

April 6th

John Sculley III

Born: April 6, 1939;

NYC

Sculley was president of Pepsi-Cola for six years until he was lured away by Steve Jobs [Feb 24] to become Apple CEO on April 8, 1983. Jobs' legendary pitch was: "Do you want to sell sugared water for the rest of your life? Or do you want to come with me and change the world?" The move was also backed by Apple's then president, Mike Markkula [Feb 11], who believed that Jobs lacked the discipline to run Apple.

Sculley used his marketing experience to keep the aging Apple II [April 24] popular, and helped Jobs launch the Mac [Jan 24] with a vigorous marketing campaign [Jan 22].

The split between Jobs and Sculley began after the Apple board instructed Sculley to limit Jobs' expensive dalliances with untested products. Jobs went on the offensive, and attempted to oust Sculley, but at a tense board meeting, the directors sided with Sculley and striped Jobs of his managerial duties; Jobs resigned on [Sept 16] 1985.

During Sculley's tenure, Apple introduced the PowerBook [Oct 21], and completed a major upgrade to the Mac OS, System 7. The magazine MacAddict later called this period between 1989 and 1991 the "first golden age" of the Macintosh. However, it also included Apple's porting of its OS to the PowerPC [Oct 2], which was a major misstep in retrospect. Sculley later said he should have targeted Intel architecture instead.

Sculley was also responsible for coining the term "PDA" during a keynote speech at CES on [Jan 7] 1992; at the time Apple was developing the Newton MessagePad [Aug 3].

After a bad first quarter in 1993, Apple's board forced Sculley out, and he was replaced by German-born Michael Spindler.

Andy Hertzfeld

Born: April 6, 1953;

Philadelphia, Pennsylvania

Hertzfeld was a member of the Apple Mac [Jan 24] development team who wrote large portions of the system software, including much of the ROM code, the early multitasking Switcher program, the User Interface Toolbox, and several parts of the GUI, such as the Control Panel and Scrapbook. Hertzfeld and others would later describe their job as "shoehorning" the Lisa's [Jan 19] user interface into a smaller affordable machine.



Andy Hertzfeld (1985).
Photo by Tony Wills. CC BY-SA 3.0.

Hertzfeld's business card since his Apple days has simply said, "Software Wizard."

In 1990, he was a co-founder of General Magic [May 00], and was still innovating nearly 15 years later as one of the key designers of the Google+ [June 28] Circles user interface.

A quote: "[Programming is] the only job I can think of where I get to be both an engineer and an artist."

Playing in the MUD

April 6, 1980

MUD ("Multi-User Dungeon") is the oldest multi-user text-based virtual world that's still running. It was first booted up in Autumn 1978 at Essex University on a DEC PDP-10. It was originally coded in MACRO-10 assembly by Roy Trubshaw.

The MUD name is a tribute to the Dungeon variant of Zork [May 27], which Trubshaw loved playing at the time. Of course, Zork was itself inspired by Colossal Cave Adventure [March 11].

On this day, Roy Trubshaw finished re-coding MUD version 3 in BCPL [July 21] (the predecessor of C), primarily to make the program easier to maintain. One of his innovations was to write a BCPL interpreter for a game language he invented, called MUDDL (Multi User Dungeon Definition Language). The source code is online at <https://github.com/PDP-10/MUD1>

Richard Bartle, a fellow Essex student, also worked on the game, and introduced many of the locations and puzzles that survive to this day. After Trubshaw graduated, he handed MUD over to Bartle, who continued developing the game for several years.

Essex got a connection to the ARPANET in 1980, and the first few external players logged in and tried the game out. The game's popularity also increased after it was referenced in an article about Zork that appeared in the Dec. 1980 issue of BYTE magazine.

First Microsoft Commercial

April 6, 1992

Despite the success of Apple's "1984" Super Bowl TV commercial [Jan 22], Microsoft's first TV campaign (as opposed to

promotional videos) only debuted today, aimed at Windows 3.1 [\[April 6\]](#).

The 40-second ad (which is online at YouTube) features an elderly secretary discovering the joys of using Windows with a mouse during her first day at a new job. Sadly the secretary is neither wearing running gear nor carrying a hammer.

Microsoft's best known advertising campaign is probably their Windows 95 [\[Aug 24\]](#) 60-second TV spot featured the Rolling Stones' hit "Start Me Up," which successfully lent a hip (but elderly) ambience to the product. Microsoft reportedly paid the Stones around \$10 million for the tune, but Microsoft said that number was just a rumor spread by the band.

My preference is for a humorous Steve Ballmer [\[March 24\]](#) video from 1985, filmed for staff involved with the launch of Windows 1.0 [\[Nov 20\]](#). He channels his inner infomercial pitchman, to exclaim repeatedly: "That's right! It's \$99! It's an incredible value, but it's true!"

Windows 3.1 Released April 6, 1992

Prev: [\[May 22\]](#) Next: [\[July 27\]](#)

One important improvement of Windows 3.1 over 3.0 was the dropping of "real mode", which let just one program to run at a time in the OS, and had been forced upon the OS so it could support the Intel 8086 [\[June 8\]](#). Unfortunately, the downside of being able to run many programs at once was that the machine had to be at least a 80286 PC [\[Feb 1\]](#) with 1 MB of RAM.

The other big change was scalable TrueType fonts, which made everything look much better. Previously, a user would have had to resort to third-party font technology, such as Adobe Type Manager, to get Windows to look nice. TrueType was

developed by Apple, which licensed the technology to Microsoft for free, in order to undermine Adobe's grip on the digital type market.

Windows 3.1 also had better multimedia support: MIDI, CD Audio, Super VGA (800 x 600), and the ability to handle faster modems.

It added a control panel and registry (the latter was perhaps not such a great idea), let some MS-DOS programs be controlled with the mouse, debuted Object Linking and Embedding (OLE), and the "three finger salute" (the Control-Alt-Delete command).

The Ctrl+C, Ctrl+X, Ctrl+V shortcuts debuted, although *PC Magazine* later pointed out that they were "Macintosh-compatible cut-and-paste keys," due to their origins as Command+C, Command+X, and Command+V on the Mac in [\[Jan 24\]](#) 1984 and Lisa in [\[Jan 19\]](#) 1983.

Windows 3.1 didn't include any networking software, but could use MS-DOS based networks such as Novel Netware. A later update, "Windows 3.11 for Workgroups" fixed that oversight with a bundled Windows network system.

Version 3.1 was over three million lines of code, which used just 11MB of disk space when installed. It could be purchased as six floppies or a single new-fangled CD-ROM.

Three million copies were sold in the first two months, and it became the first widely used version of Windows.

One of the best magazine headlines of the time was "Windows Upgrade Crashes Less Often," which applauded 3.1's improved stability.

Silicon Valley Debuts April 6, 2014

"Silicon Valley" is a HBO comedy series created by Mike Judge, John Altschuler and Dave

Krinsky, which focuses on five guys who found a startup.

The first series (there are six altogether) concerns the company's development of an application called Pied Piper which employs a revolutionary data compression algorithm, and its competition with a multinational corporation called Hooli which develops a copycat product called Nucleus.



Mike Judge (2011). Photo by Gage Skidmore. CC BY-SA 3.0.

The show uses the "Weissman score" to compare the compression rates of the two apps, which was created by Stanford Professor Tsachy Weissman and student Vinith Misra at the request of the producers.

Various real-world tech-people have supplied input to the show, including Marc Andreessen [\[July 9\]](#), Sheryl Sandberg [\[Aug 28\]](#), and LinkedIn co-founder Reid Hoffman [\[May 5\]](#).

Co-creator Mike Judge worked in a Silicon Valley startup called Parallax early in his career. Judge quit after less than three months, claiming that "The people I met were like Stepford Wives."
