## March 2nd

### Elizabeth Jocelyn "Jake" Feinler
#### Born: March 2, 1931;
Wheeling, West Virginia

From 1972 until 1989, Feinler's group operated the Network Information Center (NIC) for the ARPANET [July 29], based at Douglas Engelbart's [Jan 30] Augmentation Research Center.

Jon Postel's [Aug 6] Internet Assigned Numbers Authority (IANA) assigned the network addresses, while NIC published them. It provided lookup services (initially over the phone and by physical mail), and published a directory of people (the "white pages"), a resource handbook (the "yellow pages"), and a protocols handbook. As part of this effort, Feinler's group developed the top-level domain naming scheme of .com, .edu, .gov, .mil, .org, and .net.

Feinler later characterized NIC as "a kind of prehistoric Google."



Elizabeth "Jake" Feinler (2011). Self-portrait. CC BY-SA 3.0.

In 1984, NIC became the Defense Data Network Network Information Center (DDN-NIC), as part of the ARPANET's move away from a research network into a more commercial form [Sept 14]. From Oct. 1991 until [Sept 18] 1998, NIC tasks were handled by Network Solutions (NSI). Thereafter, the "Internet Corporation for Assigned Names and Numbers" (ICANN) took over.

Feinler' explanation of her nickname, "Jake": "My family was going to call me Betty Jo to match my sister's name, Mary Lou. Only two at the time, my sister's version of Betty Jo sounded like Baby Jake. I always say, Thank goodness they dropped the "Baby"."

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### Mark E. Dean
#### Born: March 2, 1957;
Jefferson City, Tennessee

Dean holds three of the nine patents for the IBM PC [Aug 12], was one of the "Dirty Dozen" [Aug 8], and led IBM's PC design team from 1982 until 1989.

His "Color Graphics Adapter" (CGA) was IBM's first graphics card, and soon became a color display standard. It featured several graphics and text modes, offering a display resolution of up to 640×200 with 16 (4-bit) colors.

He also co-developed the 8-bit Industry Standard Architecture (ISA) bus with Dennis Moeller (another of the "Dirty Dozen"). The PC/XT bus (as it was called at the time) was intended for the PC and XT [March 8], but worked just as well with IBM compatibles. A 16-bit ISA debuted with the IBM PC/AT on [Aug 14] 1984 (although back then it was called the IBM AT bus).

The shorter ISA names were coined as part of the 32-bit Extended ISA (EISA) standard proposed by the "Gang of Nine" on [Sept 13] 1988.

As director of the IBM Austin Research Lab at the end of the 1990's, Dean pioneered the first gigahertz speed CMOS microprocessor, and his team at the T.J. Watson Research Center developed the basic architecture for IBM's Blue Gene supercomputer [Dec 00].

In 1995, he became the first African-American IBM Fellow.

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### Pioneer 10 Launched
#### March 2, 1972

NASA launched the Pioneer 10 space probe on a mission taking it through the asteroid belt (on July 15, 1972), to Jupiter (Dec. 3, 1973), and eventually (on June 13, 1983) beyond our solar system, heading in the direction of Aldebaran, 65 light years away.

Unfortunately, we know that Pioneer 10 is unlikely to reach Aldebaran since it will be destroyed by a Klingon ship in the late 23rd century, as recounted in the film "Star Trek V: The Final Frontier" (1989).

Pioneer 10 held the record for the man-made device furthest from Earth until it was overtaken by Voyager 1 [Aug 20] on Feb. 17, 1998. Contact was lost with that probe on Jan. 23, 2003, but only after it had travelled some five billion miles.

A popular myth is that Pioneer 10 contains an Intel 4004 chip [Nov 15]. The Pioneer team did consider using the 4004, but decided it was too new (and untested) at the time. In any case, an ordinary version of the chip couldn't be used because of the many reliability tests each must pass, as specified in the MIL-STD-883 standard. Pioneer 10 ended up using a custom CPU built from discrete logic circuits

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### Yahoo! Incorporated
#### March 2, 1995

Yahoo! was incorporated by Jerry Yang [Nov 6] and David Filo a little more than a year after it had been founded.

In Jan. 1994, Yang and Filo were lowly electrical engineering graduate students assigned to adjacent cubicles in a trailer at Stanford. They both stored bookmarks of their favorite Web sites in Mosaic [Sept 28], and

bemoaned how their lists were becoming unwieldy. This gave them the idea of creating a dedicated directory of websites, organized hierarchically. They automated the process using Tcl/Tk [Oct 15] and Perl [Dec 18] scripts to group bookmarks, and the site, "Jerry's Guide to the World Wide Web," was born.

The pair tried to categorize at least 1,000 new sites each day. When a subject category grew too large, subcategories were created, and then sub-subcategories

In March 1994, the site was renamed "Yahoo!", which perhaps stands for "Yet Another Hierarchically Organized/Officious Oracle". However, the word is more likely to have been inspired by the Yahoo race in Johnathan Swift's "Gulliver's Travels" (1726). Swift describes them as being filthy, with unpleasant habits, and obsessed with "pretty stones" they find by digging in mud.

By the fall of 1994, Yahoo! was receiving over two million requests per day, and Yang and Filo started looking for outside funding [April 12].

Yahoo! wasn't the Web's first directory site – that was Tim Berners-Lee's [June 8] WWW Virtual Library [Aug 6], which grew out of his Web overview page.

## E10+ Added
### March 2, 2005

The "Entertainment Software Rating Board" (ESRB [Sept 16]) added "E10+" to warn parents about the presence of violence in computer games that might be inappropriate for children under the age of ten. This subdivided the old E ("Everyone") rating into two.

The ESRB explained that it expected adventure, racing, and sports games to continue using "E", but racing games with graphic crashes and violent superhero games might change to "E10+".

"Donkey Kong Jungle Beat", released on March 14, was the first game to use the new rating, apparently due to the aggressive tendencies of "Donkey Kong" [July 9].

The game was designed to be played with the "DK Bongos" controller which was shaped like a pair of drums made out of barrels. It also had a microphone that detected noises such as clapping.

## Bill Gates KBE
### March 2, 2005

Queen Elizabeth II bestowed the noble title of "Knight Commander of the Most Excellent Order of the British Empire" upon Bill Gates [Oct 28] for his contribution to UK commerce and his efforts in addressing poverty around the world. A rumor that he was also honored for helping the Queen finally install Windows XP SP1 [Oct 25] on her Royal Laptop is probably false.



Armor not worn by a KBE. Photo by Göran Schmidt.

The award entitles him to append the letters "KBE" to his name, but not to call himself "Sir Bill" since he isn't a denizen of the Commonwealth. Melinda Gates can add DBE ("D" for Dame) to her name.

There can only be 845 Knights and Dames Commander at any time. Other KBEs in the computing field include: Vannevar Bush [March 11], Lou Gerstner, Jr. [March 1], Tim Berners-Lee [June 8], Jonathan Paul Ive [Feb 27]; the last two are British so are correctly called "Sir".

A lapel pin is available for everyday wear. Other insignia for more important occasions include an eight-pointed silver star and a badge hung from a ribbon around the neck. The badge takes the form of a cross patonce.