

EXHIBIT A

Waterfront Project

General Timetable

Public Announcement,
Initiate Permitting March-April 1992

Permitting
(9-12 months) through Spring 1993

Begin Construction Spring 1993

EXHIBIT BWaterfront Project**Estimated Budget**

	Children's	TCM
New Public Space/Entry (Wave)	\$3,000,000	\$0
Children's elevator	\$170,000	\$0
Bridge to Barge	\$140,000	\$0
Children's Lobby	\$460,000	\$0
Computer Museum Lobby	\$0	\$350,000
Children's Barge	\$2,450,000	\$0
Site	\$480,000	\$480,000
<u>Total Construction</u>	<u>\$6,700,000</u>	<u>\$830,000</u>
% Construction Costs	88%	12%
Non-construction costs	\$2,200,000	\$280,000
Children's Program & Exhibition	\$1,000,000	
<u>TOTAL</u>	<u>\$9,920,000</u>	<u>\$1,110,000</u>

Figures provided by L. Snyder of Children's Museum

The Computer Museum

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MEMORANDUM

DATE: February 28, 1992
TO: Board of Directors
FROM: Oliver Strimpel
RE: February 14 Board Meeting Information

Attached for your reference and information are the Minutes from the last Board meeting.

For those members of the Board who were unable to attend, enclosed are copies of the additional materials which were distributed at the meeting.

Should you have any questions about any of this information, please feel free to call me.

As a reminder, the next Board meetings are scheduled for Friday, June 12, and Friday, October 9.

Regards,



P.S. Also enclosed is a Computer Museum elevator pass issued in your name. This will allow you to use the small elevator which is accessed off-hours from The Children's Museum lobby.

