Yoav Shoham
Born: Jan. 22, 1956;
Israel

Shoham's work on AI (including multiagent systems), developed out of his earlier interests in temporal reasoning, nonmonotonic logics, and theories of commonsense. He also runs a Coursera [April 18] game theory course that has been viewed by over half a million students.

Yoav Shoham (2016). Photo by Arielinson. CC BY-SA 4.0.

A quote: "I often like to have this picture in mind, it's a cartoon I saw when I was young, of a kid standing – looking at the stars – with a telescope but standing on a little chair to get closer to the stars. And, that's what AI is. The stars are intelligence. The chair is current-day AI machine learning,"

Microsoft and Apple Agree
Jan. 22, 1982

In return for Microsoft getting its hands on a precious Apple Macintosh prototype [Jan 24], the company agreed to develop software for the machine, including a version of BASIC [Jan 2]. It also promised not to release any mouse-based software before Jan. 1, 1984. Specifically, the agreement stipulated that Microsoft would not: "undertake in any way to sell, lease, license, publish or otherwise distribute… any financial modeling, business graphics or data base program which utilizes a mouse or tracking ball for any computer not manufactured by Apple."

Fairly watertight you might think, except that the agreement didn't bar Microsoft from developing a competing OS. Soon it was busy on what would become Windows.

Eager to steal Jobs' thunder, Gates announced Windows 1.0 on [Nov 10], 1983, just before the release of the Mac on [Jan 24] 1984. Microsoft claimed hand-on-heart that Windows would be ready by April 1984; it didn't ship until [Nov 20] 1985.

When the Mac debuted, Microsoft could offer Multiplan [Aug 1], an early spreadsheet program, and Microsoft BASIC. Unfortunately, the BASIC turned out to rather sluggish and didn't take advantage of the Mac's unique features, such as its powerful drawing toolbox. These problems were remedied in version 2 in 1985.

Sayings from Chairman Jobs
Jan. 22 ??, 1983

The Macintosh [Jan 24] team held an off-site retreat in Carmel, a few days after the introduction of the Lisa [Jan 19].

Steve Jobs [Feb 24] began the event by inspiring the multitude with what later were dubbed "Sayings from Chairman Jobs":

1. Real artists ship.
2. It's better to be a pirate than join the navy.
3. Mac in a book by 1986.

Saying no. 1 probably refers to the fact that the Mac was behind schedule; it wouldn't be released for another year, on [Jan 24] 1984

Saying no. 2 soon resulted in the creation of a pirate flag, which proudly flew from the roof of the "Macintosh Division" building, until it was stolen by members of the Lisa team.

Jobs had been leader of the Lisa group until he was forced out by CEO Michael Scott in Sept. 1980. He joined the Mac team on Jan. 20, 1981, eventually causing its leader, Jef Raskin [March 9] to step down, and leave Apple in Feb. 1982.

Jobs would regularly hold "all hands" meetings in the central atrium of the Bandley 3 building. During one such gathering someone said to him, "Steve, at some point we need to go home and do our laundry". He immediately responded by saying that he would have a washer/dryer installed by Monday.

Apple's 1984
Jan. 22, 1984

During the third quarter of Super Bowl XVIII. Apple broadcast the now-famous "1984" one-minute commercial introducing the Macintosh [Jan 24]. The advert was directed by Ridley Scott [June 25], and produced by the Chiat/Day ad agency.

A female athelete runs through a bleak "Orwellian" office, and hurls a sledgehammer at a massive video screen from which "Big Brother" is speaking, encouraging his office drones.

The narrator announces, "On January 24th, Apple Computer will introduce Macintosh. And you'll see why 1984 won't be like 1984."

The commercial had already been shown to 750 sales representatives at Apple's annual sales conference on Oct 23, 1983; they liked it. Steve Jobs [Feb 24] and John Sculley [April 6] had also screened it for

the Apple Board of Directors in December, who hated it.

The ad was also aired on a small TV channel in Twin Falls, Idaho at 1am on Dec. 15, 1983, and nobody expressed any opinion whatsoever. Nevertheless, this allowed the commercial to be submitted to award competitions for that year. There was also a 30-second version for movie theaters which had been released on Jan. 17.

Ridley Scott filmed the advert in England under the 'severe' budget constraint of spending less than $250,000. He used local skinheads to portray the "office drones", but the female runner was an experienced discus thrower, Anya Major. "Big Brother" was played by David Graham, better known for voicing the Daleks in "Doctor Who" [Nov 23] during the 1960's and 70's.

Chiat/Day was also the producer of Apple's 1985 Super Bowl commercial, the disastrous "Lemmings" [Jan 20].

"1984" returned during the 20th anniversary of the Macintosh in 2004, but an iPod [Jan 9] was digitally added to the heroine's running gear.

Microsoft and Spyglass Agree
Jan. 22, 1997

Microsoft settled its Web browser royalty dispute with Spyglass [April 5] by agreeing to a one-time payment of $8 million.

It had all begun in 1995 when Microsoft licensed the Mosaic browser from Spyglass as the basis for Internet Explorer (IE) [Aug 16]. The agreement stipulated that Spyglass would receive a quarterly fee for the license, plus a royalty from Microsoft's IE revenues.

But Microsoft once again exhibited its canny business acumen and started bundling IE for free with Microsoft

Windows, which meant that it didn't generate any 'direct' revenues.

FingerWorks
Jan. 22, 2005

The iPhone's [Jan 7] multi-touch screen technology was developed by a company called FingerWorks which Apple bought on this day.

Previously FingerWorks had been known mainly for its multi-touch keyboard, developed by Wayne Westerman and John G. Elias in 1998.

Its iGesture Pad and TouchStream keyboard were particularly helpful for people suffering from Repetitive Strain Injury (RSI). Westerman had developed RSI himself while writing his dissertation, and became interested in the problem; FingerWorks products were part of the answer, but were promptly discontinued when the company was acquired by Apple.

TouchStream keyboard. (c) FingerWorks.

During the iPhone announcement in 2007, Steve Jobs [Feb 24] said of the phone: "… It's super smart. You can do multifinger gestures on it. And boy, have we patented it."

This wasn't quite accurate: the FingerWorks/Apple's patents covered multi-touch on capacitive mobile screens, but not the term "multi-touch" which dates from [July 14] 1976.

In 2010 Apple was granted a patent on pinch-to-zoom, which was rejected in 2013 due to prior work by Myron Krueger [March 1] and Dean Rubine [Dec

00] in the 1980's and 90's. It was strange that Jobs had forgotten about this because he'd once visited Rubine's lab, but way back in 1985.

Space Tweet
Jan. 22, 2010

Abroad the International Space Station (ISS), NASA astronaut Timothy Creamer became the first person to *directly* use Twitter [March 21] from space. The tweet, from @Astro_TJ, read:

"Hello Twitterverse! We r now LIVE tweeting from the International Space Station - the 1st live tweet from Space! :) More soon, send your ?s"

Actually, earlier space tweets had been sent, but only *indirectly*. Shuttle members had to email their messages to Johnson Space Center, before they were converted and sent out as tweets.

Today's revolution in communication was due to an upgrade to the ISS: a new Crew Support LAN that could remotely access a computer back on the Earth.

The first indirect space tweet was sent by Mike Massimino on May 12, 2009. It read:

"From orbit: Launch was awesome!! I am feeling great, working hard, & enjoying the magnificent views, the adventure of a lifetime has begun!"

It made up for the lack of emoticons [Sept 19] by a strong use of exclamation marks.

Massimino was onboard a shuttle mission to service the Hubble telescope. By the next day, he had over 247,000 followers on Twitter.

For more space shuttle stories, see [Feb 24], [March 11], [Apr 00], [Apr 10], [Aug 9], [Oct 4].

For more ISS stories, see [March 26], [Aug 14].