## Enid Mumford
### Born: March 6, 1924;

Merseyside UK
Died: April 7, 2006

Mumford worked on human factors and socio-technical systems, first investigating the impact of computers in the insurance sector in a study carried out with Olive Banks in 1967. It was the first empirical investigation of this type.

In 1983, she began developing ETHICS (Effective Technical and Human Implementation of Computer-based Systems), a methodology for designing information systems (IS). The underlying principle was that people who would use the system should help design it. This would make them happier with their eventual working circumstances, and so increase their productivity.

ETHICS was employed in several large organizations, including at Rolls Royce Aerospace and DEC [Aug 23] in Boston.

## Adam Osborne
### Born: March 6, 1939;

Bangkok, Thailand, but British-American.
Died: March 18, 2003

Osborne created the first commercial 'portable' computer, the Osborne 1, which was released on [April 3] 1981. At its peak, his company, Osborne Computer Corporation (OCC), shipped 10,000 Osborne 1's per month.

Osborne first became known as a writer of technical manuals: he penned the first guides for the Intel 4004 [Nov 15], and 8080 [April 18], the latter much praised by Paul Allen [Jan 21] and Bill Gates [Oct 28]. In the early days of Microsoft, they used it to figure out how to build an 8080 emulator which they employed to implement their first BASIC.

Osborne's first book outside of Intel, "An Introduction to Microcomputers" was included by IMSAI [Dec 16] with every computer it sold. The book's success led him to found Osborne and Associates in 1972, which initially specialized in easy-to-read manuals. By 1977, it offered over forty titles, and was bought out by McGraw-Hill in 1979.

In 1980 Osborne issued a public challenge to any bank that he could steal $10 million from them electronically, provided they'd guarantee not to prosecute him. No bank took him up on the offer.

He founded OCC in Jan. 1981, enlisting the help of ex-Intel engineer Lee Felsenstein [April 27] to develop hardware.

In Oct. 1982, Osborne inadvertently coined the "Osborne effect" when he publically announced that OCC was developing two new computers much superior to the Osborne 1 (namely the Osborne Executive [April 18] and the Vixen). His statement stymied consumer demand for the Osborne 1, and the resulting inventory glut forced the company to file for bankruptcy in Sept.1983. In 1984, Osborne and John C. Dvorak [April 1; Sept 27; Dec 26] coauthored a book about the experience - "Hypergrowth: The Rise and Fall of the Osborne Computer Corporation", in which Osborne ridiculed the Osborne effect as fictitious.

## Michelangelo
### March 6, 1992

The Michelangelo virus was so named because of its activation date (today is celebrated as Michelangelo's birthday), but there was nothing in the code that referenced the great man, so it's entirely possible the programmer wasn't so culturally literate.

The virus was first discovered in Feb. 1991 by Australian veteran anti-virus expert Roger Riordan, so he got to choose the name. He could just have easily called it Mumford or Osborne [previous entries], and then been sued. Or he could have gone for "Lou" after Lou Costello of Abbot & Costello fame; the comedian had died in 1959, but his children may still have objected.



Lou Costello. Screenshot from "Africa Screams" (1949).

Michelangelo (aka Lou) was one of the earliest viruses to receive widespread media attention and also one of the first to prompt widespread hysteria after the media coverage ramped up.

For example, John McAfee [Sept 18] claimed that perhaps 5 million computers were in danger; in the event only 5,000-10,000 cases were reported, but a lot of copies of McAfee's virus protection software were sold, so maybe they helped. Incidentally, his company went public later that year, raising $42 million during its IPO.

Unlike Michelangelo the man, the virus wasn't particularly innovative, being a variant of the Stoned Virus [Feb 1] from 1988. It was transmitted through the boot sector of a floppy disk., overwriting multiple sectors of the machine's hard disk. With every subsequent boot, the virus attempted to infect other disks, and getting rid of it usually meant reformating the entire hard drive.

## The Webby Awards
### March 6, 1997

The Webby Awards are presented annually by the International Academy of Digital Arts and Sciences. Categories include: websites, advertising and media, online film and video, mobile sites and apps, and social media.

The 1997 Webby Awards was the first nationally televised awards ceremony devoted to the Internet. Seven hundred people attended the event at Bimbo's 365 Club in San Francisco, and the winner of the first Webby was ENTROPY8, which is still online at http://www.entropy8.com.

However, the first "Webbie" Awards show was held two years earlier at the Hollywood Roosevelt Hotel. It was organized by Glenn Davis, and its top prize, 'The "Cool Site of the Year" award', went to the web-based serial. "The Spot" [June 17].

The event was given a drastic makeover when Tiffany Shlain was hired by *The Web Magazine* in 1996. The result was the awards show that started on this day, which proved so successful that it outlived the magazine that created it.

Each winner is permitted only a five-word acceptance speech. Some of the better ones have been:

- Al Gore [Dec 9]: "Please don't recount this vote."
- Steve Wilhite (the GIF creator [June 15]): "It's pronounced 'jif' not 'gif'"
- Beastie Boys: "Can anyone fix my computer?"
- Tim Berners Lee [June 8]: "Free, open… Keep one Web"
- Stephen Colbert: "Me. Me. Me. Me. Me"
- Jon Hecht: "Let me start by saying … ."

## First Official Royal Website
### March 6, 1997

Queen Elizabeth II launched the first official Royal website "The Home of the Royal Family" at https://www.royal.uk/. This modest online home joined the family's somewhat more lavish real-world abodes at Buckingham Palace, Windsor Castle, Sandringham, St. James's Palace, Balmoral, and many other places.

A review of the revamped 2009 website by *The Daily Telegraph* expressed disappointment that Her Majesty had allowed the creation of a site which overlooked the basics of good search engine optimization. However, as of 2021, it's the first hit for "best royal website" in Google.



Queen Elizabeth II (1963). Archives New Zealand. CC BY 2.0.

For more Royal online activities, see [March 26], [Dec 23]

## AMD Breaks 1GHz
### March 6, 2000

AMD [May 1] announced that it had shipped its first 1,000MHz (1GHz) Athlon [June 23] processor, thereby beating arch-rival Intel to the 1GHz finish line by two days.

Intel later contended that it was the winner because it had shipped production-level 1GHz Pentium III [Feb 26] chips a week earlier.

AMD quickly responded that it had also shipped production-level 1GHz chips to its partners well in advance. For example, Gateway [Sept 5] began building 1GHz Athlon systems during the week ending Feb. 28. This meant it was first, pouted AMD.

## SCO Sues IBM
### March 6, 2003

The SCO Group [Jan 00] filed a $1 billion lawsuit against IBM for allegedly "devaluing" its version of UNIX by using it in Linux.

Three years later, Judge Brooke Wells memorably compared SCO's tactics to those of a police officer who accuses a person of theft, but won't disclose what that person is meant to have stolen.

On Aug. 10, 2007, another judge, Dale Kimball, ruled that Novell, not the SCO Group, was the owner of the copyrights covering UNIX. After that, Novell announced that they had no interest in suing anyone over UNIX, and stated "We don't believe there is UNIX in Linux". This ruling was later reversed, and then decided in Novell's favor for a second time in 2010.

Naturally, the small matter of having the foundations of its case demolished didn't mean that SCO gave up. The suit somehow carried on even after the SCO Group went bankrupt in Sept. 2007, and even after the SCO Group's assets were sold off at auction. The lawsuit was given succor by former judge Edward Cahn (not pronounced "con") who had been appointed the Chapter 11 case trustee for the SCO Group in 2009.

For more litigation, see [Aug 10].