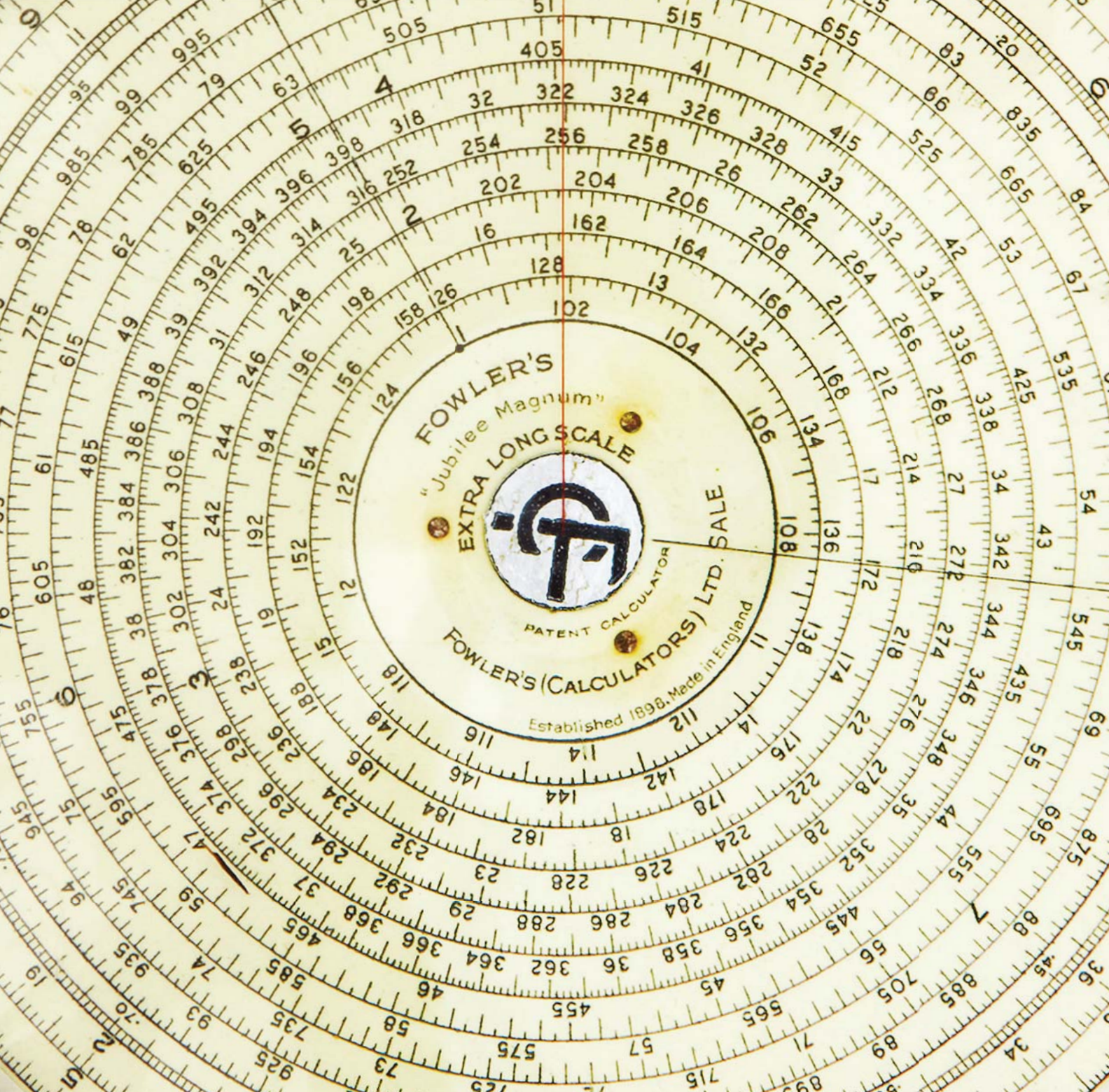




FISCAL 2011 REPORT TO THE COMMUNITY



A REAL MUSEUM

LETTER FROM THE CHAIRMAN

“You’re a Real Museum Now.” That’s what one visitor told me after spending a few hours in our new exhibition *Revolution: The First 2000 Years of Computing*. I appreciate the sentiment, and it echoes the great reviews we are getting for both the physical and online versions. We seem to have a hit on our hands. It is particularly pleasing that we are getting high marks from the non-technical audience, because we tried hard to make sure it worked for them; in fact they were the designated “primary target.”

But that remark prompts two contradictory thoughts: (1) with a 30+ year history, we’ve been a real museum for a while now, and (2) we have lots more to do, so we’re not done yet.

Our “real museum” pre-*Revolution* history includes amassing an incredible collection of over 75,000 physical and virtual objects. It includes creating many physical and online exhibits over the years, welcoming hundreds of thousands of physical visitors and tens of millions online, holding hundreds of public events, recording over 500 detailed oral histories, publishing an episodic magazine, restoring several big old computers, and inducting 57 living pioneers as “Fellows of the Computer History Museum.” Milestones include buying and remodeling a beautiful headquarters building and a separate high-ceiling warehouse, raising a respectable endowment, and closing 16 consecutive years in California in the black.

But our ambitions are big and our plate is still full. We want to increase our rate of collecting digital assets, especially historic software. We want to make sure we have an appropriate repository for the digital collection that guarantees preservation safety, reliable provenance, and public access. We want to demonstrate our commitment to preserving the technical, business, and social history of software as much as of hardware. We want to be more involved with the academic historical community. We want to increase our educational outreach to schools of an appropriate level. We want to communicate not only the facts of “what happened,” but also the “why” and the “so what,” by creating exhibits, films, publications, and events that highlight the role of computing in the transformation of technology and society.

So we have lots to do that will make us even “more real.” Many thanks to all our supporters—contributors, volunteers, staff, trustees, and members—who got us here, and who we hope will help us be even better in the future. Stay tuned for more!

LEN SHUSTEK
CHAIRMAN OF THE BOARD OF TRUSTEES

Cover:
Fowler “Jubilee Magnum”
Extra Long Scale
Calculator, 1948
Fowlers (Calculators) Ltd.,
based in Manchester, UK,
specialized in circular slide
rules. This 50th anniversary
model contained a spiral
scale well over six feet in
length, yielding much greater
calculation precision than a
typical ten-inch slide rule.

Opposite Page:
Hollerith Electric Tabulating
System (replica), 1890
Herman Hollerith designed a
system around punched cards
and tabulating machines to
successfully complete the
1890 U.S. census on time.
These dials on the tabulator
indicated the number of cards
counted with holes punched
in a particular position.

DEAR FRIENDS OF THE MUSEUM:

LETTER FROM THE CEO

The milestone year of Fiscal 2011 turned out to be everything we had hoped it would be for the Museum, and more.

The \$20 million renovation and expansion of our public spaces provided a handsome home for *Revolution: The First 2000 Years of Computing*, as well as new café and retail areas. *Revolution* opened to gratifying critical acclaim in January, and the crowds began to respond almost as soon as we opened the doors.

Thanks to the efforts of our dedicated staff and a legion of new volunteers, we absorbed the changes smoothly and unveiled a new raft of welcoming, educational and entertaining programs. At the same time, we introduced a bold new addition to computerhistory.org: a complete digital version of *Revolution* that extends our content and educational outreach to the world.

Guests such as Mark Zuckerberg, Paul Allen, Bill Draper and Pulitzer Prize-winning author Jane Smiley added impact and luster to our live public presentations. And we added to our long list of strategic partners, including KQED and NPR.

The net effect of these changes has been incredibly gratifying to the entire Museum community. We've witnessed large increases in attendance, steady growth in our online traffic, a sustained spike in viewership of our YouTube channel, new interest in our education program, and increased use of the Museum as a cultural resource for the Bay Area.

As Len noted in his letter, we are only just getting started. Yet as we celebrate this progress and momentum, it's appropriate that we pause to say the two most important words I can think of at this crossroads in our history: thank you. All of this has been made possible by your generosity, your enthusiasm and your continuing support.

We look forward to working together with you to bring the vital story of computing and its ongoing impact to the community and to the world.

Yours sincerely,



JOHN C. HOLLAR
PRESIDENT & CHIEF EXECUTIVE OFFICER

EXHIBITION UPDATE



A YEAR OF REVOLUTION

Different galleries found in Revolution. Photography by Mark Richards



**“A MONUMENT
TO THE PAST
IN A REGION
THAT FORGETS
IT HAS ONE”**

BLOOMBERG BUSINESSWEEK

**“SILICON VALLEY’S
ANSWER TO THE
SMITHSONIAN”**

USA TODAY



“A RICH AND FASCINATING ACCOUNT OF THE EVOLUTION OF COMPUTING”

SAN FRANCISCO CHRONICLE



“ONE OF THE VALLEY’S MOST IMPORTANT CULTURAL INSTITUTIONS”

SAN JOSE MERCURY NEWS

FY2011
HIGHLIGHTS



268

Events held in 365 days



5,942

Artifacts catalogued



102

Oral Histories and Video Interviews collected
(Clockwise from upper left: Vinod Khosla, Ellen Isaacs, Hartmut Esslinger and Nolan Bushnell)

4

2011 Fellows: Bill Joy, Whitfield Diffie, Martin Hellman and Ralph Merkle



1,881

Students hosted in 5 months



82,362

Total catalog records

CHM Presents Revolutionaries

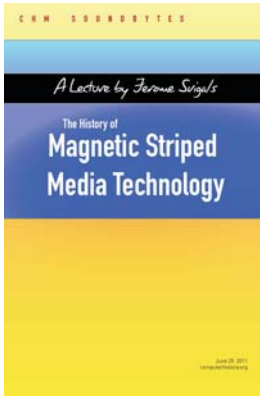
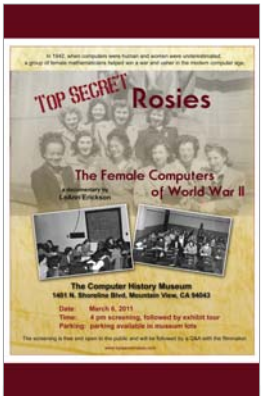
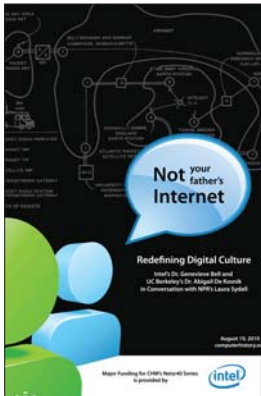
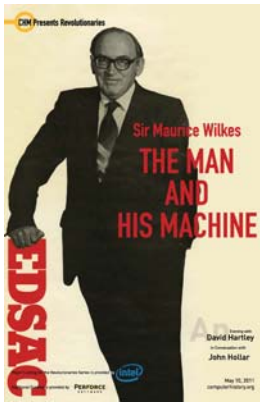
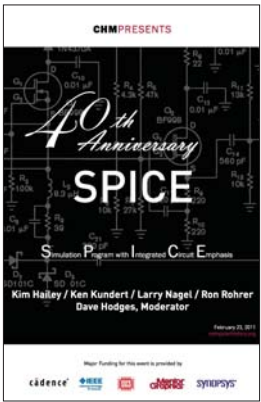
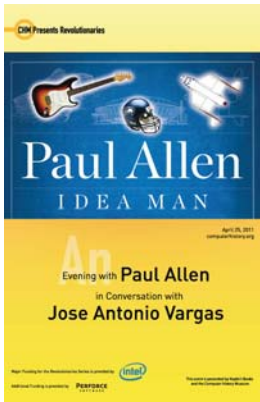
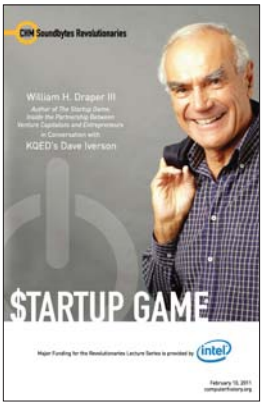
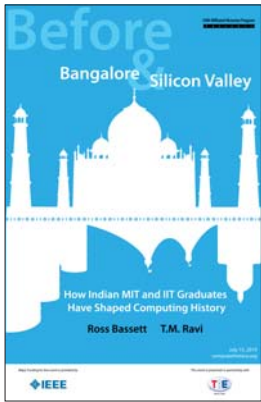
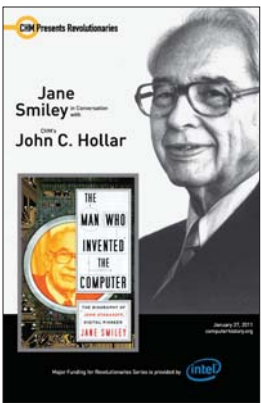
IN THE PLEX:
HOW GOOGLE THINKS,
WORKS, AND SHAPES
OUR LIVES.

AUTHOR STEVEN LEVY
IN CONVERSATION WITH
NPR'S LAURA SYDELL

April 6, 2011
computerhistory.org

Major Funding for the Revolutionaries Series is provided by

Additional Funding is provided by



AN EVENTFUL YEAR

In FY2011 the Museum kicked off its latest lecture series: *Revolutionaries*. The series features some of computing's leading figures engaged in thought-provoking and insightful conversations that educate and inform a broad audience, including those watching via our YouTube channel. Our lectures are yet another example of the Museum delivering on its mission to preserve and present for posterity the artifacts and stories of the Information Age.

07.13
The Foundation of Today's Digital World: The Triumph of the MOS Transistor

Moderator
Dr. Ross Bassett
Professor of History,
North Carolina State University

Speakers
Lewis M. Terman
Former President
IBM Academy of Technology

Les Vadasz
Former President
Intel Capital

David A. Hodges
Distinguished Professor
Emeritus at UC Berkeley

07.15
Before Bangalore and Silicon Valley: How Indian MIT and IIT Graduates Have Shaped Computing History

Moderator
Dr. Ross Bassett
Professor of History,
North Carolina State University

Speaker
T.M. Ravi
Co-founder and CEO
Mimosa Systems, Inc

07.15
The Facebook Effect

Moderator
Guy Raz
NPR

Speakers
David Kirkpatrick
Author of *The Facebook Effect*

Mark Zuckerberg
Facebook CEO

08.19
Not Your Father's Internet: Redefining Digital Culture

Moderator
Laura SydeLL
NPR

Speakers
Dr. Genevieve Bell
Intel

Dr. Abigail De Kosnik
UC Berkeley

01.27
The Man Who Invented the Computer

Moderator
John Hollar
President and CEO
Computer History Museum

Speaker
Jane Smiley
Pulitzer Prize winner
and Author

02.10
The Startup Game: Inside the Partnership Between Venture Capitalists and Entrepreneurs

Moderator
Dave Iverson
KQED

Speaker
William H. Draper III
Author and Venture Investing Pioneer

02.23
40th Anniversary of SPICE

Moderator
David A. Hodges
Distinguished Professor
Emeritus at UC Berkeley

Speakers
Kim Hailey
Co-founder of Meta-Software
and PixelCam

Ken Kundert
Co-founder
Designer's Guide Consulting

Larry Nagel
Integrated Circuit
Engineering

Ron Rohrer
Founder and Chairman
Alto Technologies, Inc.

03.06
Film Screening
Top Secret Rosies:
The Female Computers
of World War II

03.09
Reality is Broken: Why Games Make Us Better and How They Can Change the World

Moderator
Laura SydeLL
NPR

Speaker
Jane McGonigal, Ph. D
Author

04.06
In The Plex: How Google Thinks, Works, and Shapes Our Lives.

Moderator
Laura SydeLL
NPR

Speaker
Steven Levy
Author

04.25
Idea Man: Author Paul Allen in Conversation with Jose Antonio Vargas

Moderator
Jose Antonio Vargas

Speaker
Paul Allen
Author and Microsoft Co-founder

05.11
Computer Conservation in the United Kingdom: The EDSAC Replica Project

Speaker
Kevin Murrell
Secretary of the UK Computer Conservation Society

05.11
Sir Maurice Wilkes: The Man and His Machine

Speaker
Dr. David Hartley
Director of the Cambridge University Computing Service

06.29
The History of Magnetic Striped Media Technology

Speaker
Jerome Svigals
Computer History Pioneer

FINANCIAL SUMMARY

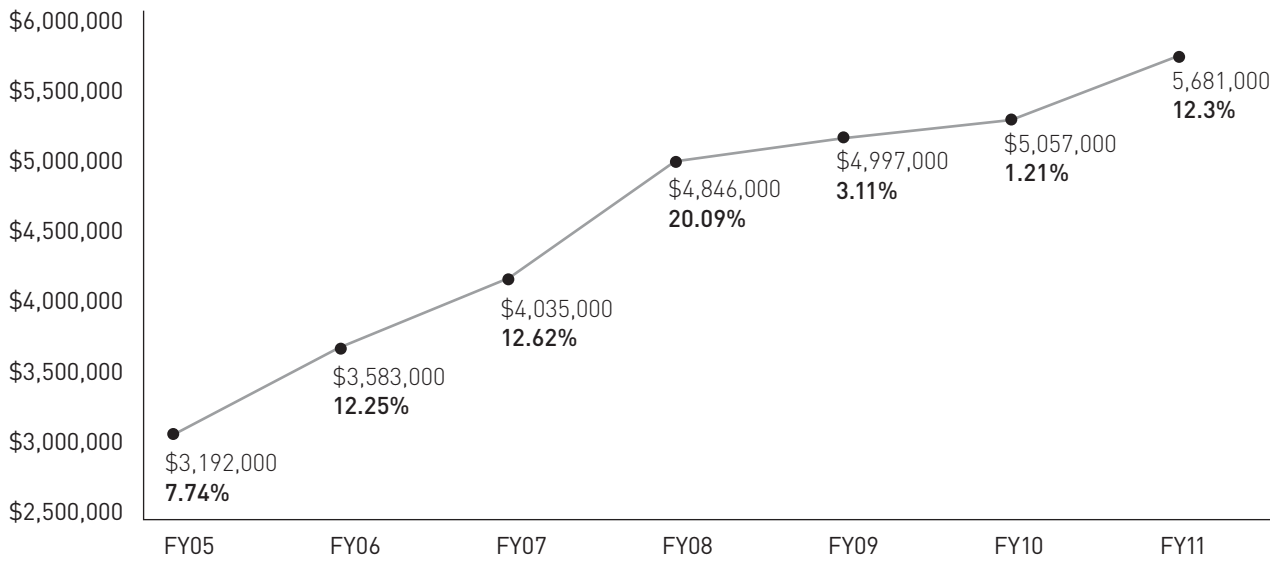
FY 2011

INCOME STATEMENT (\$K)	Budgeted	Actual	Variance
Total Revenue	\$6,202	\$5,681	\$(521)
Total Expenses	\$6,135	\$5,662	\$(473)
Net Operating Income	\$67	\$19	\$(48)

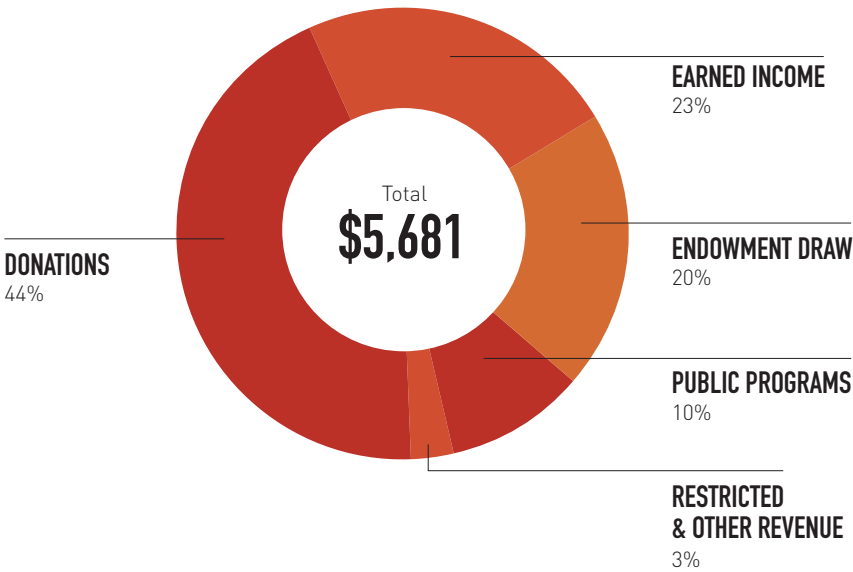
REVENUE CATEGORIES (\$K)	Amount	% of Total
Donations	\$2,505	44%
Endowment Draw	\$1,160	20%
Earned Income	\$1,315	23%
Public Programs	\$554	10%
Restricted & Other Revenue	\$147	3%
	\$5,681	100%

EXPENSE CATEGORIES (\$K)	Amount	% of Total
Operations	\$619	11%
Content & Public Programs	\$4,541	81%
Marketing & Development	\$460	8%
	\$5,620	100%

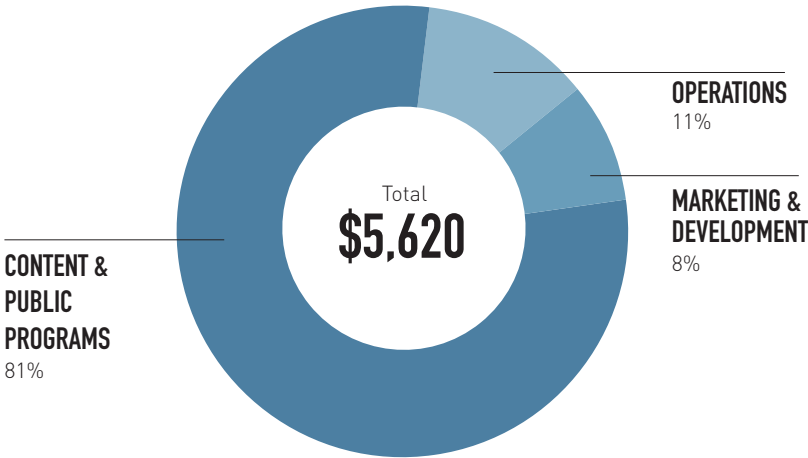
REVENUE GROWTH YEAR OVER YEAR



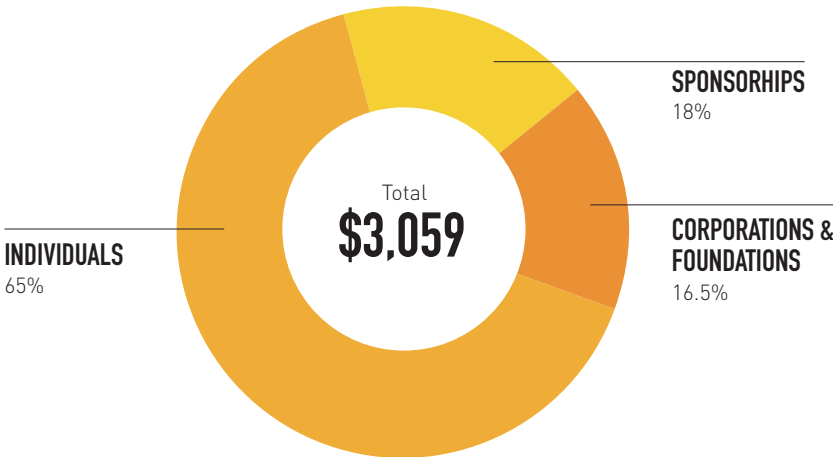
Revenue by Category (\$K)



Expenses by Category (\$K)



Donations by Type of Donor (\$K)



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*As of June 30, 2011

ABOUT THE MUSEUM

The Computer History Museum is the world’s leading institution exploring the history of computing and its ongoing impact on society. It is home to the largest international collection of computing artifacts in the world, including computer hardware, software, documentation, ephemera, photographs, and moving images. The Museum brings computer history to life through an acclaimed speaker series, dynamic website, on-site tours, and physical exhibitions.

CURRENT EXHIBITS
Revolution: The First 2000 Years of Computing
Everyone uses computers. Few know the story of how they came to be. *Revolution* is the only historically authoritative exhibition exploring the explosive growth of computers, software and networking. It chronicles the evolution and impact of modern computing from the abacus to the smart phone. This 25,000 sq. ft. multimedia experience is a technological wonderland that immerses visitors in the sights, sounds, and stories of the computer revolution.

Babbage Difference Engine No. 2
The Story of the First Computer Pioneer
Charles Babbage (1791-1871) designed the first modern programmable computer—complete with a printer—but he failed to build it. Engineers at the London Science Museum finally built the first working Babbage Engine in 2002. The Babbage Difference Engine No. 2 on display at the Museum has 8,000 parts, weighs five tons and measures 11 feet in length. Learn more about this extraordinary object and the people who built it.

Mastering the Game: A History of Computer Chess
The history of computer chess is a five-decade long quest, beginning in the earliest days of computing and reflecting the ongoing advances in hardware and software. Chess presented the perfect computing challenge: a simple set of rules enabling games of stupefying complexity. Learn more about the journey to build a computer that challenged the world’s best chess players.

PDP-1
Digital Equipment Corporation’s (DEC) PDP-1 was the first commercial computers designed to interact with a single user. The Museum’s restoration team brought the PDP-1 back to working condition. They retrieved data from its main memory, restored all the peripherals and loaded the machine with vintage games, including SpaceWar!

HOURS
Wednesday–Sunday:
10 am–5 pm

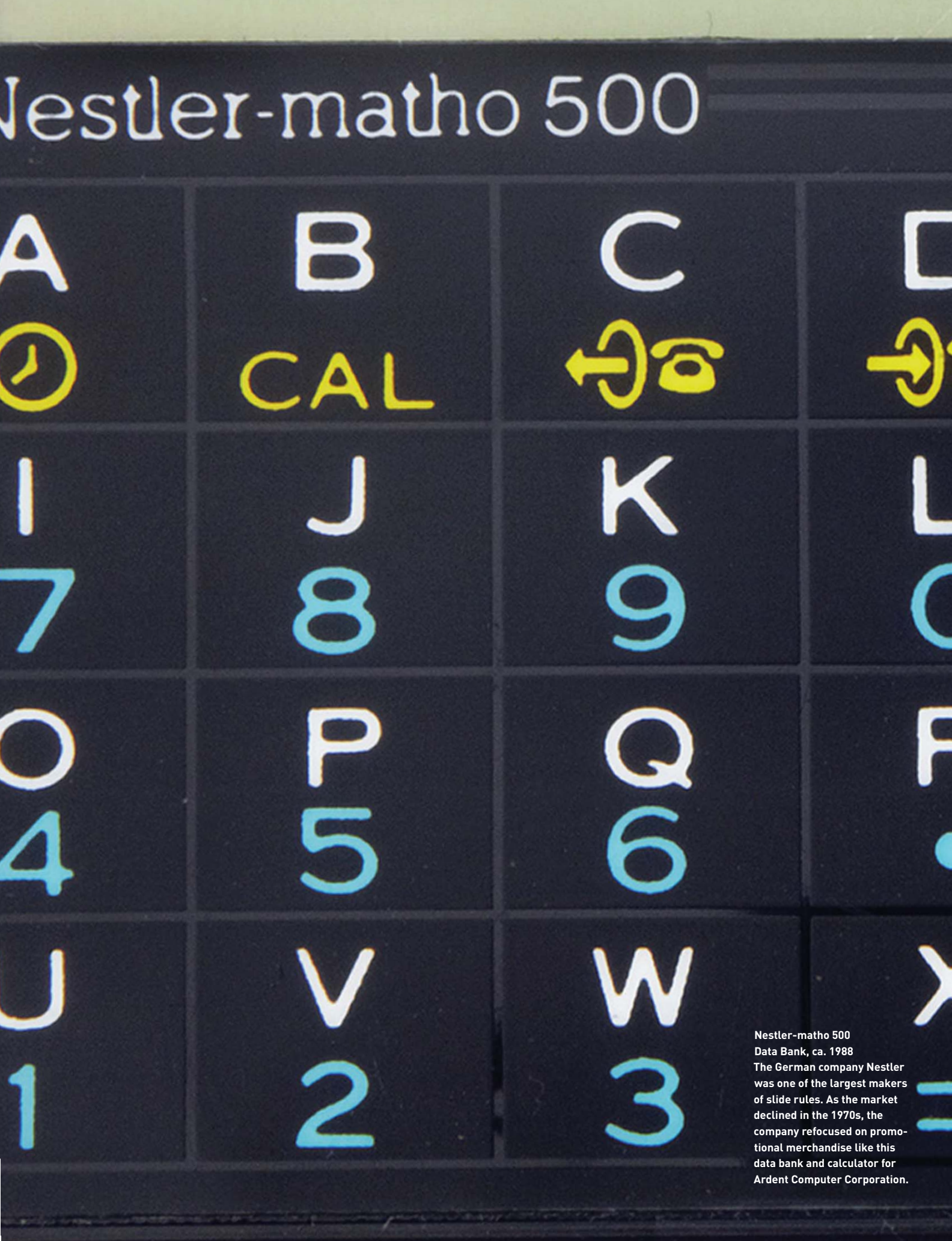
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info@computerhistory.org
650.810.1010

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Nestler-matho 500 Data Bank, ca. 1988
The German company Nestler was one of the largest makers of slide rules. As the market declined in the 1970s, the company refocused on promotional merchandise like this data bank and calculator for Ardent Computer Corporation.



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