Geschichte und Ästhetik der audiovisuellen und digitalen Medien II

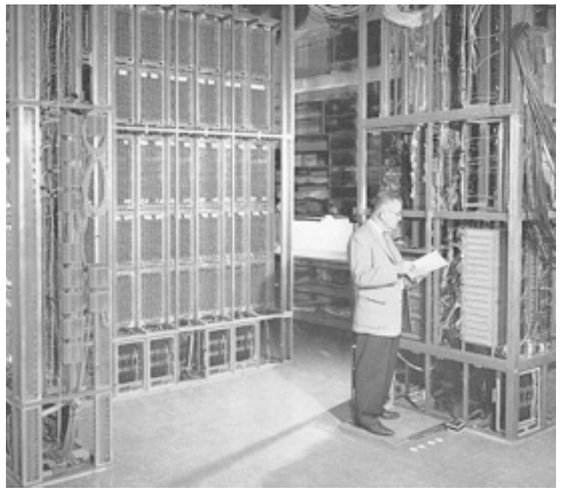
1972-1978

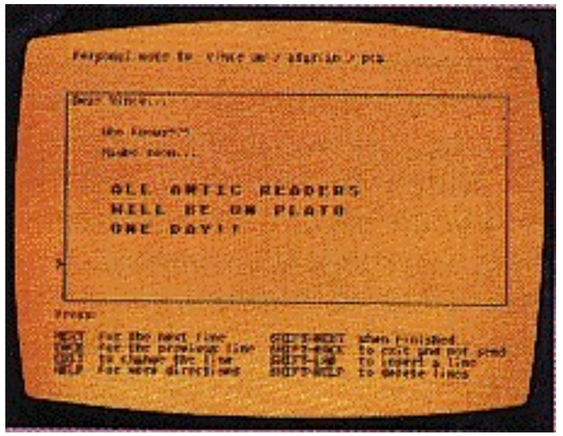
Prof. Dr. Jochen Koubek

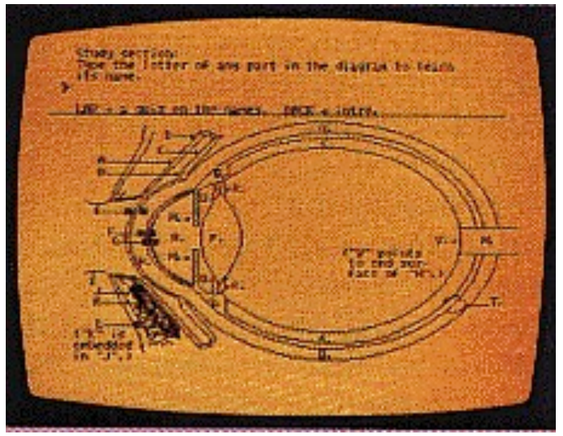
Technikgeschichte

Online-Community PLATO

Plato IV ab 1972







PLATO

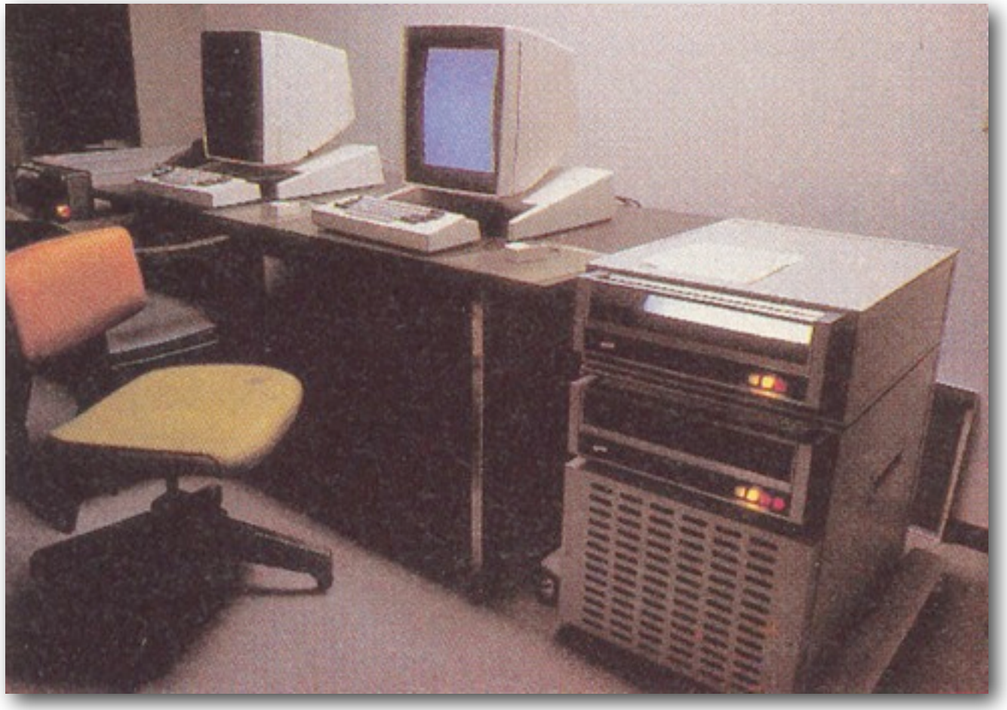
Homelink

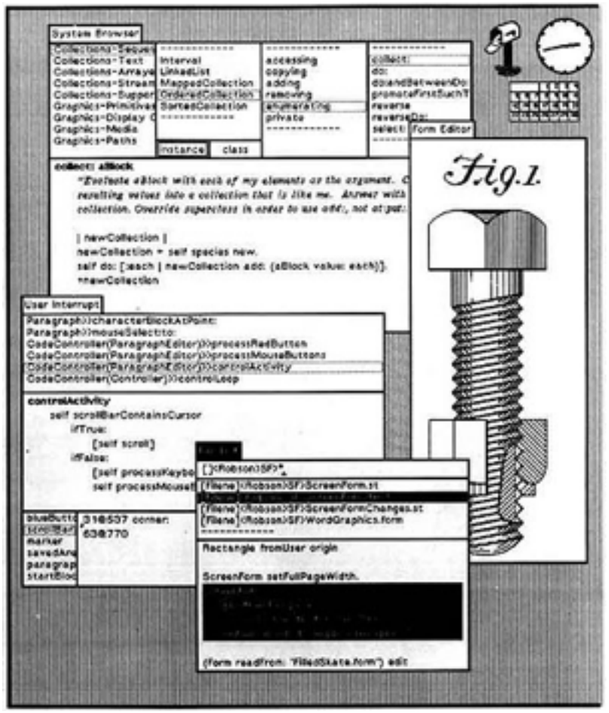
LINK YOUR COMPUTER TO AN INTELLIGENT WORLD.

CONTROL DATA

Xerox Parc

Xerox Alto

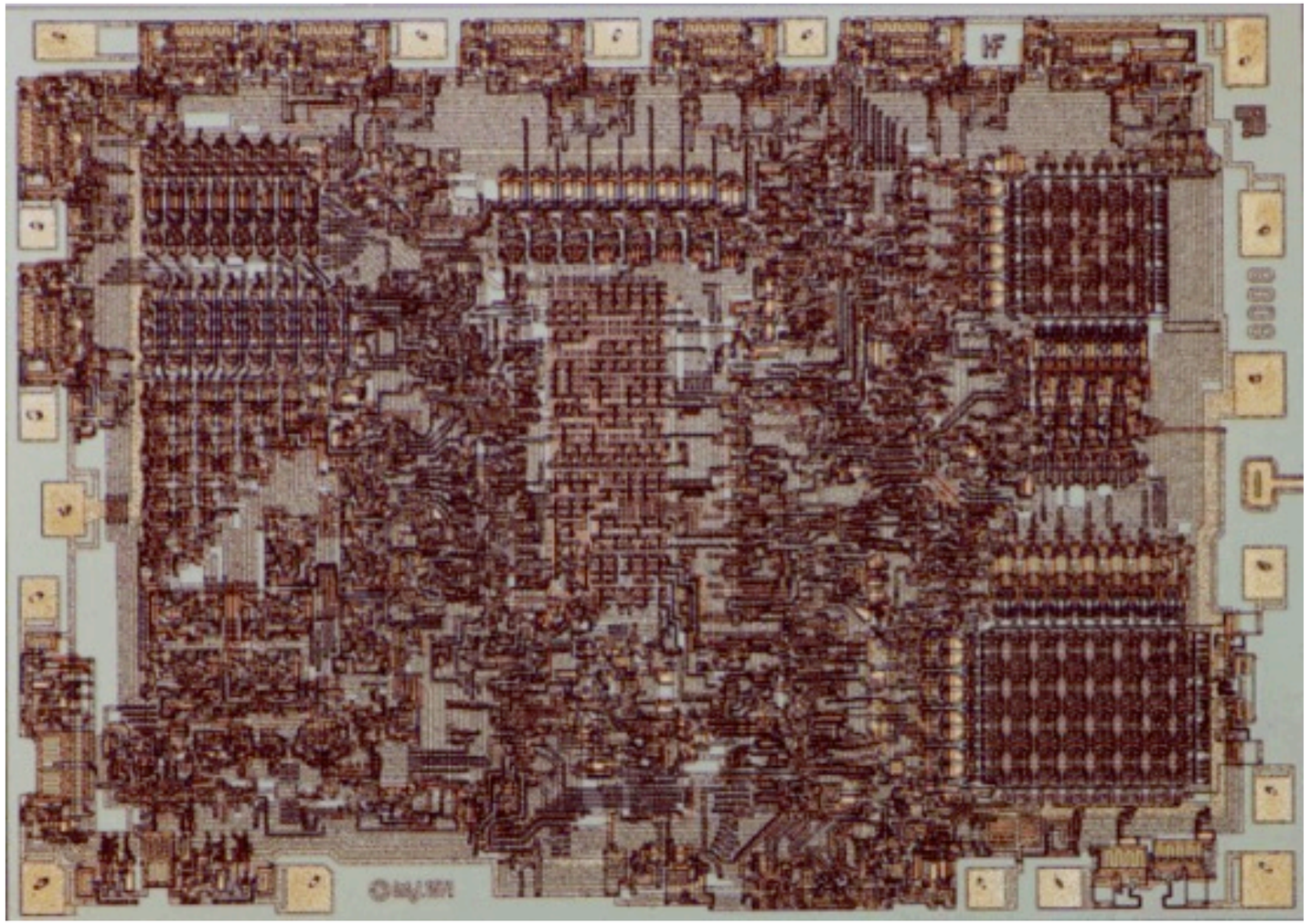




1973

Rastergrafik
3-Tasten-Maus
GUI: Windows, Icons, Menus, Pointer (WIMP)
Ethernet
Email

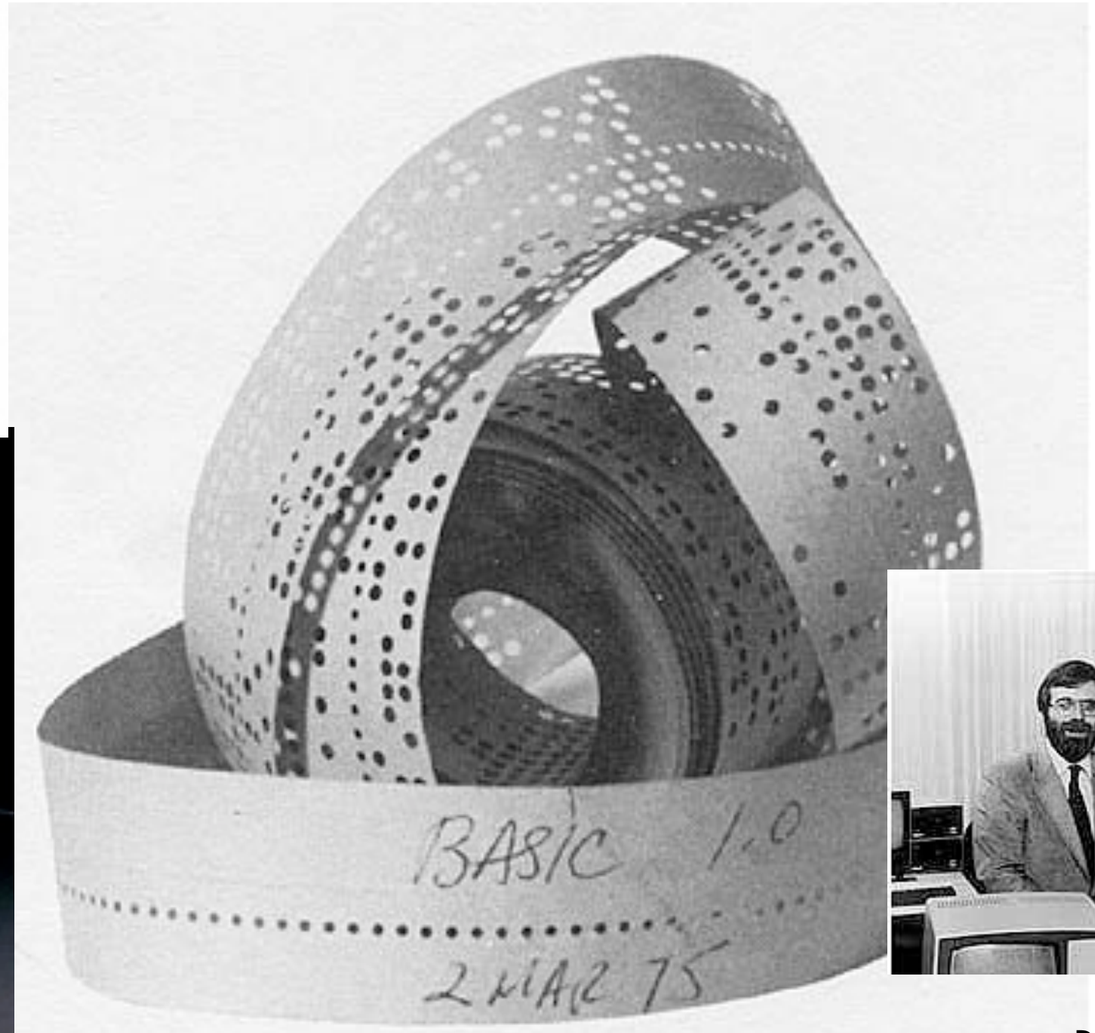
Mikroprozessor



Intel: 8008, 1972

Altair

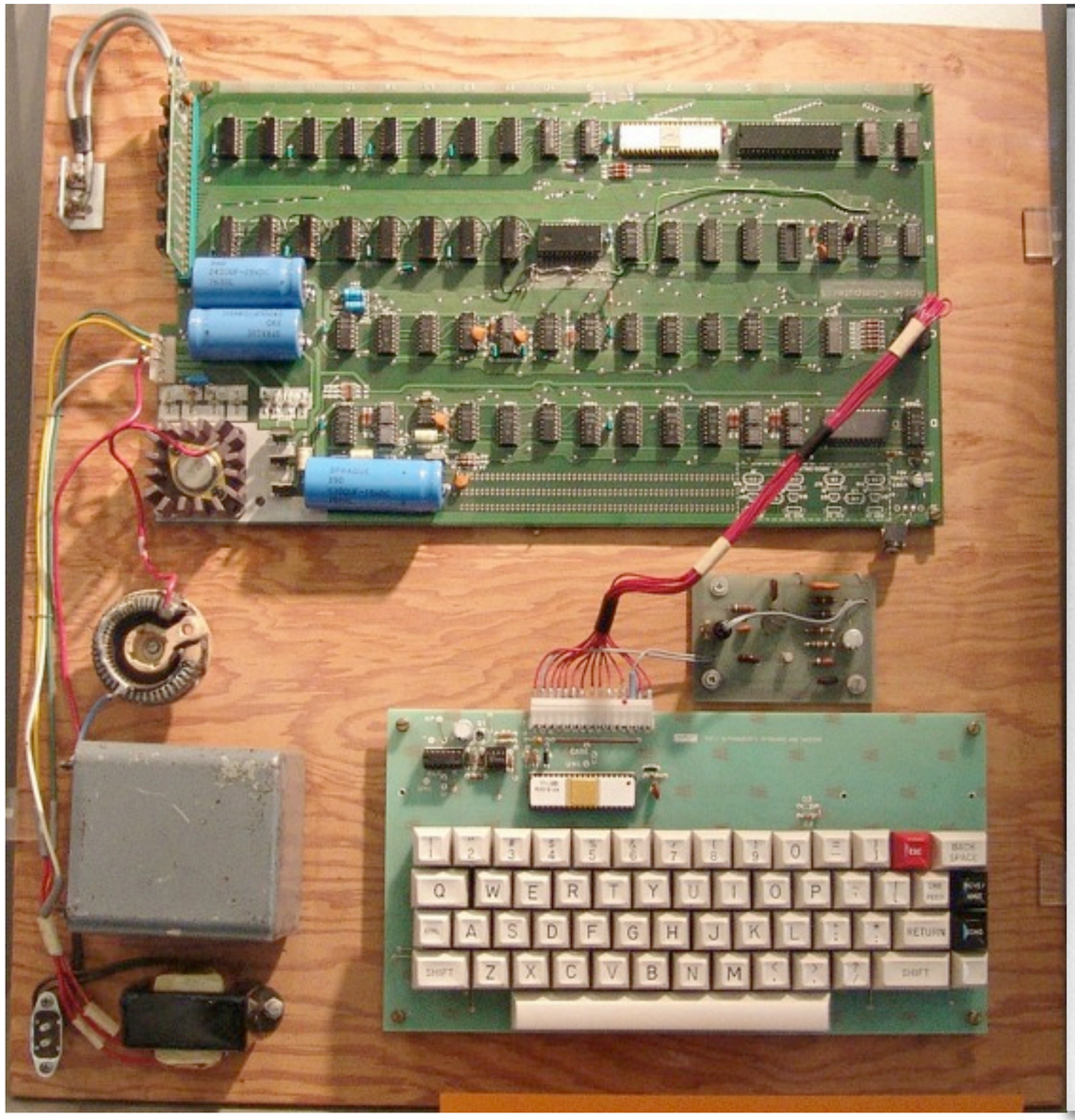
1974-1975



Ed Roberts, MITS

Paul Allan, Bill Gates

Apple I - der erste **Homecomputer** (1976)



Apple Introduces the First Low Cost Microcomputer System with a Video Terminal and 8K Bytes of RAM on a Single PC Card.

The Apple Computer. A truly complete microcomputer system on a single PC board. Based on the MOS Technology 6502 microprocessor, the Apple also has a built-in video terminal and sockets for 8K bytes of on-board RAM memory. With the addition of a keyboard and video monitor, you'll have an extremely powerful computer system that can be used for anything from developing programs to playing games or running BASIC.

Combining the computer, video terminal and dynamic memory on a single board has resulted in a large reduction in chip count, which means more reliability and lowered cost. Since the Apple comes fully assembled, tested & burned-in and has a complete power supply on-board, initial set-up is essentially "hassle free" and you can be running within minutes. At $666.66 (including 4K bytes RAM!) it opens many new possibilities for users and systems manufacturers.

You Don't Need an Expensive Teletype.

Using the built-in video terminal and keyboard interface, you avoid all the expense, noise and maintenance associated with a teletype. And the Apple video terminal is six times faster than a teletype, which means more throughput and less waiting. The Apple connects directly to a video monitor (or home TV with an inexpensive RF modulator) and displays 960 easy to read characters in 24 rows of 40 characters per line with automatic scrolling. The video display section contains its own 1K bytes of memory, so all the RAM memory is available for user programs. And the Keyboard Interface lets you use almost any ASCII-encoded keyboard.

The Apple Computer makes it possible for many people with limited budgets to step up to a video terminal as an I/O device for their computer.

No More Switches, No More Lights.

Compared to switches and LED's, a video terminal can display vast amounts of information simultaneously. The Apple video terminal can display the contents of 192 memory locations at once on the screen. And the firmware in PROMS enables you to enter, display and debug programs (all in hex) from the keyboard, rendering a front panel unnecessary. The firmware also allows your programs to print characters on the display, and since you'll be looking at letters and numbers instead of just LED's, the door is open to all kinds of alphanumeric software (i.e., Games and BASIC).

8K Bytes RAM in 16 Chips!

The Apple Computer uses the new 16-pin 4K dynamic memory chips. They are faster and take ¼ the space and power of even the low power 2102's (the memory chip that everyone else uses). That means 8K bytes in sixteen chips. It also means no more 28 amp power supplies.

The system is fully expandable to 65K via an edge connector which carries both the address and data busses, power supplies and all timing signals. All dynamic memory refreshing for both on and off-board memory is done automatically. Also, the Apple Computer can be upgraded to use the 16K chips when they become available. That's 32K bytes on-board RAM in 16 IC's—the equivalent of 256 2102's!

A Little Cassette Board That Works!

Unlike many other cassette boards on the marketplace, ours works every time. It plugs directly into the upright connector on the main board and stands only 2" tall. And since it is very fast (1500 bits per second), you can read or write 4K bytes in about 20 seconds. All timing is done in software, which results in crystal-controlled accuracy and uniformity from unit to unit.

Unlike some other cassette interfaces which require an expensive tape recorder, the Apple Cassette Interface works reliably with almost any audio-grade cassette recorder.

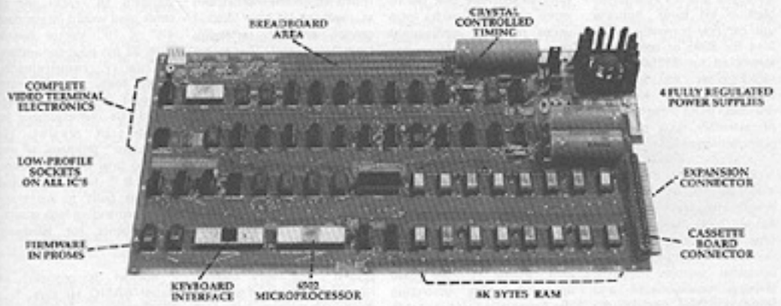
Software:

A tape of **APPLE BASIC** is included free with the Cassette Interface. Apple Basic features immediate error messages and fast execution, and lets you program in a higher level language immediately and without added cost. Also available **now** are a dis-assembler and many games, with many software packages, (including a macro assembler) in the works. And since our philosophy is to provide software for our machines free or at minimal cost, you won't be continually paying for access to this growing software library.

The Apple Computer is in stock at almost all major computer stores. (If your local computer store doesn't carry our products, encourage them or write us direct). **Dealer inquiries invited.**

Byte into an Apple $666.66*

*Includes 4K bytes RAM

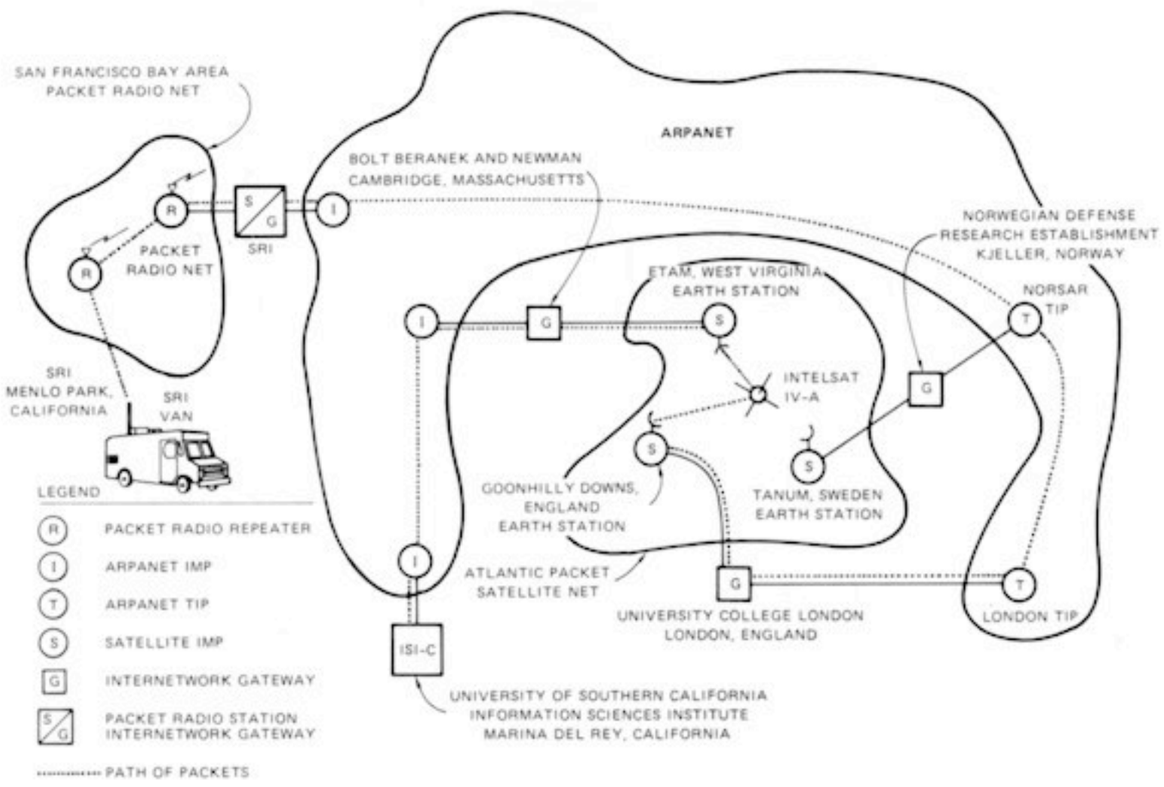


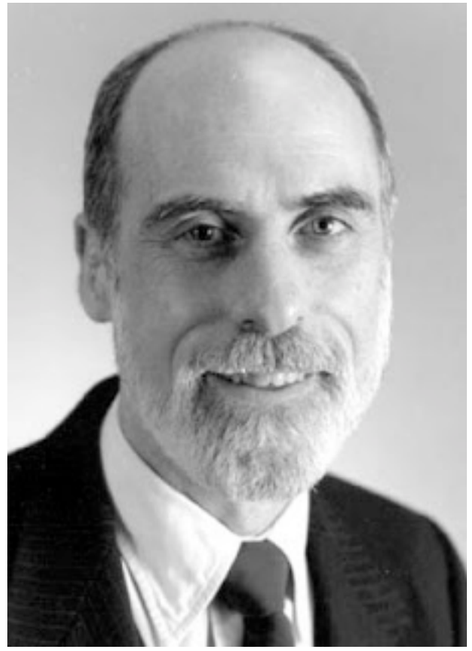
APPLE Computer Company • 770 Welch Rd., Palo Alto, CA 94304 • (415) 326-4248


Apple II
1977

TCP/IP

A Protocol For Packet Network Intercommunication, 1974

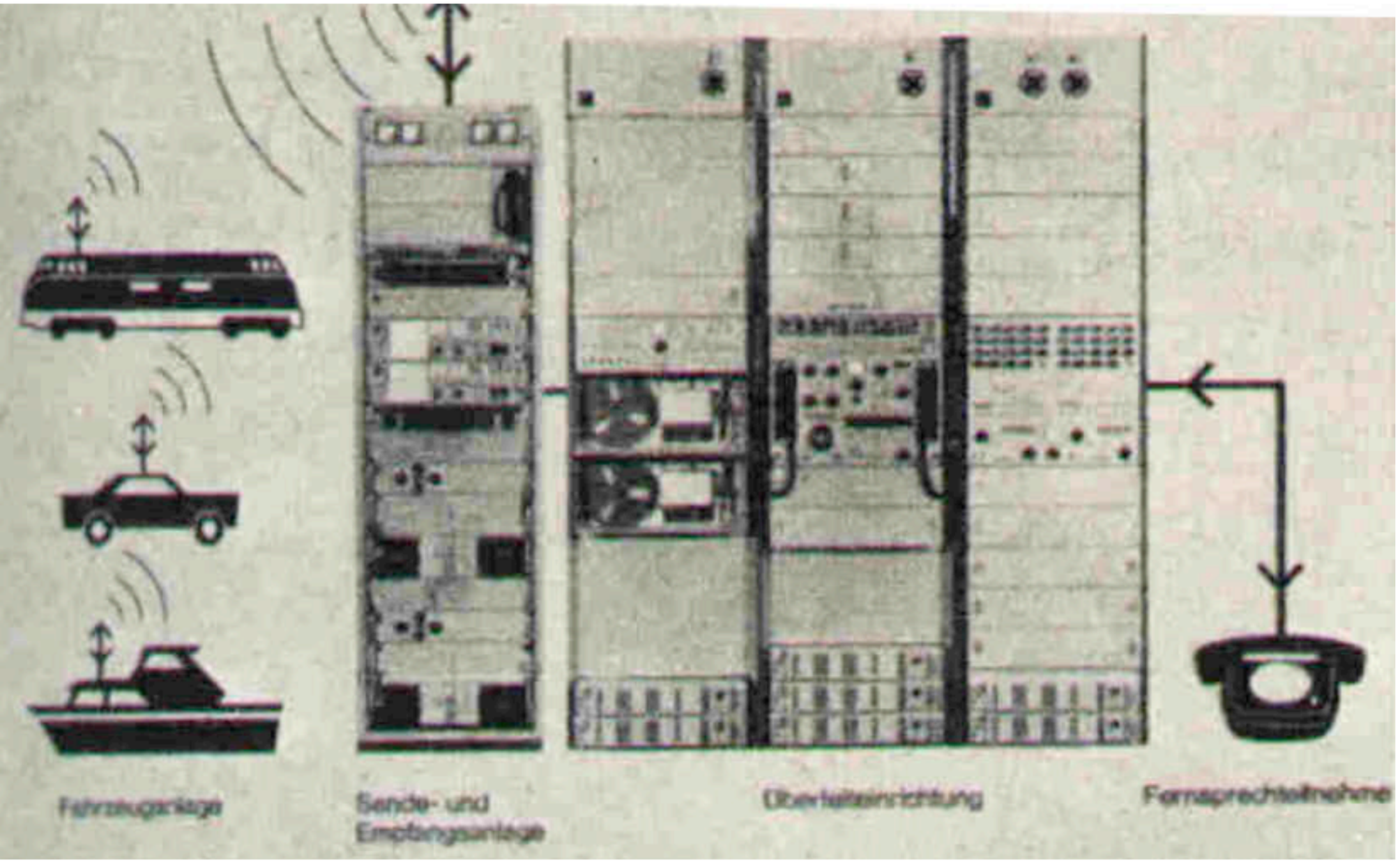


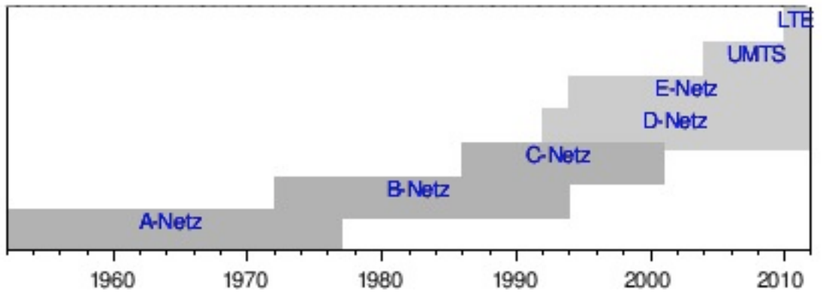


Vinton Cerf

Bob Kahn

Mobiltelefon





B-Netz, 1972-1994

Kulturgeschichte

Kawaii

»niedlich, süß«

Sanrio: Hello Kitty (ハローキティ),
ab 1974

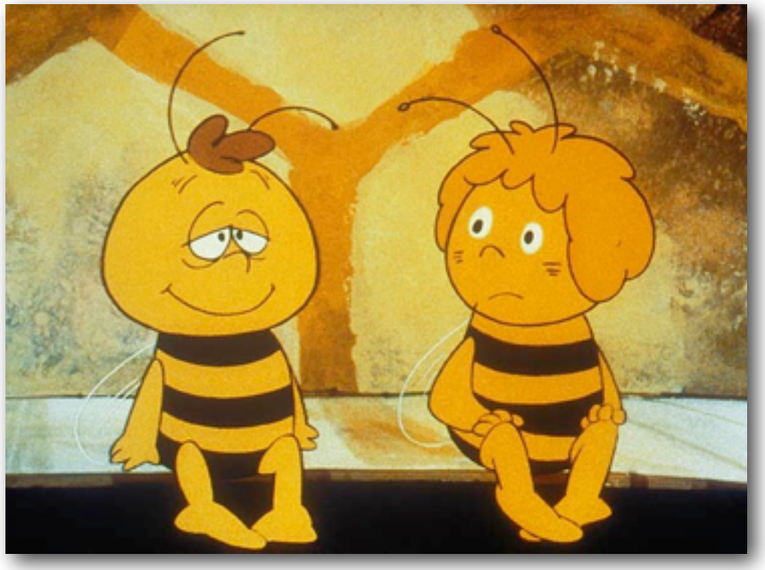
Sentai

»Einsatztruppe«

Gatchaman, ab 1972

Deutsch-japanische Koproduktionen

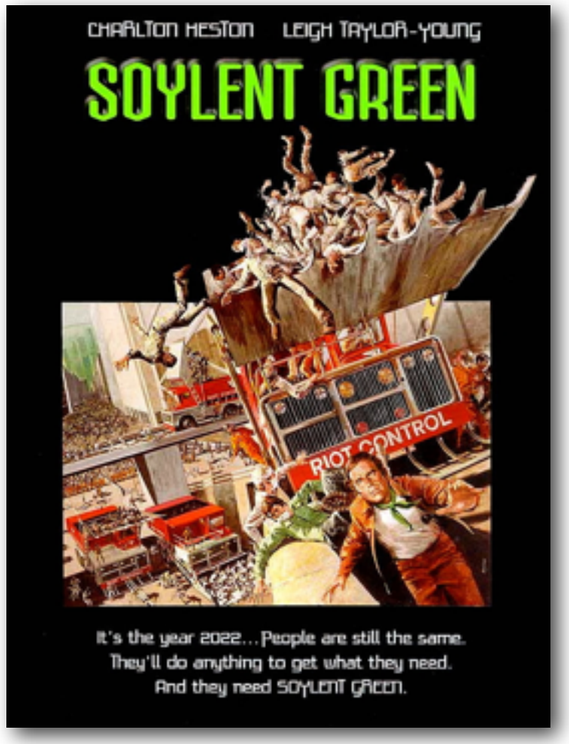
Heidi 1974



Biene Maja 1976

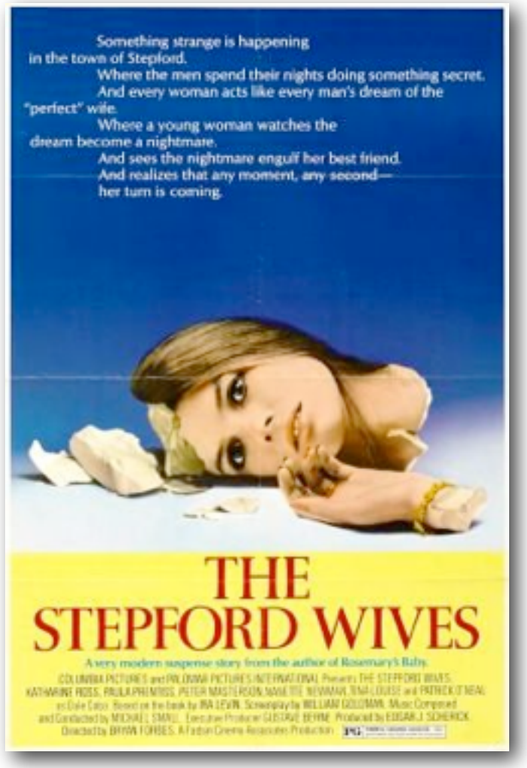
Pinocchio 1976

Science Fiction

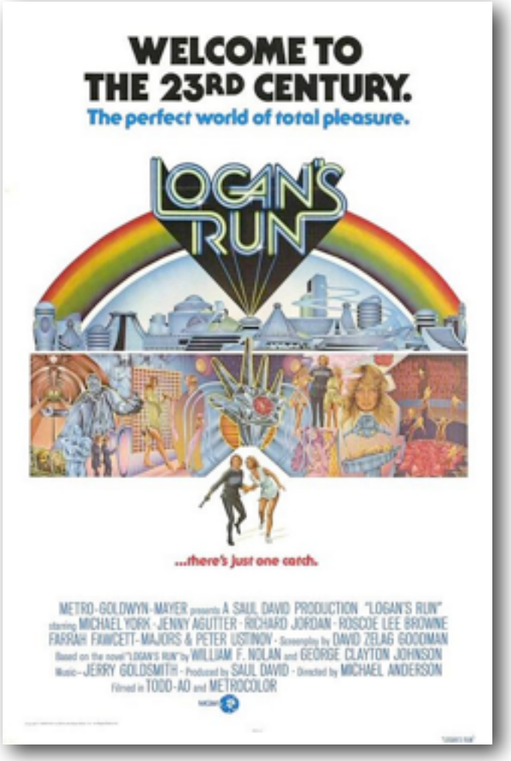


1973

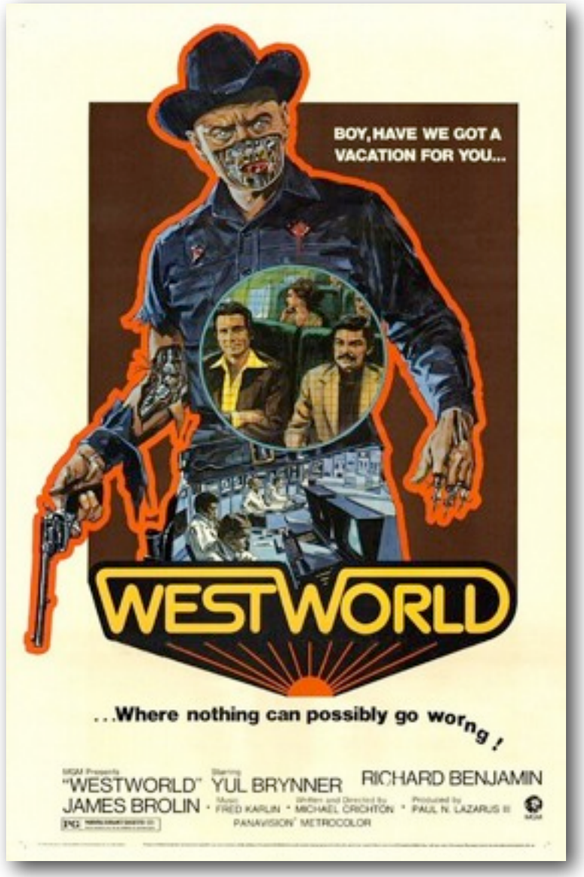
1975

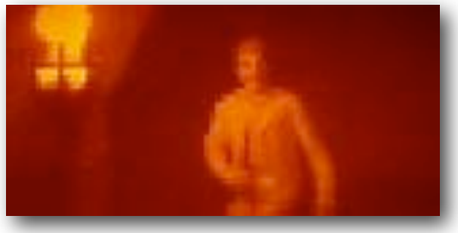


1975



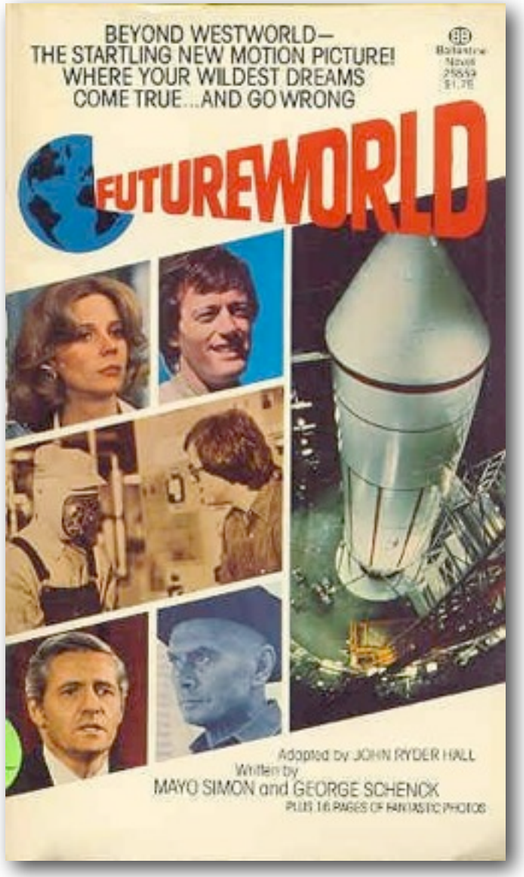
1976





Westworld (1973)

https://www.youtube.com/watch?v=3UPXqL_Vm5M



Futureworld (1976)

https://www.youtube.com/watch?v=T5seU-5U0ms

https://www.youtube.com/watch?v=QfRAfsK5cvU

Horror

The Texas Chain Saw Massacre, 1974

Spielegeschichte

Ralph Baer, 1972 (Prototyp 1967)

https://www.youtube.com/watch?v=0MnRkPvIjKE

THE NEWEST 2 PLAYER
VIDEO SKILL GAME

PONG

from ATARI CORPORATION
SYZYGY ENGINEERED

The Team That Pioneered Video Technology

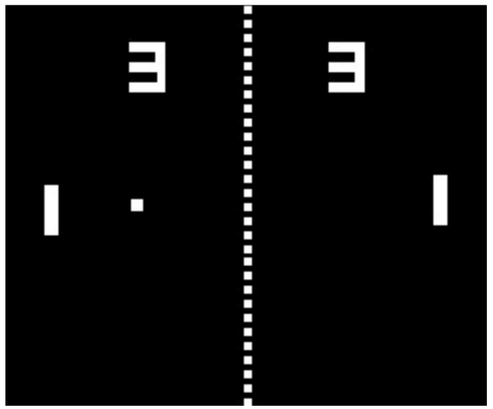
FEATURES

- STRIKING Attract Mode
- Ball Serves Automatically
- Realistic Sounds of Ball Bouncing, Striking Paddle
- Simple to Operate Controls
- ALL SOLID STATE TV and Components for Long, Rugged Life
- ONE YEAR COMPUTER WARRANTY
- Proven HIGH PROFITS in Location After Location
- Low Key Cabinet, Suitable for Sophisticated Locations
- 25¢ per play

THIS GAME IS AVAILABLE FROM YOUR LOCAL DISTRIBUTOR

Manufactured by
ATARI, INC.
2962 SCOTT BLVD.
SANTA CLARA, CA.
95050

Maximum Dimensions:
WIDTH - 26"
HEIGHT - 50"
DEPTH - 24
SHIPPING WEIGHT:
150 Lb.



Nolan Bushnell,
1972

SS Billiards, south of downtown Hopkins Minnesota, in 1973

Nutting Associates

1973

Pong-Klone

Konsolen-Crash 1977

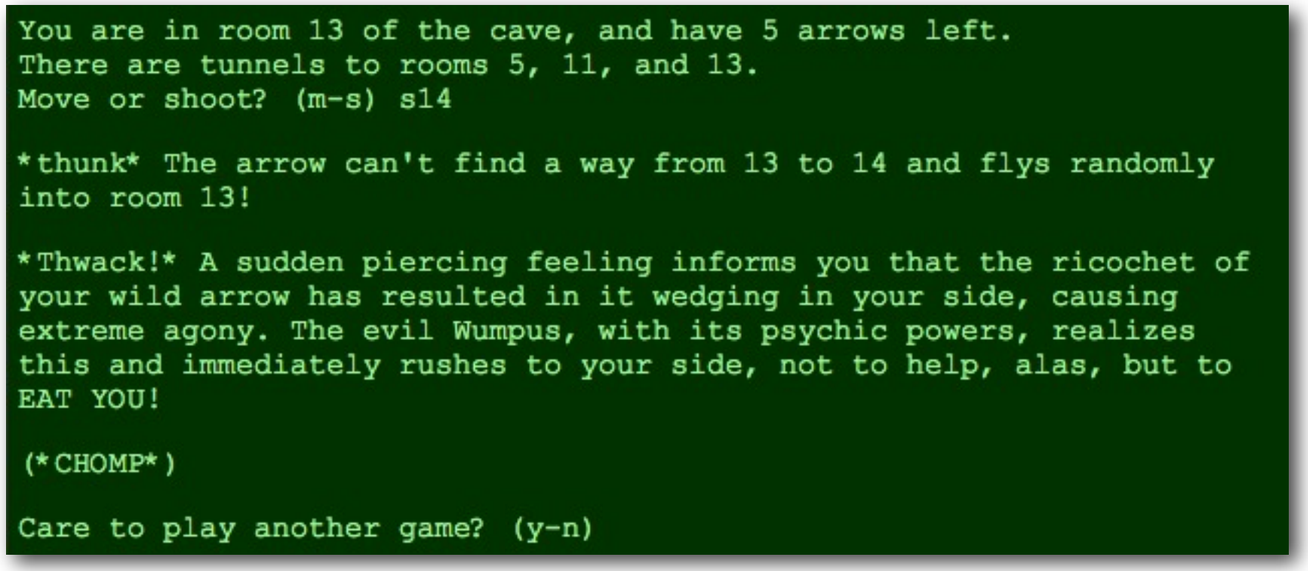
Universum TV Multi-Spiel 2006, 1978

Telstar 1976

Telstar Arcade 1977

Nintendo Color TV Game 1977

Hunt the Wumpus

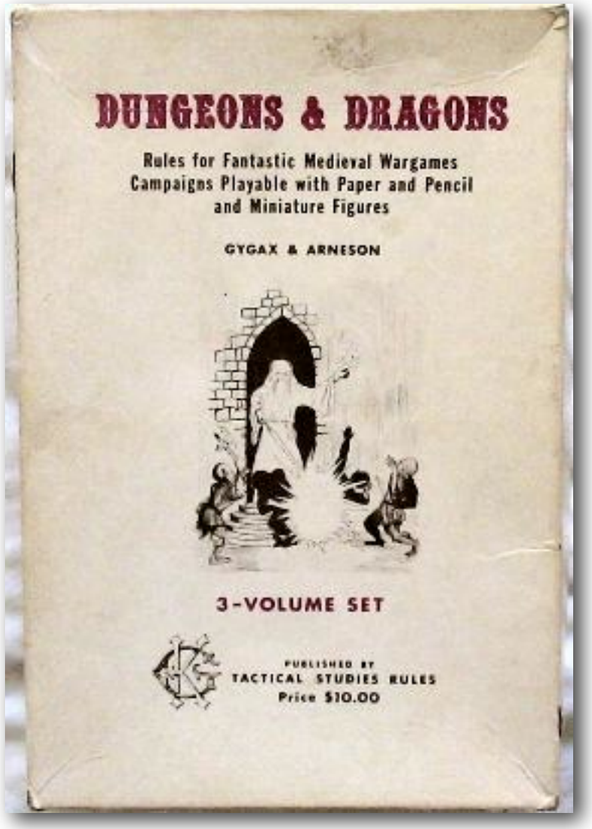


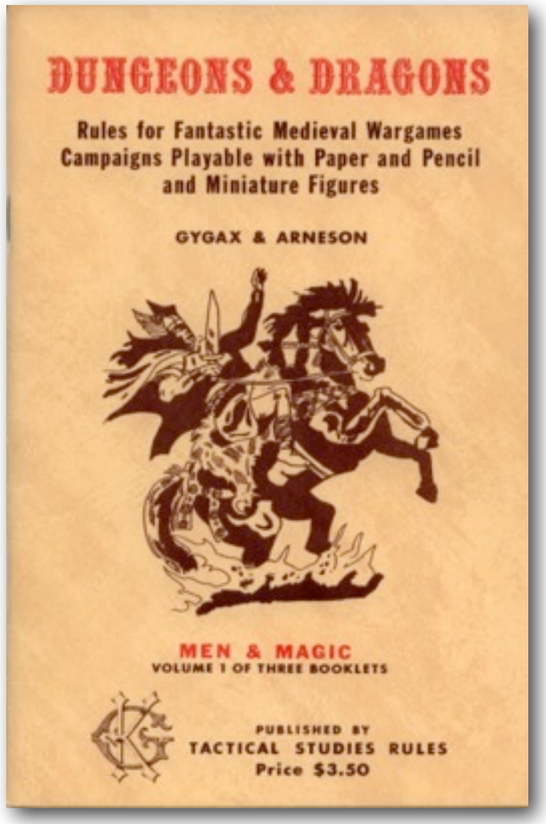
Gregory Yob, 1972

Mazewar, 1974

http://www.digibarn.com/collections/games/xerox-maze-war/movies/maze-on-alto-fastart.mov

Dungeons & Dragons





Gary Gygax; Dave Arneson
1974

http://www.acaeum.com/ddindexes/setpages/original.html

PLATO

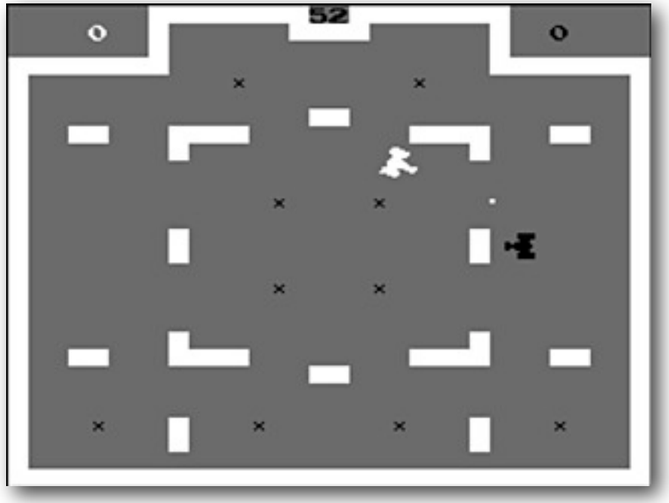
dnd, 1974

Spasim, 1974

dnd, 1974

Airfight, 1974

Moria, 1975



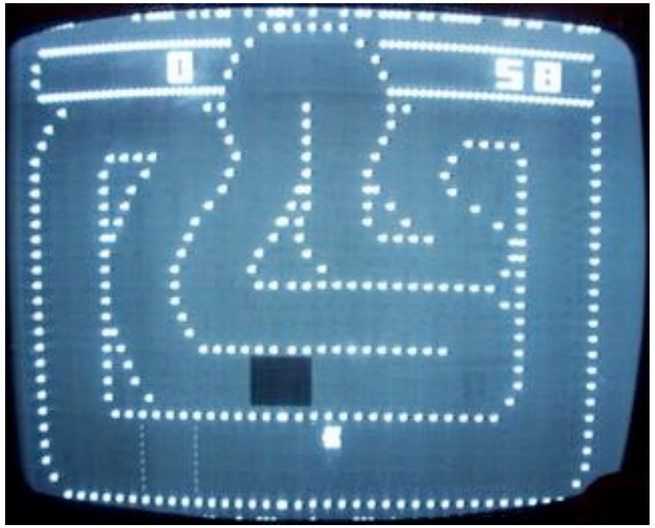
KEE GAMES

http://www.youtube.com/watch?v=3OsBUzYBJgU

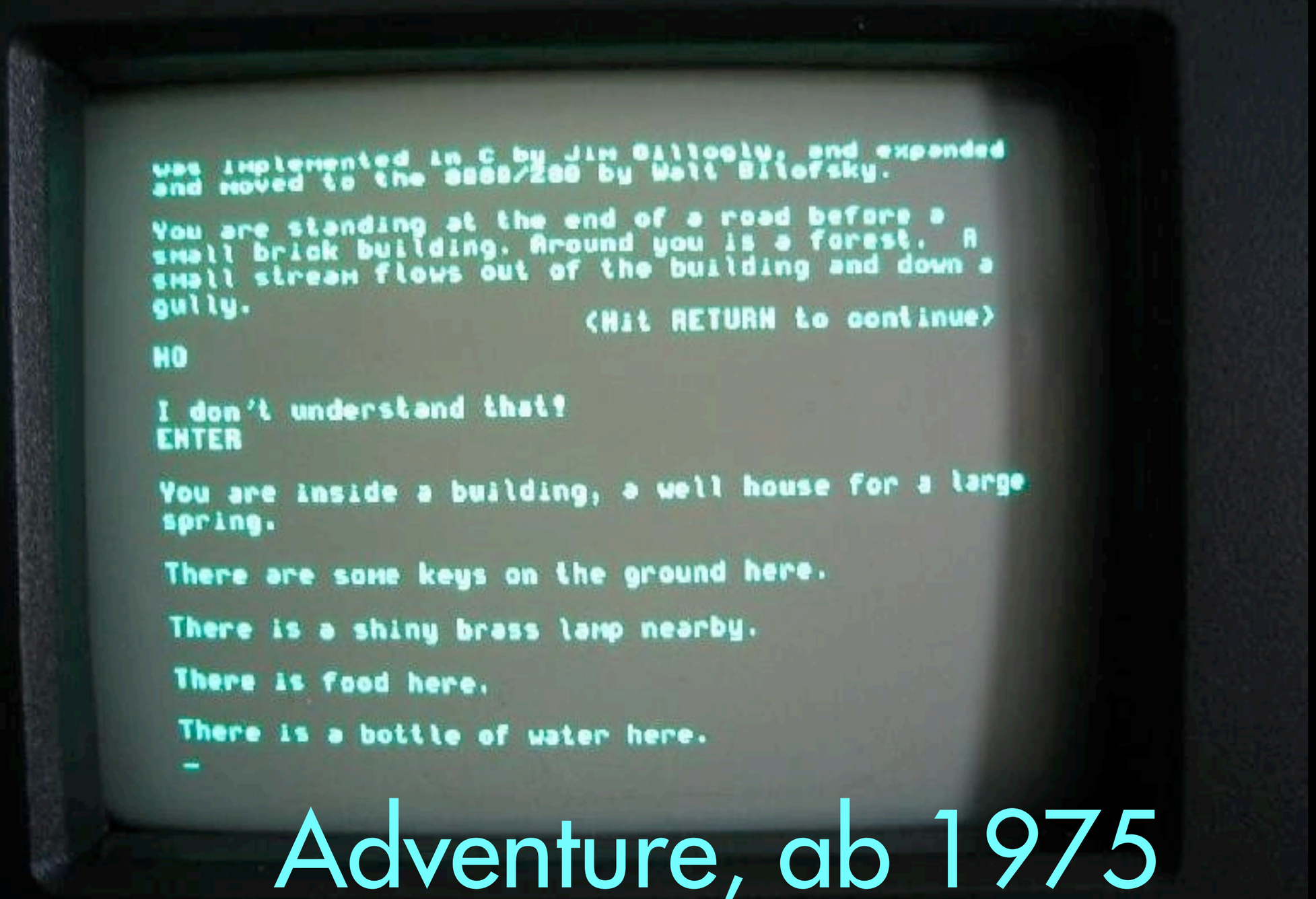
KEE GAMES
a wholly
owned subsidiary
of Atari, Inc.

Kee Games

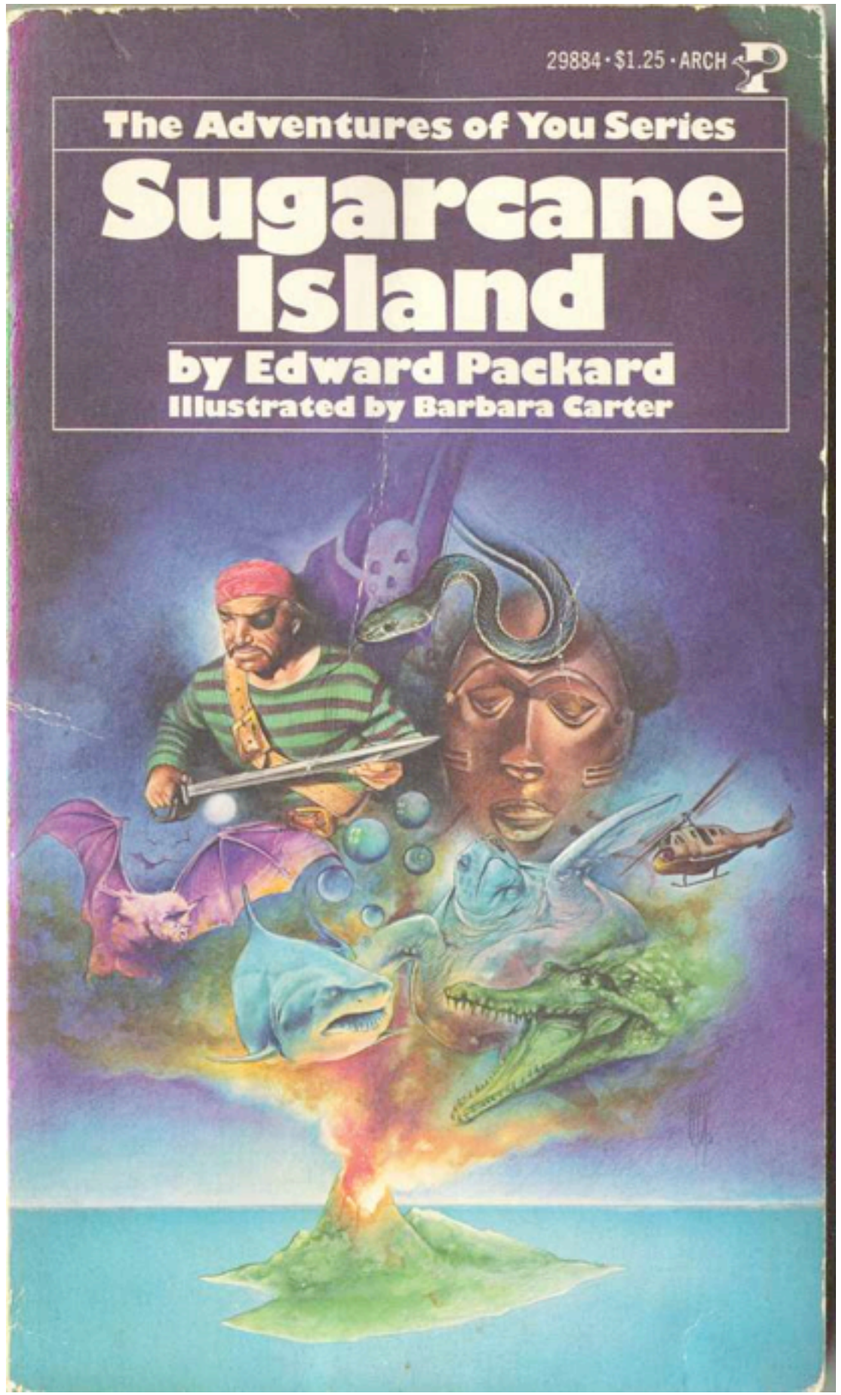
Tank, 1974



Atari: Gran Trak 10, 1974



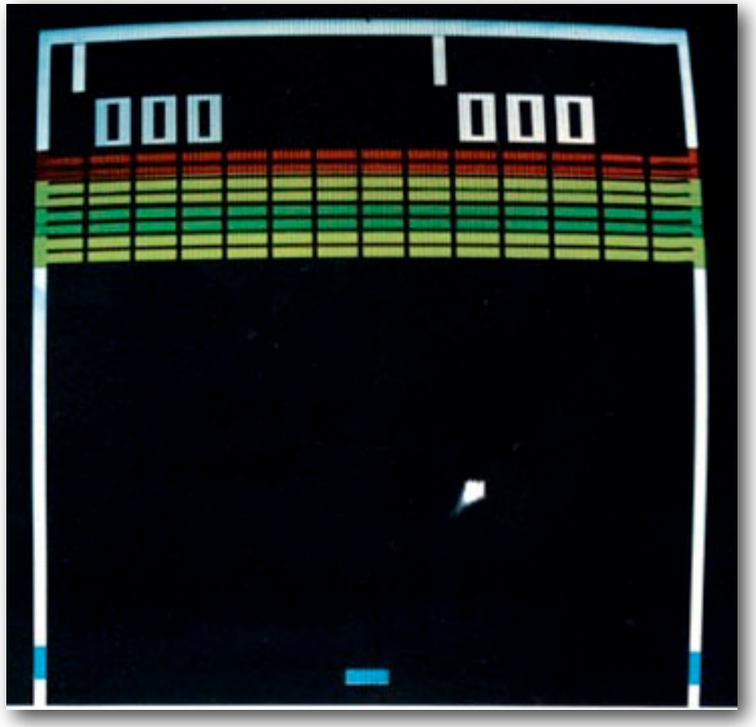
Adventure, ab 1975



Spielbücher

1976 *The Adventures of You*
ab 1978 *Choose Your Own Adventure*

Breakout



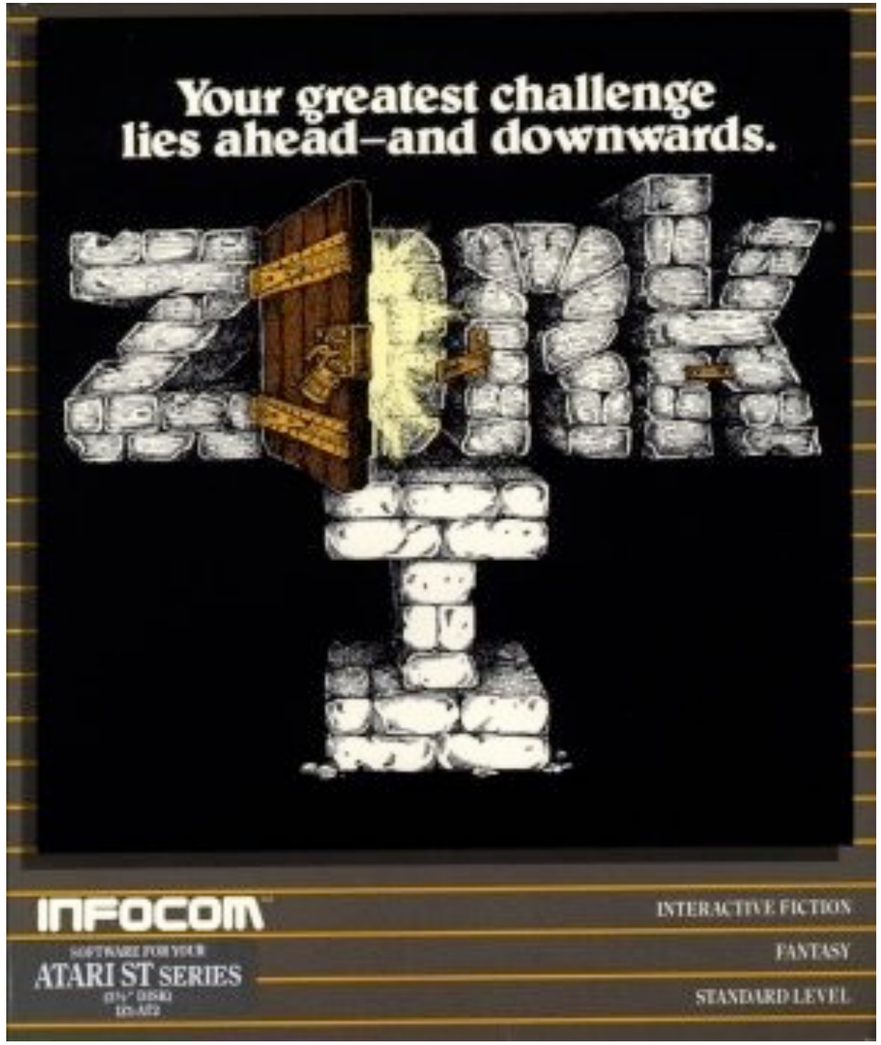
Steve Wozniak, 1976

Portable

1976

http://www.youtube.com/watch?v=isejBX1Tyjk

http://www.youtube.com/watch?v=jNKgpAFOsa0



Zork I

Infocom: Tim Anderson, Marc Blank, Bruce Daniels, Dave Lebling, 1977