

# Geschichte und Ästhetik der audiovisuellen und digitalen Medien II

1977-1982

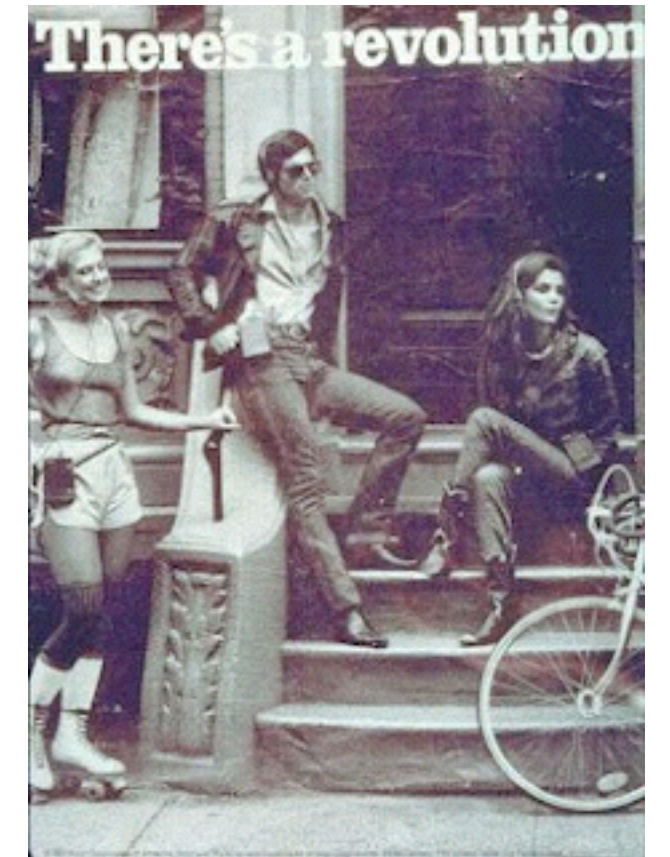
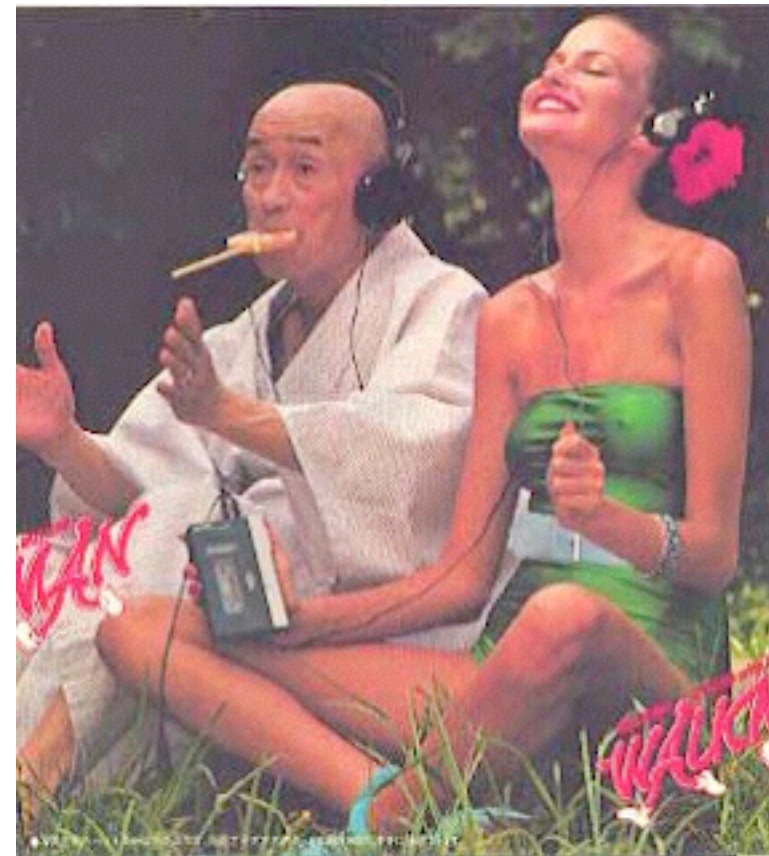
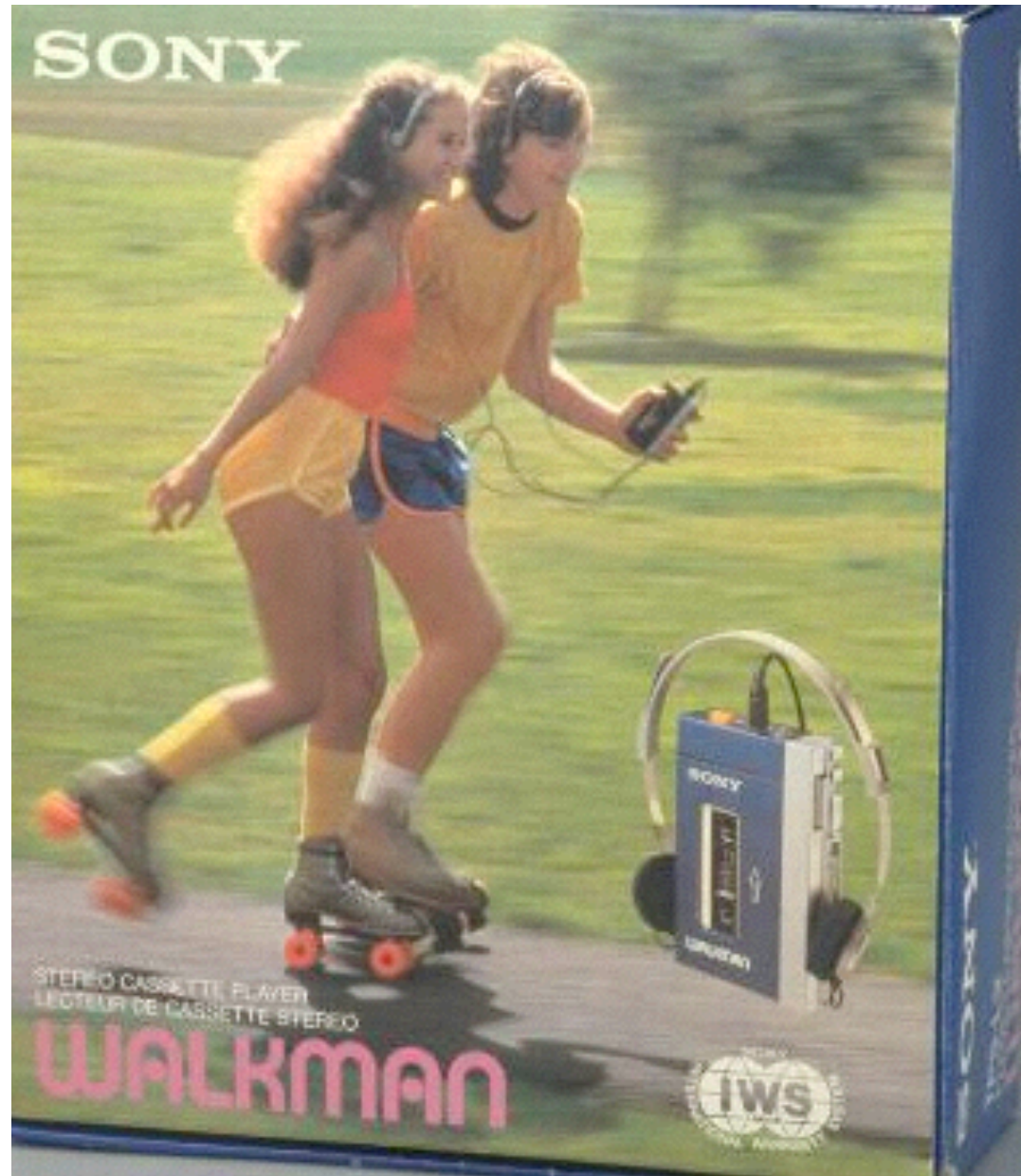
Prof. Dr. Jochen Koubek



# Technikgeschichte

1977-1982

# Walkman



Sony, 1979

# VHS

Stützt marginalisierte Filmgenres

Direkte Konkurrenz der Computerspiele



ab 1976

Standard ab 1980

# Homecomputer



Apple II, 1977



BBC Micro, 1981



Commodore VC-20, 1981



Sinclair ZX 81, 1981



Sinclair ZX Spectrum, 1982



Commodore C64, 1982

# Grassroot-Bewegung



T. Truscott,  
duke  
Usenet,  
1979

Newsgroups: NET.general

After welcoming several new sites to Usenet, I'm enclosing the current map.  
Any sites which are missing or wrong please let me know.

USENET Logical Map

June 1, 1981

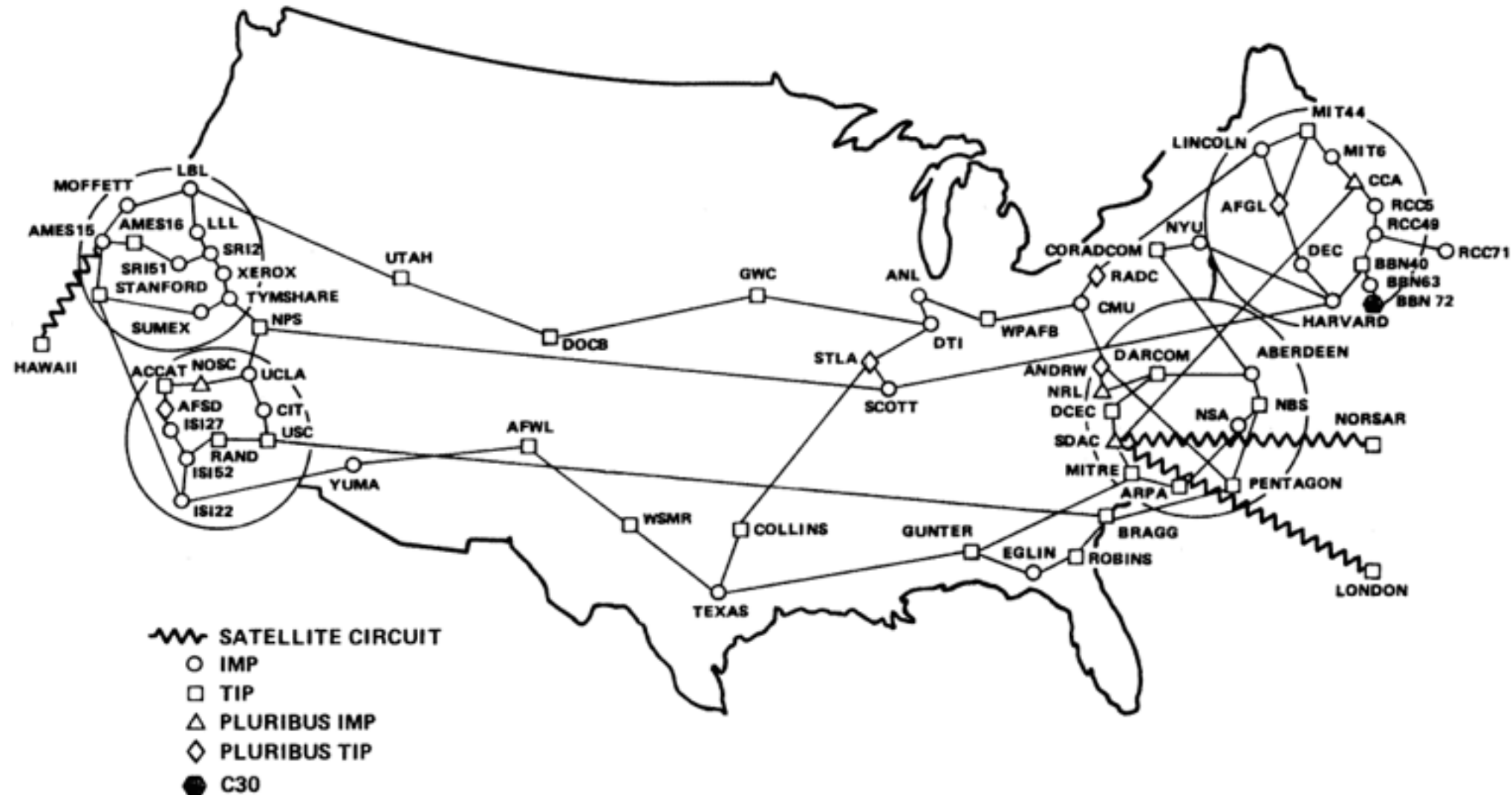
!- Uucp links  
: Berknet links  
@ Arpanet links

```

                                pdp
          (Misc)          ! (NC)          (Misc)
decvax sii reed phs--unc--grumpy duke34 utzoo cincyn teknlabs
! ! ! ! ! ! ! ! ! ! ! ! ! ! ! !
! +---+-----+-----+-----+-----+-----+-----+
!
!           !
!           duke
!           !
!           +-----+-----+-----+-----+-----+
!           !           !           !           !           !
! ucbopt ! hocsr--mhtsa---research   allegra       harpo-----chico
! :      !           !           !           !           !
! ucbcory !           ! eagle   ihnss   vax135   (Bell Labs)
(UCB) :   !           !           !           !           !
ucbvax--++-----+-----+-----+-----+-----+
: @      !           !           !           !           ! (Silicon Valley)
ucbarpa @      (UCSD) sdcsvax   !           !           ! menlo70--hao
: @      sdcattb-----+-----+-----+-----+-----+
ucbonyx @      +-----ucsfcl   !           !           ! sytek sri-unix
@      phonlab-----+-----+-----+-----+
cca-unix          sdcarl
```

# ARPANET 1980

ARPANET GEOGRAPHIC MAP, OCTOBER 1980



(NOTE: THIS MAP DOES NOT SHOW ARPA'S EXPERIMENTAL SATELLITE CONNECTIONS)  
NAMES SHOWN ARE IMP NAMES, NOT (NECESSARILY) HOST NAMES

# IBM PC



IBM PC 1981

```
Current date is Tue 1-01-1980
Enter new date:
Current time is 7:48:27.13
Enter new time:

The IBM Personal Computer DOS
Version 1.10 (C)Copyright IBM Corp 1981, 1982

A>dir/w
COMMAND COM      FORMAT  COM      CHKDSK  COM      SYS      COM      DISKCOPY COM
DISKCOMP COM      COMP     COM      EXE2BIN EXE      MODE     COM      EDLIN    COM
DEBUG   COM      LINK     EXE      BASIC   COM      BASICA  COM      ART      BAS
SAMPLES BAS      MORTGAGE BAS    COLORBAR BAS    CALENDAR BAS    MUSIC   BAS
DONKEY  BAS      CIRCLE  BAS     PIECHART BAS    SPACE   BAS    BALL    BAS
COMM    BAS

                26 File(s)
A>dir command.com
COMMAND COM      4959   5-07-82  12:00p
                1 File(s)
A>
```

MS-DOS 1.0, 1981





# IBM PC

8088 Prozessor  
8 Bit Datenbus

64 KB Hauptspeicher  
max. 256 (640) KB

Monochrom Bildschirm  
24 Zeilen à 80 Zeichen  
320x200 Pixel

4,77 MHz Prozessortakt

2 x Floppy

Optional 10MB Platte  
(Modell XT)

# "My own IBM computer. Imagine that."

One nice thing about having your own IBM Personal Computer is that it's *yours*. For your business, your project, your department, your class, your family and, indeed, for yourself.

Of course, you might have thought owning a computer was too expensive. But now you can relax.

The IBM Personal Computer starts at less than \$1,600\* for a system that, with the addition of one simple device, hooks up to your home TV and uses your audio cassette recorder.

You might also have thought running a computer was too difficult. But you can relax again.

IBM PERSONAL COMPUTER SPECIFICATIONS *ADVANCED FEATURES FOR PERSONAL COMPUTERS		
<b>User Memory</b> 16K - 256K bytes*	<b>Display Screen</b> High resolution (720h x 350v)* 80 characters x 25 lines Upper and lower case Green phosphor screen*	<b>Color/Graphics</b> 256 colors 16 colors* 256 characters and symbols in ROM* <b>Graphics mode:</b> 4-color resolution: 520h x 200v* Black & white resolution: 640h x 200v* Simultaneous graphics & text capability*
<b>Permanent Memory</b> (ROM) 40K bytes*	<b>Diagnostics</b> Power-on self testing* Parity checking*	<b>Communications</b> RS-232-C interface Asynchronous (start/stop) protocol Up to 9600 bits per second
<b>Microprocessor</b> High speed, 8088*	<b>Languages</b> BASIC, Pascal	
<b>Auxiliary Memory</b> 2 optional internal diskette drives, 5 1/4", 160K bytes per diskette*	<b>Printer</b> Bidirectional* 80 characters/second 12 character styles, up to 132 characters/line* 9 x 9 character matrix	
<b>Keyboard</b> 85 keys, 6 ft. cord attaches to system unit* 10 function keys* 10-key numeric pad Tactile feedback*		

Getting started is easier than you might think, because IBM has structured the learning process for you. Our literature is in *your* language, not in "computerese." Our software *involves* you, the system *interacts* with you as if it was made to—and it was.

That's why you can be running programs in just one day. Maybe even writing your *own* programs in a matter of weeks.

For ease of use, flexibility and performance, no other personal computer offers as many advanced capabilities. (See the box.)

But what makes the IBM Personal Computer a truly useful tool are software programs selected by IBM's Personal Computer Software Publishing Department. You can have programs in business, professional, word processing, computer language, personal and entertainment categories.

You can see the system and the software in action at any ComputerLand® store or Sears Business Systems Center. Or try it out at one of our IBM Product Centers. The IBM Data Processing Division will serve those customers who want to purchase in quantity.

*Your* IBM Personal Computer. Once you start working with it, you'll discover more than the answers and solutions you seek: you'll discover that getting there is half the fun. Imagine that. **IBM**

The IBM Personal Computer and me.



\*This price applies to IBM Product Centers. Prices may vary at other stores.

For the IBM Personal Computer dealer nearest you, call (800) 447-4700. In Illinois, (800) 322-4400. In Alaska or Hawaii, (800) 447-0890.

# IBM PC 1981

Model 5150

US \$3000

Intel 8088, 4.77MHz

RAM: 16K, 640K max

Display: 80 X 24 text

optional 160KB 5.25-inch disk drives

cassette & keyboard only

OS: IBM PC-DOS Version 1.0

Killer applications: VisiCalc, Lotus 1-2-3

Von 1981- 1985

ca. 1,5 Mio. Stück  
verkauft

# Kulturgeschichte

1977-1982

# Star Wars

George Lucas, 1977

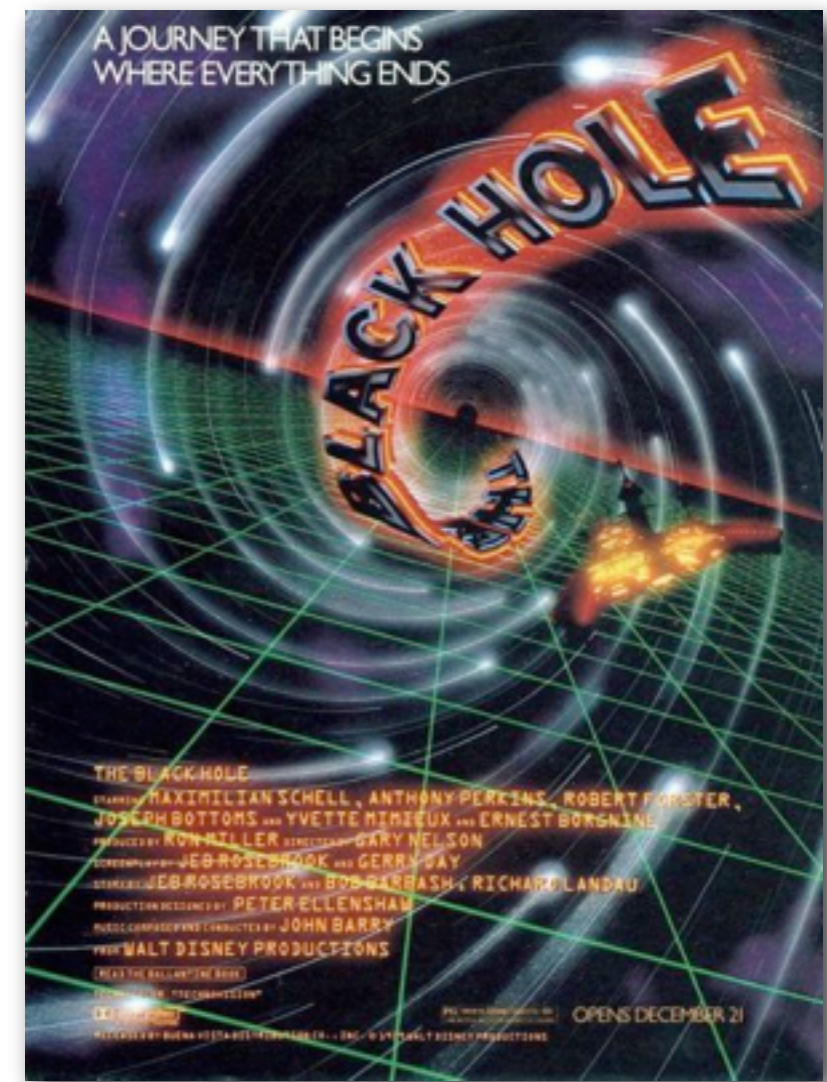




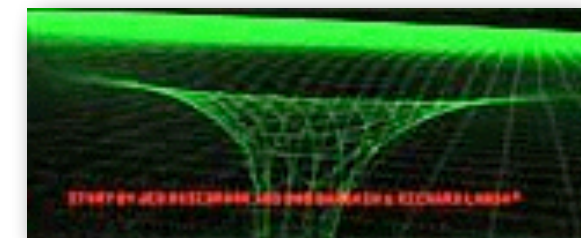
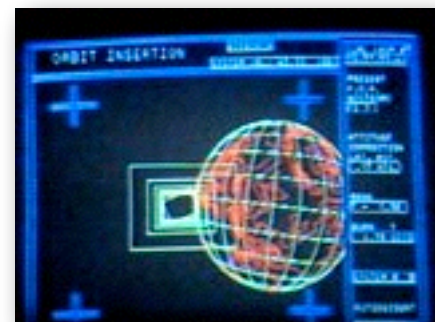
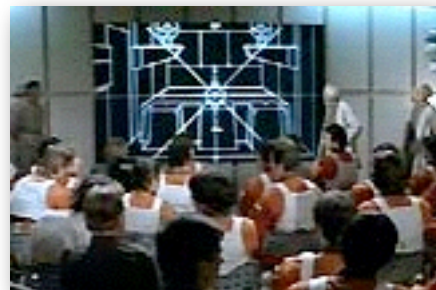
Star Wars Episode IV: A New Hope (1977)

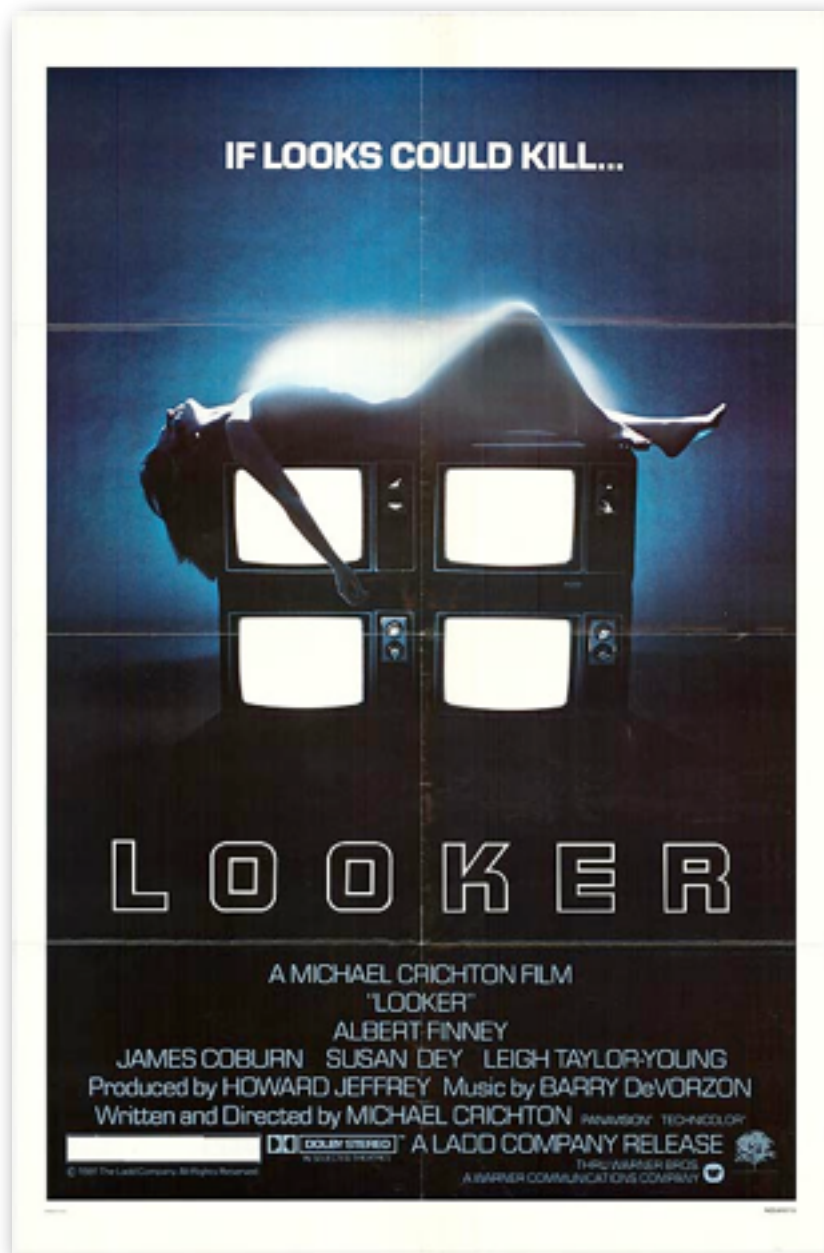


Alien (1979)

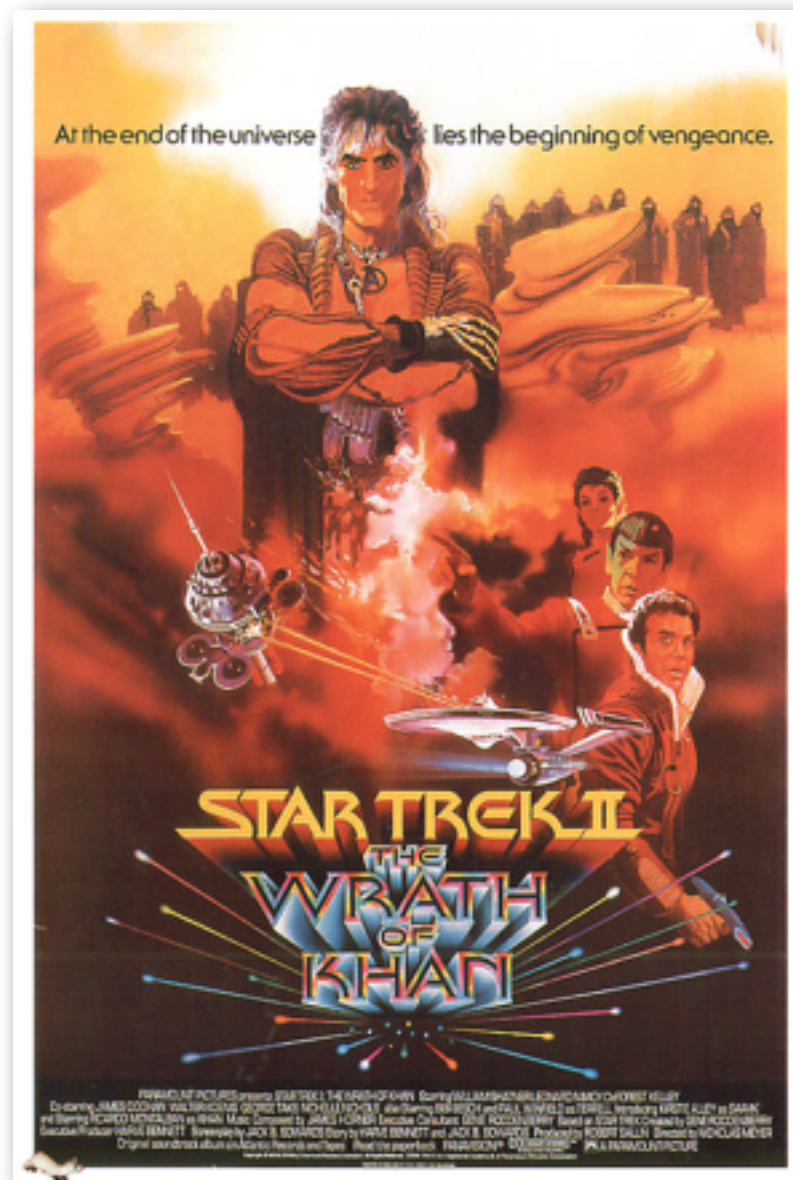
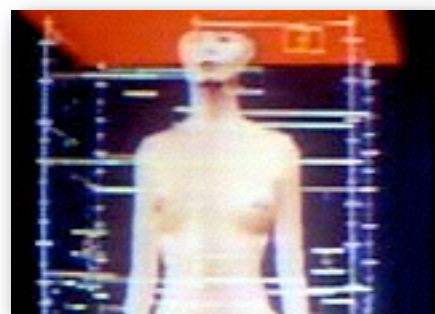


The Black Hole (1979)

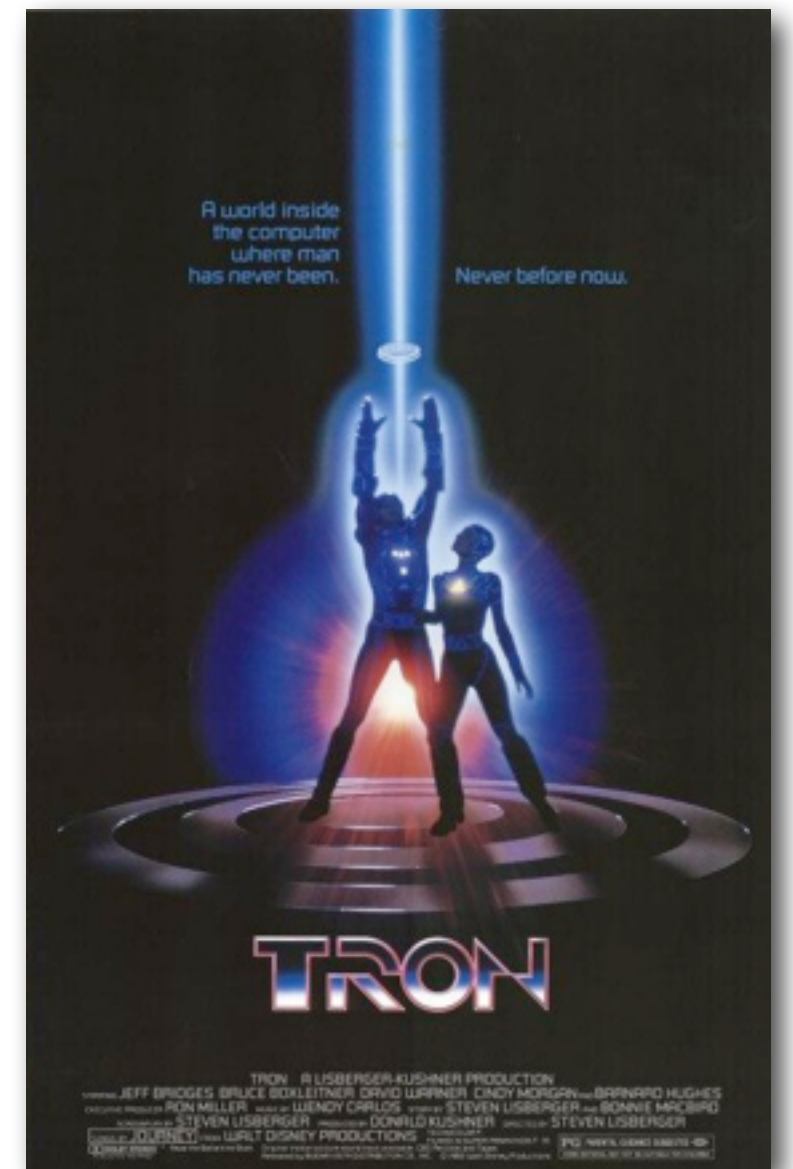




Looker (1981)



Star Trek II: The Wrath of Khan (1982)



Tron (1982)



THE MAXIMUM FORCE  
OF THE FUTURE



SAMUEL Z. ARKOFF Presents "MAD MAX"  
Music by BRIAN MAY  
Written by JAMES McCausland and GEORGE MILLER  
Produced by BYRON KENNEDY Directed by GEORGE MILLER  
with MEL GIBSON Color prints by MOVIELAB

**R** RESTRICTED  
RELEASED BY AMERICAN INTERNATIONAL/A FILMWAYS CO.

# Mad Max



1979



# Alien

Ridley Scott, 1979



# Slasher



Halloween (1978)



Friday the 13th (1980)



My Bloody Valentine (1981)

# Star Wars



Star Wars: The Empire Strikes Back, 1980



# Indiana Jones



1981

# Conan der Barbar



1982

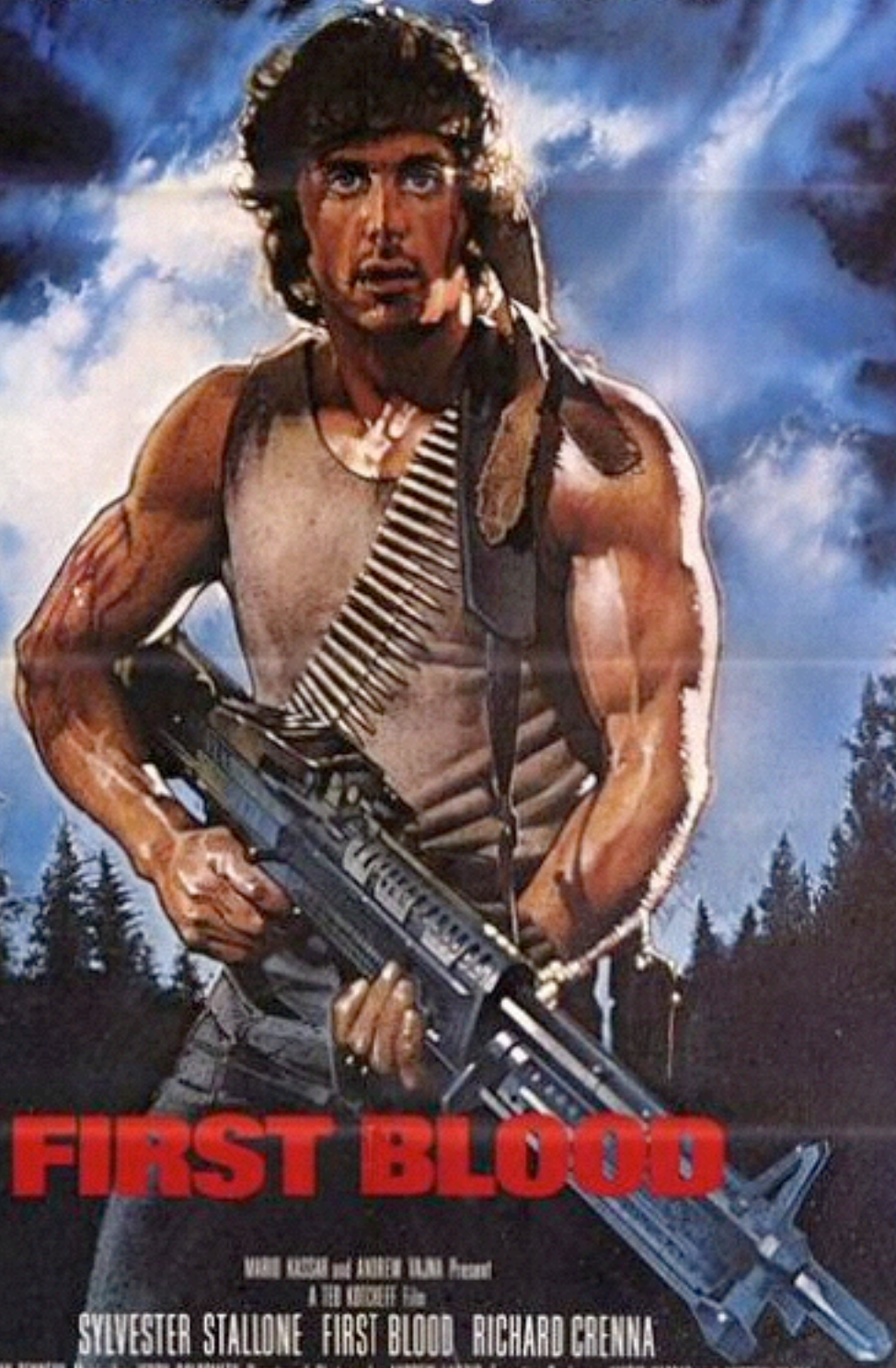
# Masters of the Universe



Mattel 1982

# STALLONE

This time he's fighting for his life.



## FIRST BLOOD

MARIO KASSAB and ANDREW VAJNA Present

A TED KOTCHEFF Film

SYLVESTER STALLONE FIRST BLOOD RICHARD CRENNNA

Starring BRIAN BENNETT Music by JERRY GOLDSMITH Director of Photography ANDREW LASZLO Executive Producers MARIO KASSAB and ANDREW VAJNA

Co-Executive Producer NEBO BAKIC Produced by WOLFGANG PETERSON Screenplay by MICHAEL KAZDAN & WILLIAM SACKHEIM and SYLVESTER STALLONE

Based on the novel by DAVID MORRELL Directed by TED KOTCHEFF **DD** DOLBY DIGITAL **ORION** PICTURES Awardee

**R**

# Rambo

1982





# Tron

1982



# Blade Runner

Ridley Scott, 1982



E.T.



1982

# Computer- und Videospiele

1977-1982

# Konsolen der 2. Generation

## **Dispositive Strukturen**

Anschluss an Wohnzimmer-TV

Potenziell familientauglich

Lange Spielzeit möglich, aber in Konsolen der 2. Generation noch keine Speichermöglichkeiten

Imitation der Arcade

Marktzersplitterung durch Konsolenvielfalt

Cartridges trennen Hardware- von Software-Industrie

Kaum Qualitätskontrolle bei Software



# Spielekonsolen 2. Generation

## Atari VCS 2600, 1977



### 1977

Air-Sea Battle  
Basic Math  
Blackjack (Atari 2600)  
Combat (Atari 2600)  
Indy 500 (Atari 2600)  
Star Ship (Atari 2600)  
Street Racer (Atari 2600)  
Surround (Atari 2600)  
Video Olympics (mehrere Varianten des Spiels Pong)

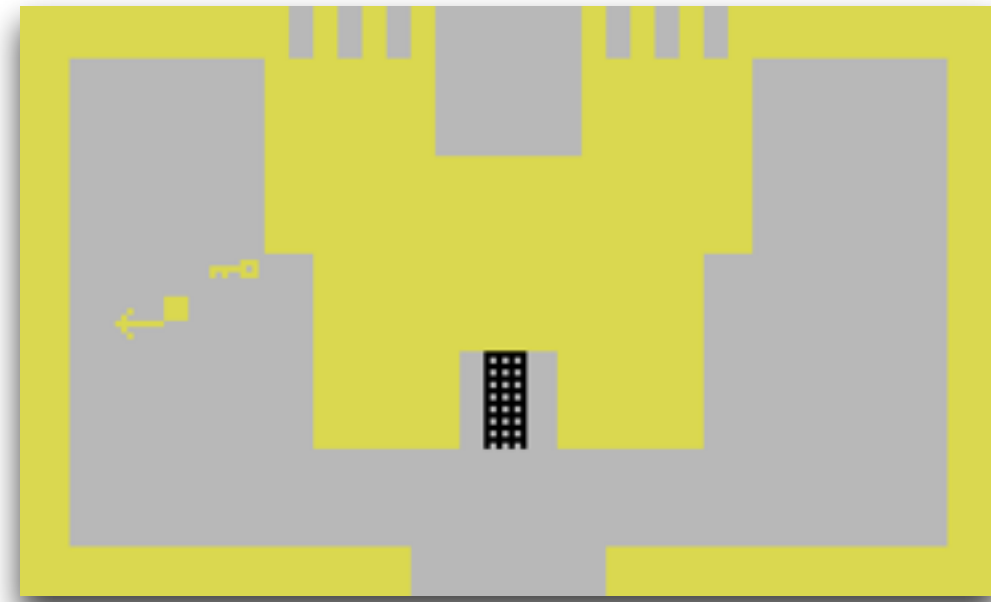
### 1978

Breakout  
Sky Diver

### 1979

Adventure  
Atari 2600 Basic Programming  
Video Chess

# Atari VCS 2600 Adaption



1979 Adventure

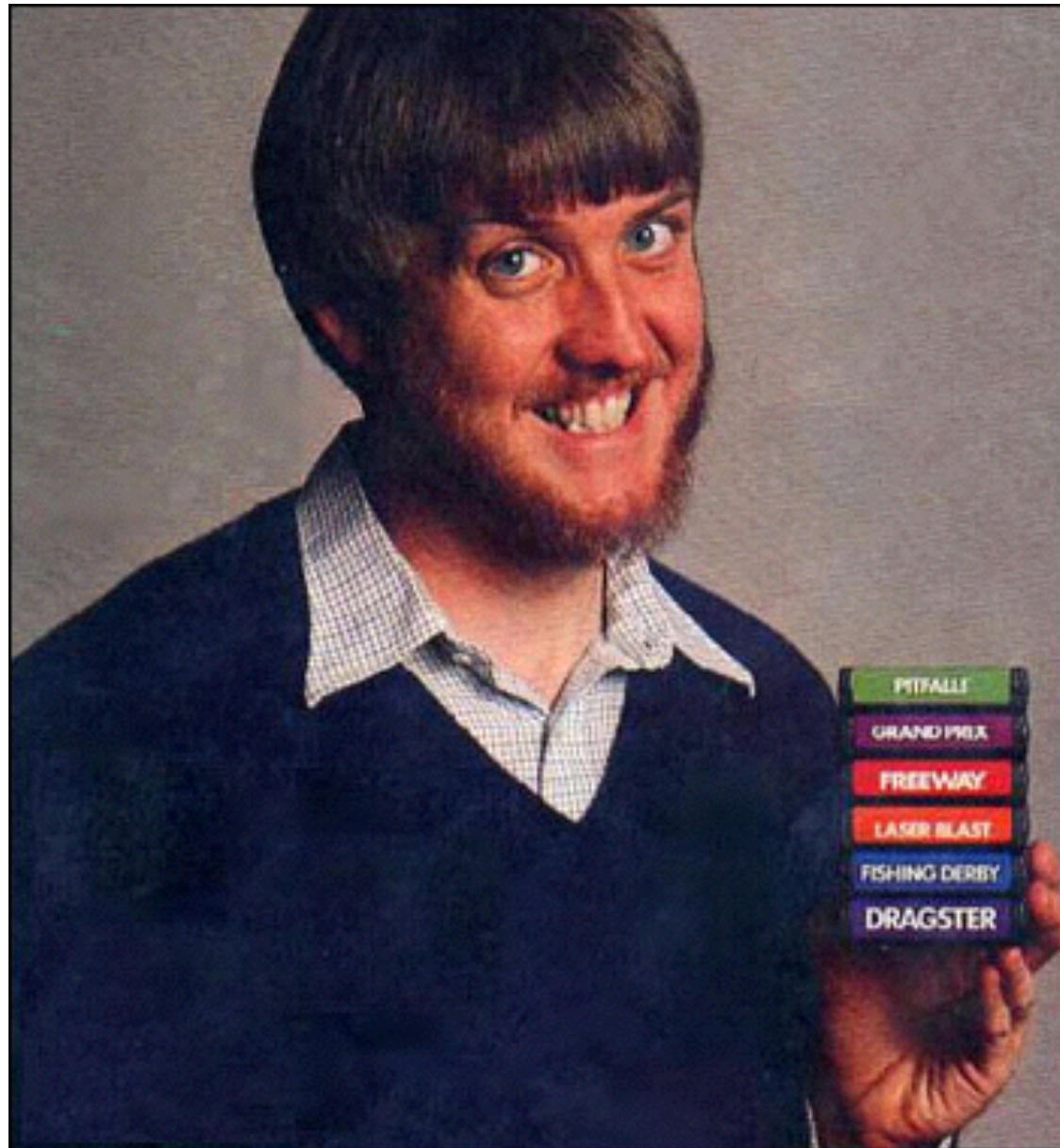


1980 Space Invaders



1981 PacMan

# Activision



David Crane



Jump ,n' Run: Pitfall, 1981

# Magnavox Odyssey 2 Philips G7000



1978

# Interton VC4000



1978





# Intellivision

Mattel 1979

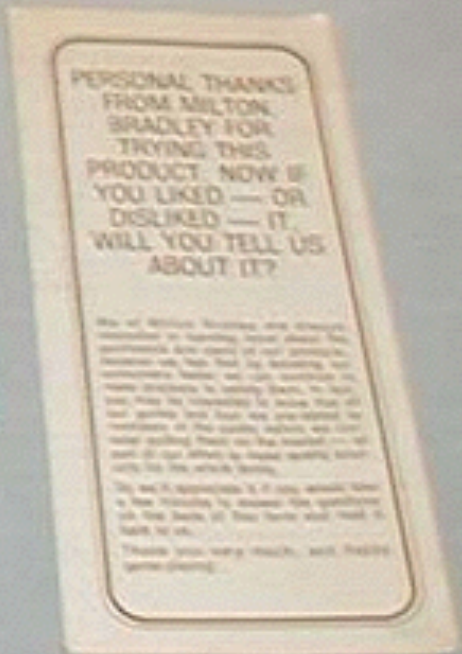
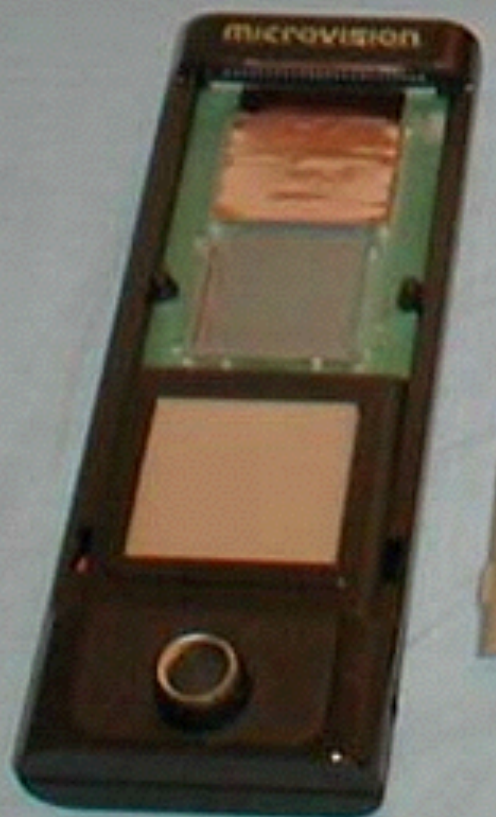
# Handhelds



Milton Bradley: Simon (Senso), 1978



Parker: Merlin, 1978



# Microvision

<https://www.youtube.com/watch?v=CA5L3ppGcNQ>

1979

# Handhelds


## Nintendo Game & Watch



Ball, 1980



Octopus, 1981



## Dispositive Strukturen

Geld pro Spiel

Endlose Spiele mit wachsender Schwierigkeit

Rasches Ende

Blame the Player

Hardcore Gamer mit wachsendem Anspruch

Highscore

Soziales Spielen

Technischer Impulsgeber

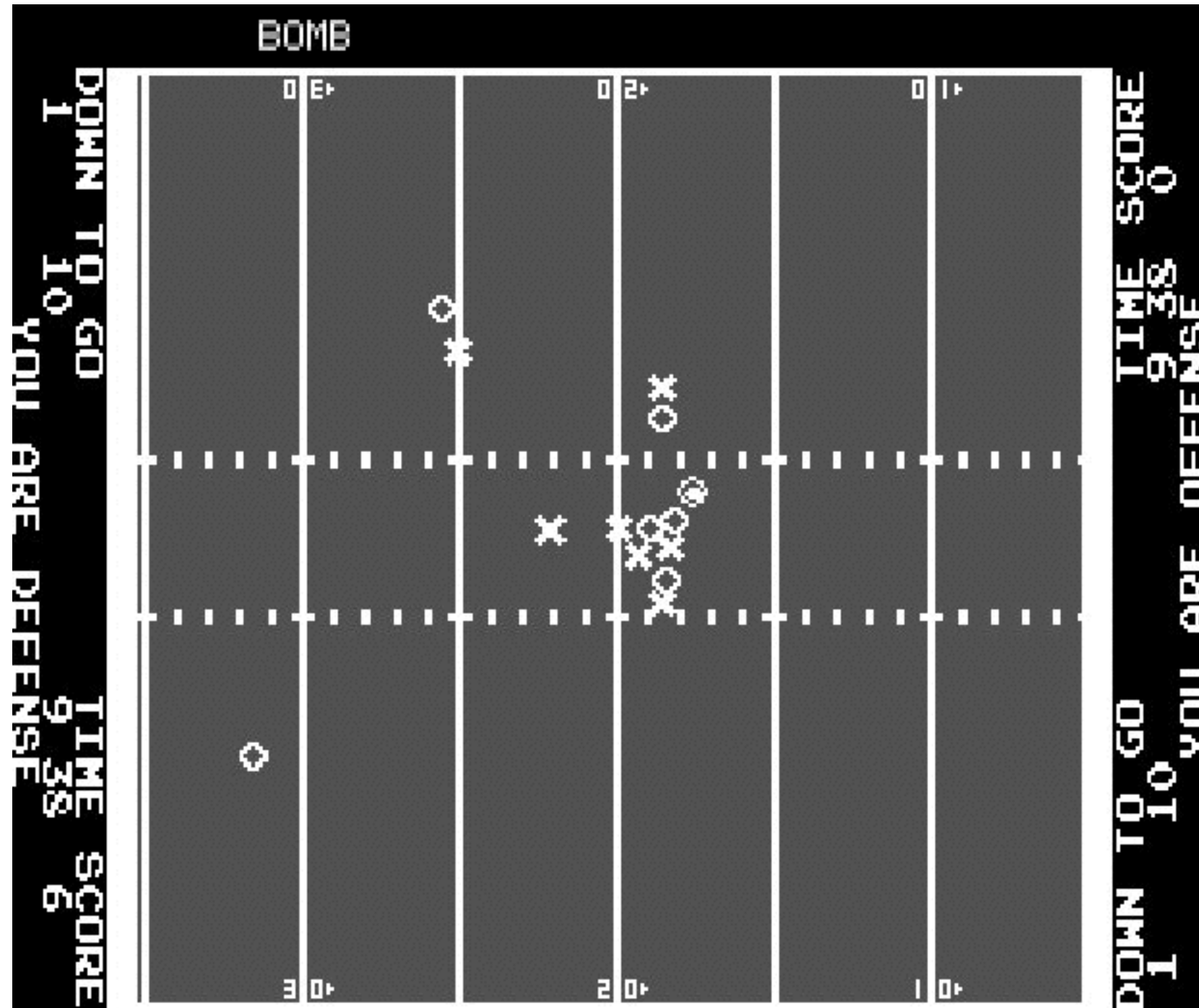
Zwielichtige Aufstellorte

Cabinetgebunden

Sättigung bei Spielern

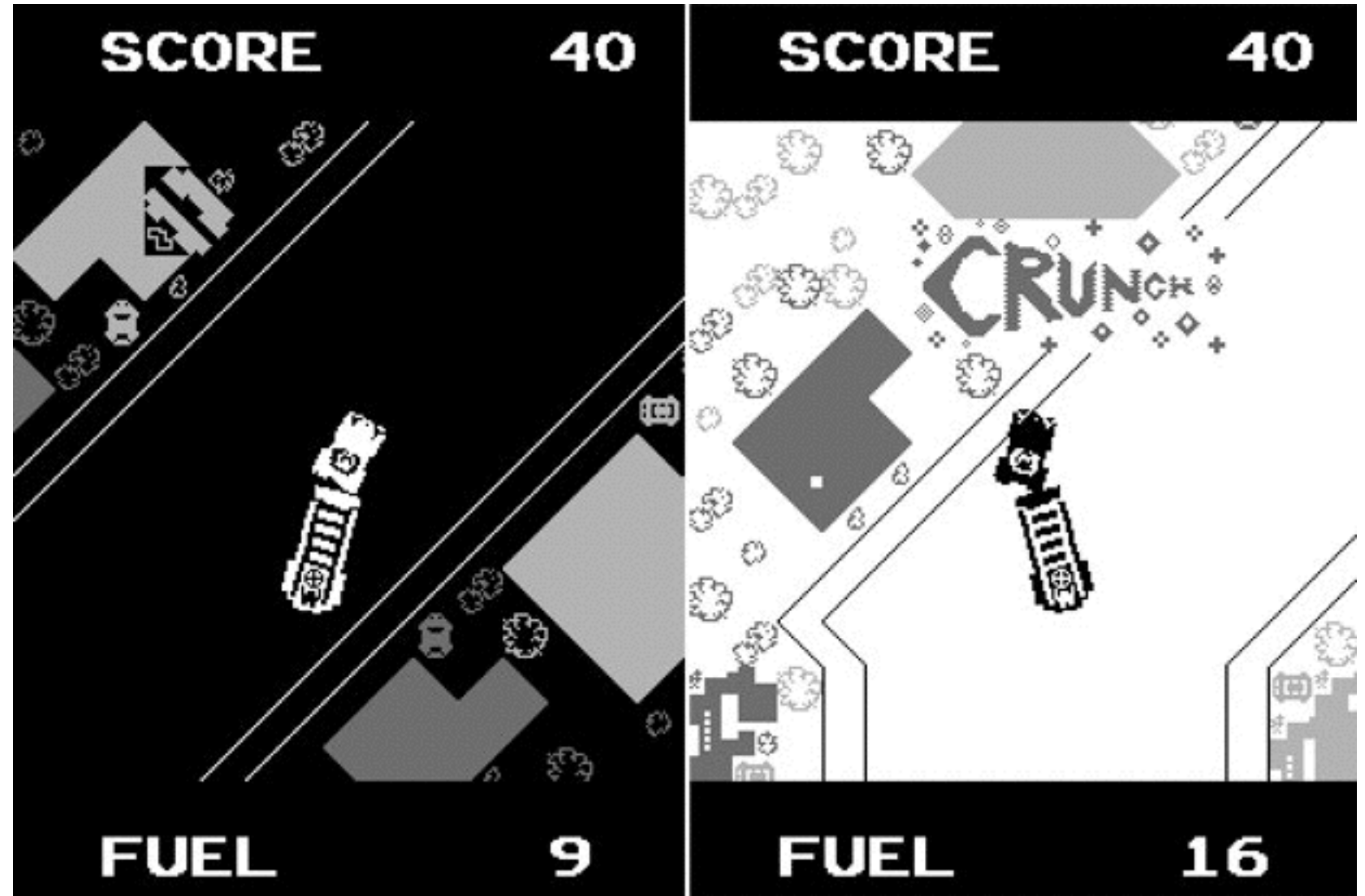
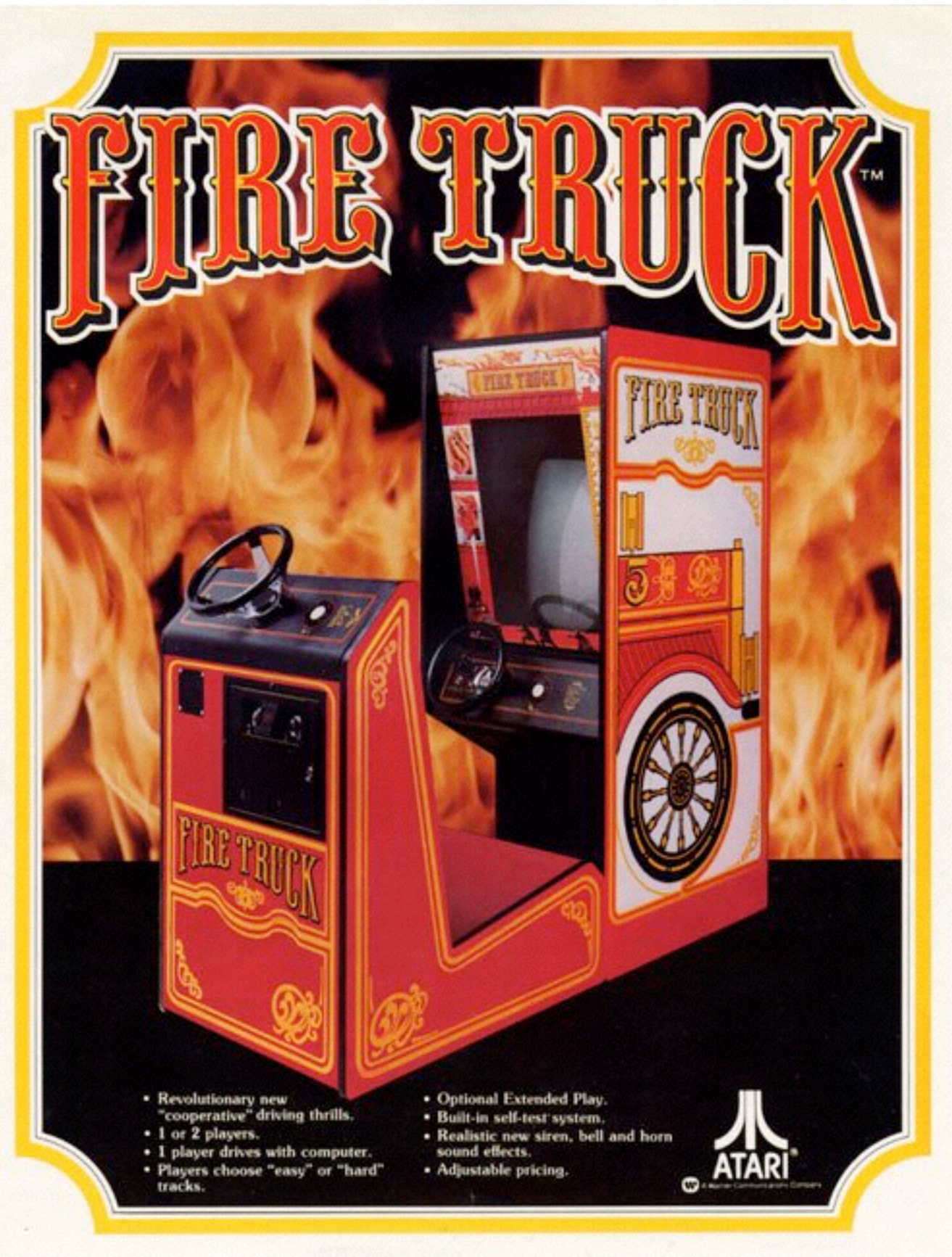
# Arcade

# Football



Scrolling:  
Atari Football 1978

# Fire Truck



Kooperation:  
Fire Truck 1978

# Space Invaders

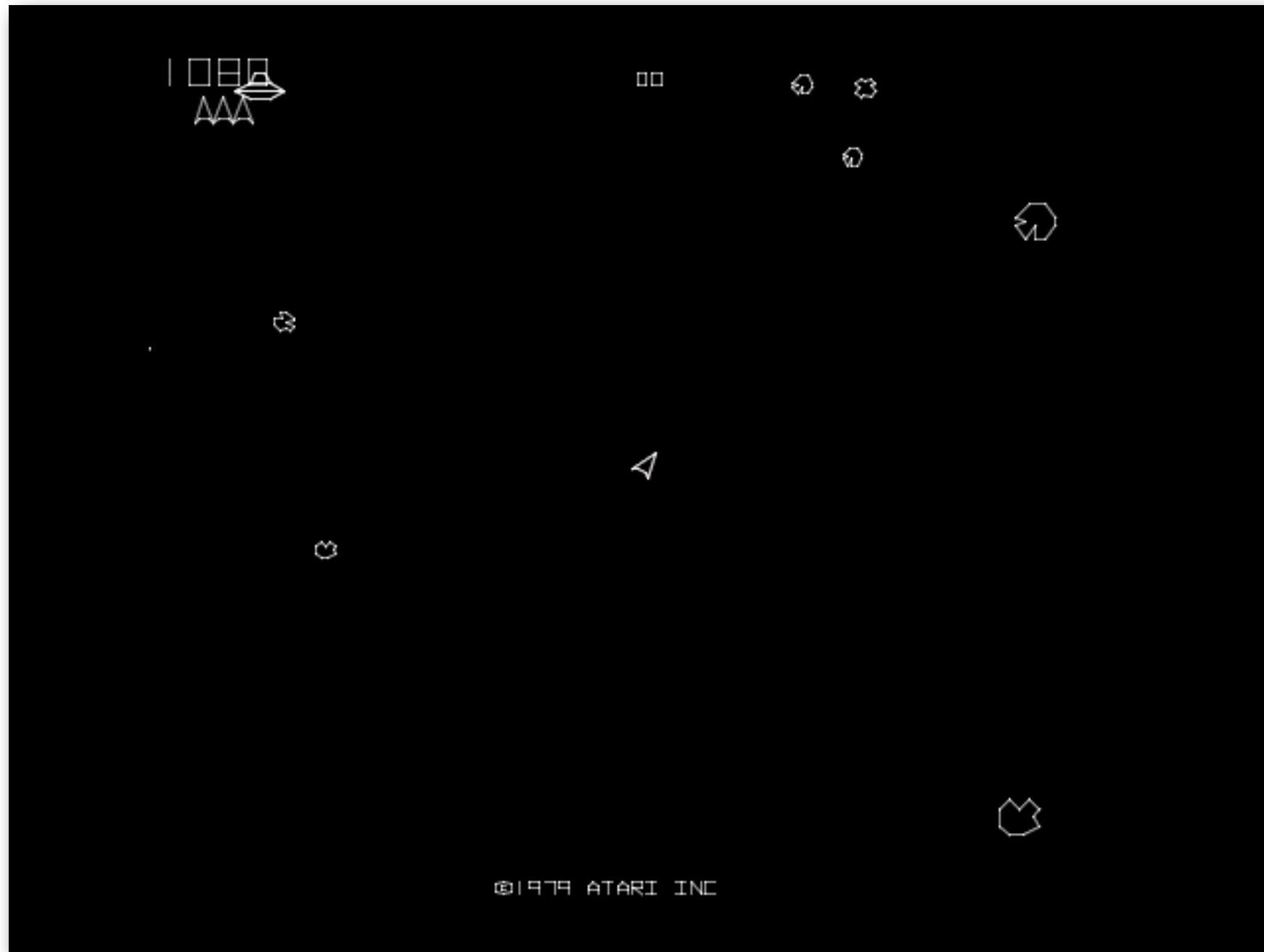


Science Fiction  
Taito: Space Invaders, 1978



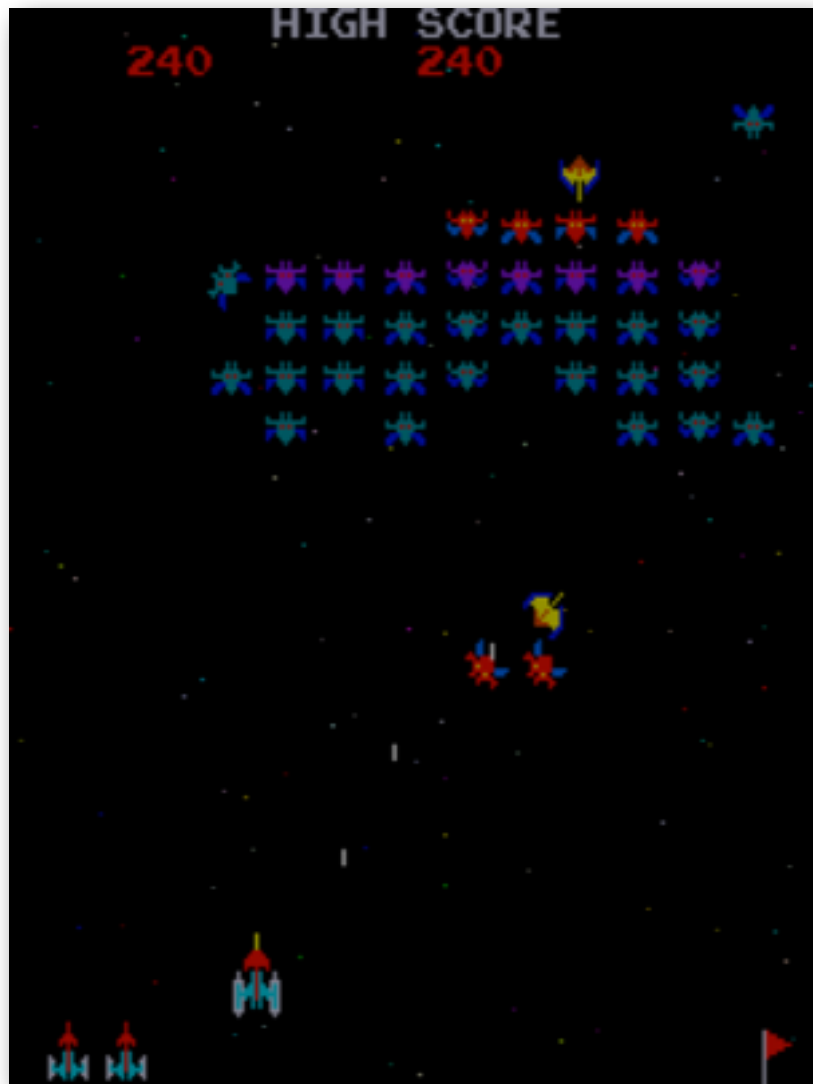


# Asteroids

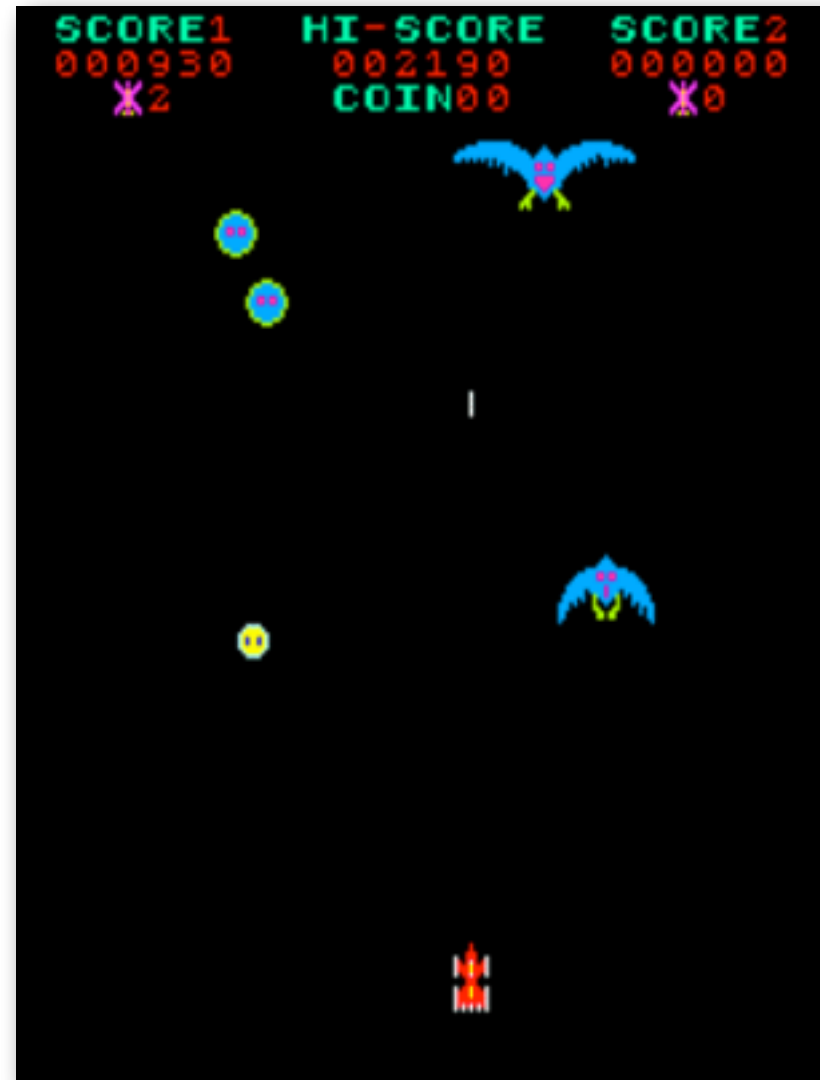


High Scores  
Atari: Asteroids, 1979

# Shmup – Shoot 'em Up



Namco: Galaxians, 1979

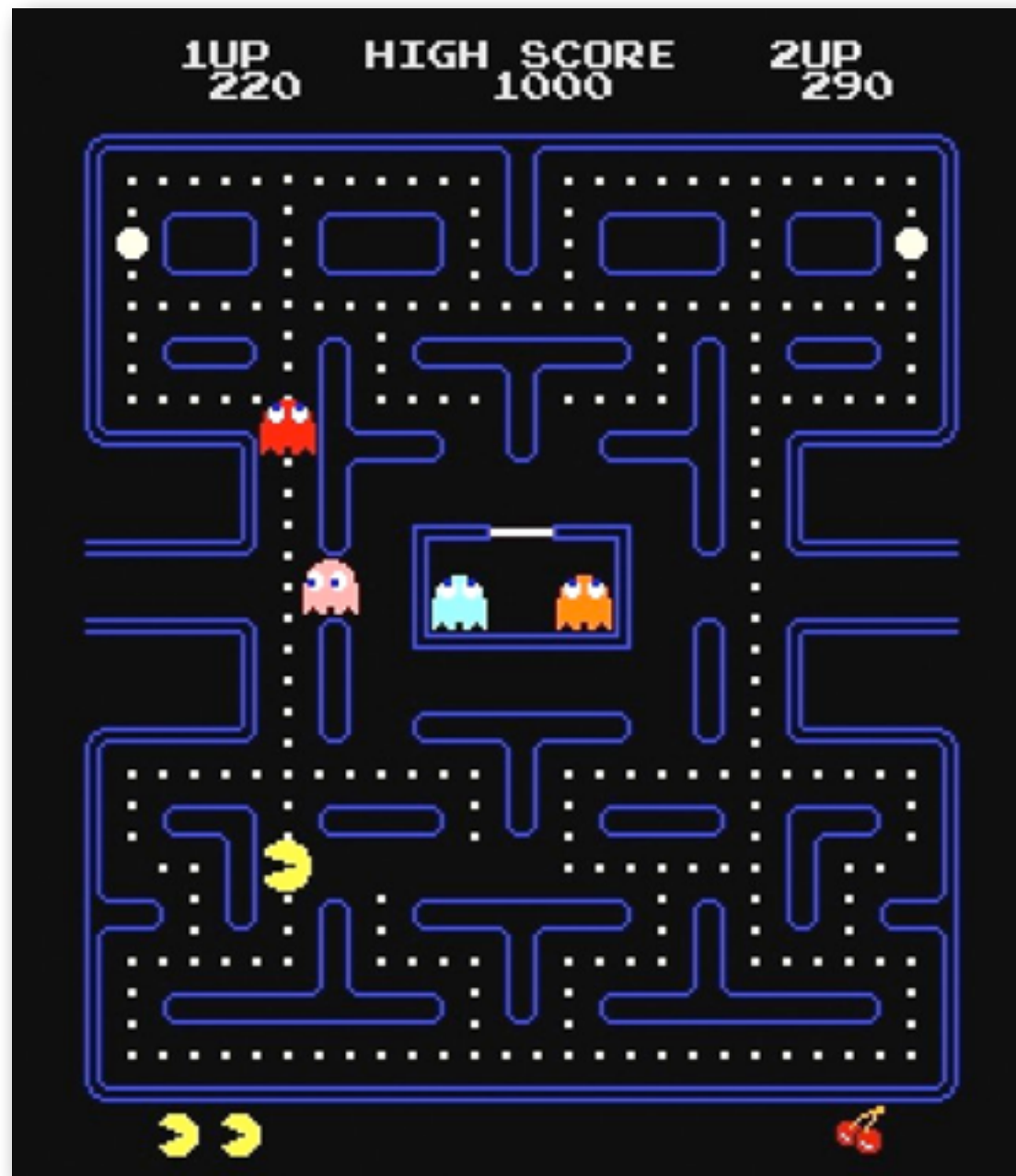


Taito: Phoenix, 1980



Atari: Centipede, 1980

# Pac Man



Maskottchen, Labyrinth, Power Up, Cutscene  
Namco: Pac Man, 1980



Tori Iwatani

# Labyrinth-Spiele

1980 Pac-Man

1981 Amidar

1981 Crush Roller

1981 Jungler

1981 Lady Bug

1981 Lock 'n' Chase

1981 Maze Invaders

1981 Mous Trap

1981 Ms. Pac Man

1981 Oli-Boo-Chu

1981 Qix

1981 Round Up

1981 The Hand

1981 Thief

1981 Turtles

1982 Ali Baba and 40 Thieves

1982 Blue Print

1982 Check Man

1982 Dazzler

1982 Dig Dug

1982 Dorodon

1982 Eyes

1982 Leprechaun

1982 Orca

1982 Pac-Man Plus

1982 Pengo

1982 Q-Bert

1982 Tyl

1983 Bomberman

1983 Dingo

1983 Eggor

1983 Jr. Pac-Man

1983 Kick Boy

1983 Lover Bay

1983 Marvin's Maze

1983 Mr. TNT

1983 New Sinbad 7

1983 Rootin' Tootin'

1983 Swinging Singles

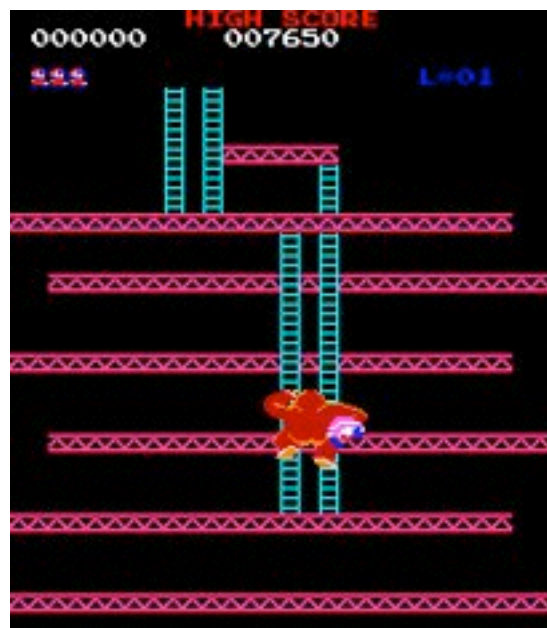
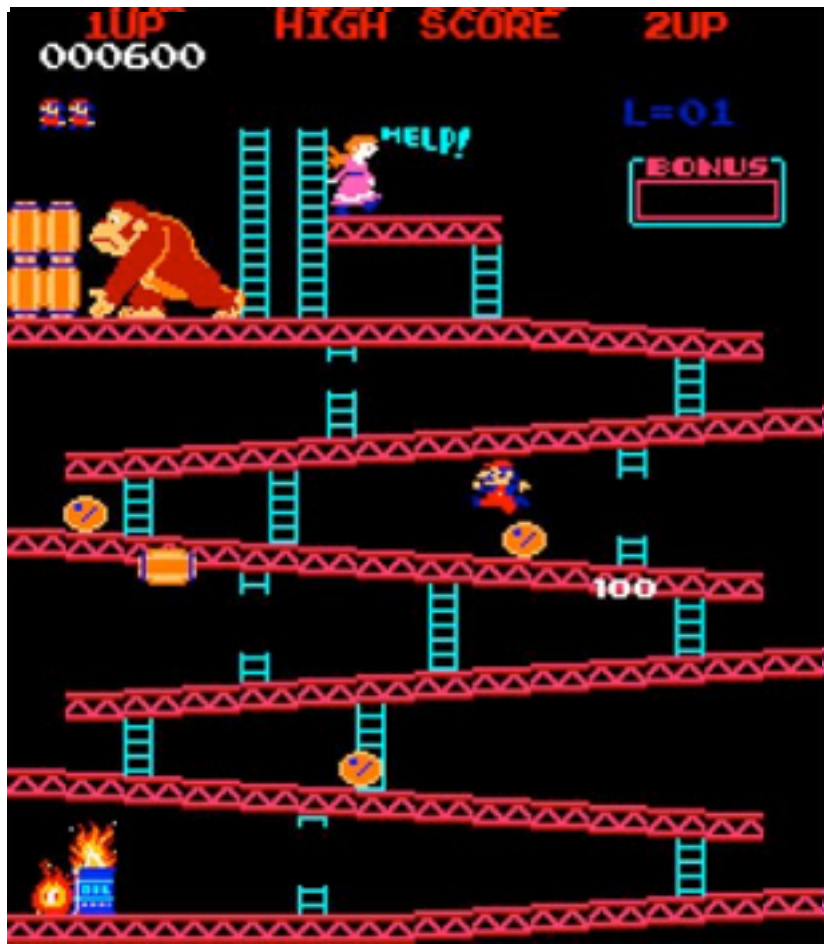
1984 Botanic

1984 Jack Rabbit

1985 I'm Sorry

1986 Merlin's Money Maze

1991 Sel Feena



Jump ,n' Run; Story; Damsel in Distress  
Donkey Kong, 1981

# Arcade



Tube Shooter  
Atari: Tempest, 1980

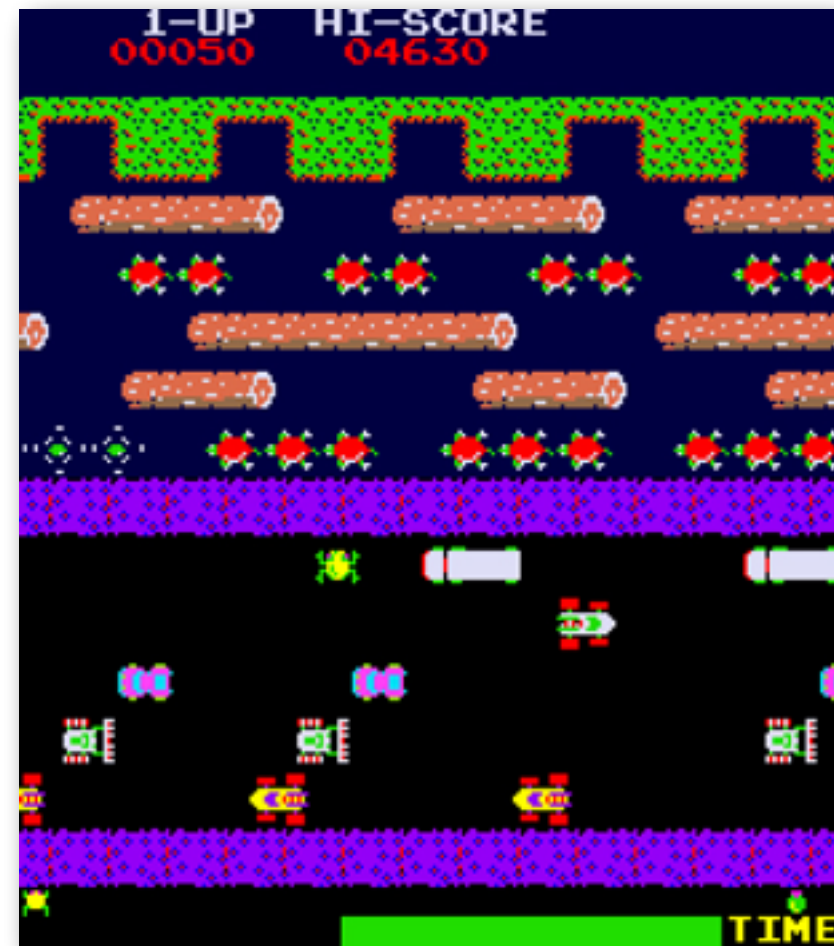


Vertical Scroller  
Namco: Xevious, 1982

# Arcade



Multi-Level Shmup; Refuel  
Konami: Scramble, 1981



Ikone  
Konami: Frogger, 1981



Parallax Scrolling  
Irem: Moon Patrol, 1982

# Arcade

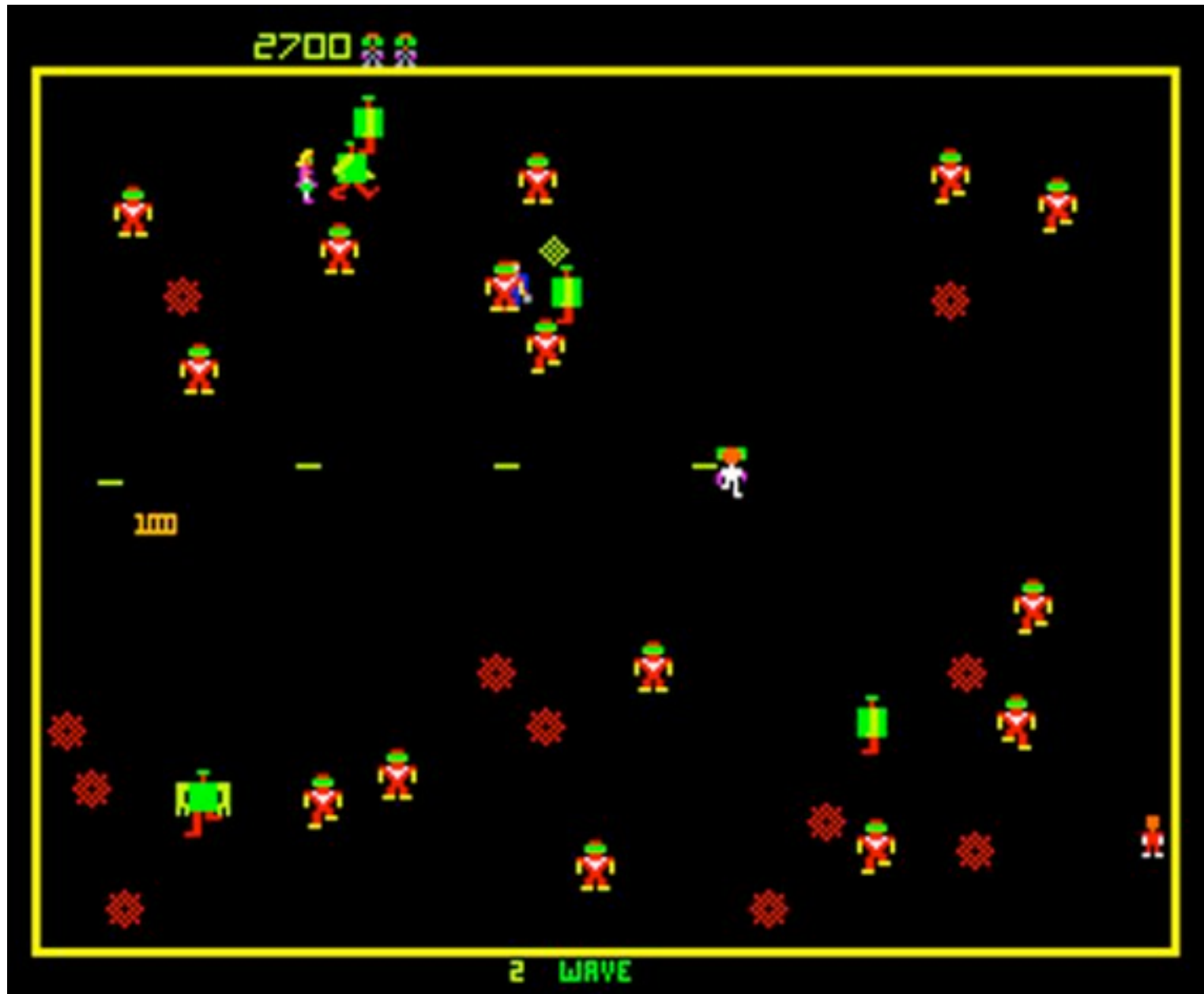


Simulation, Product Placement  
Namco: Pole Position, 1982



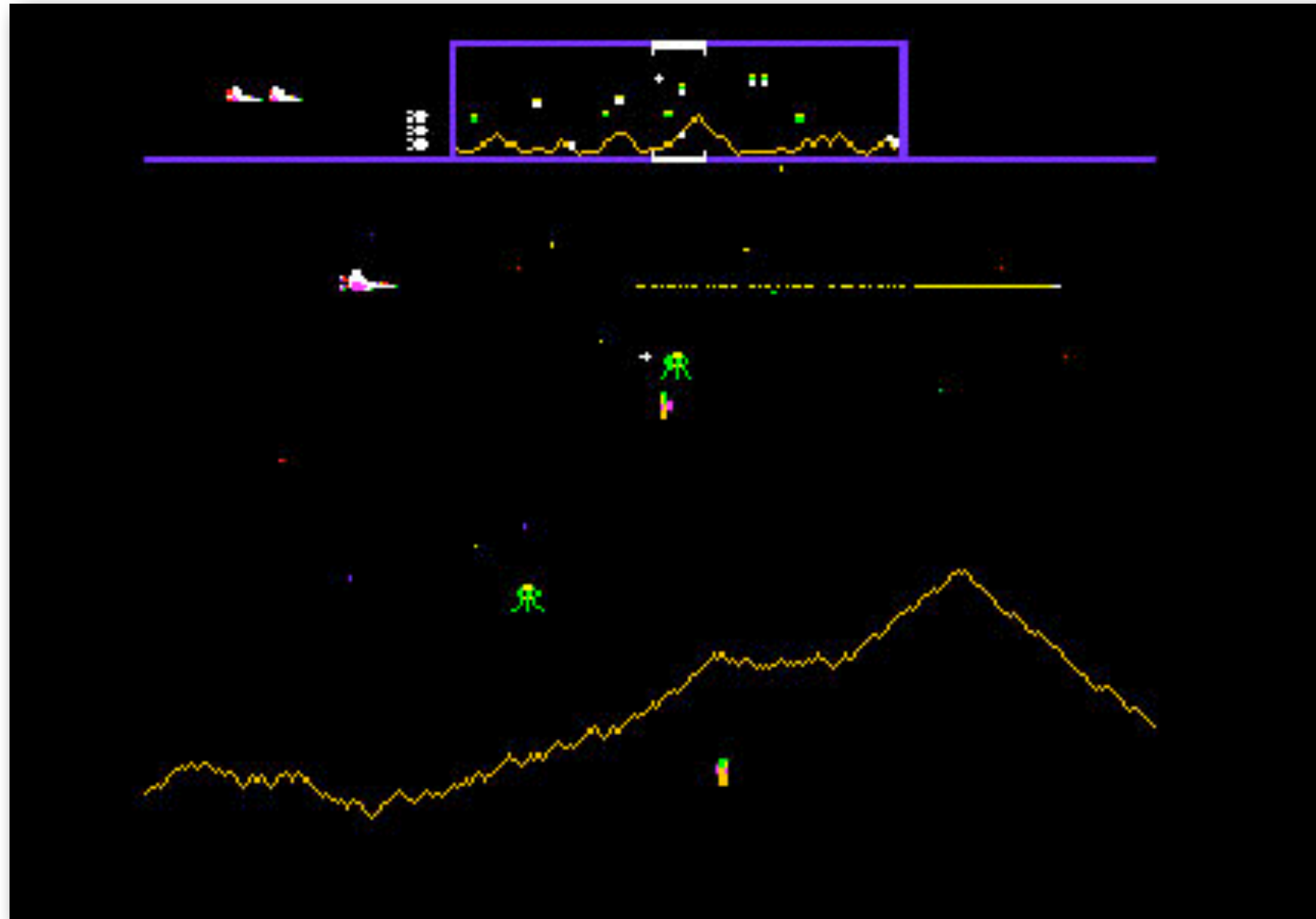


# Robotron 2084



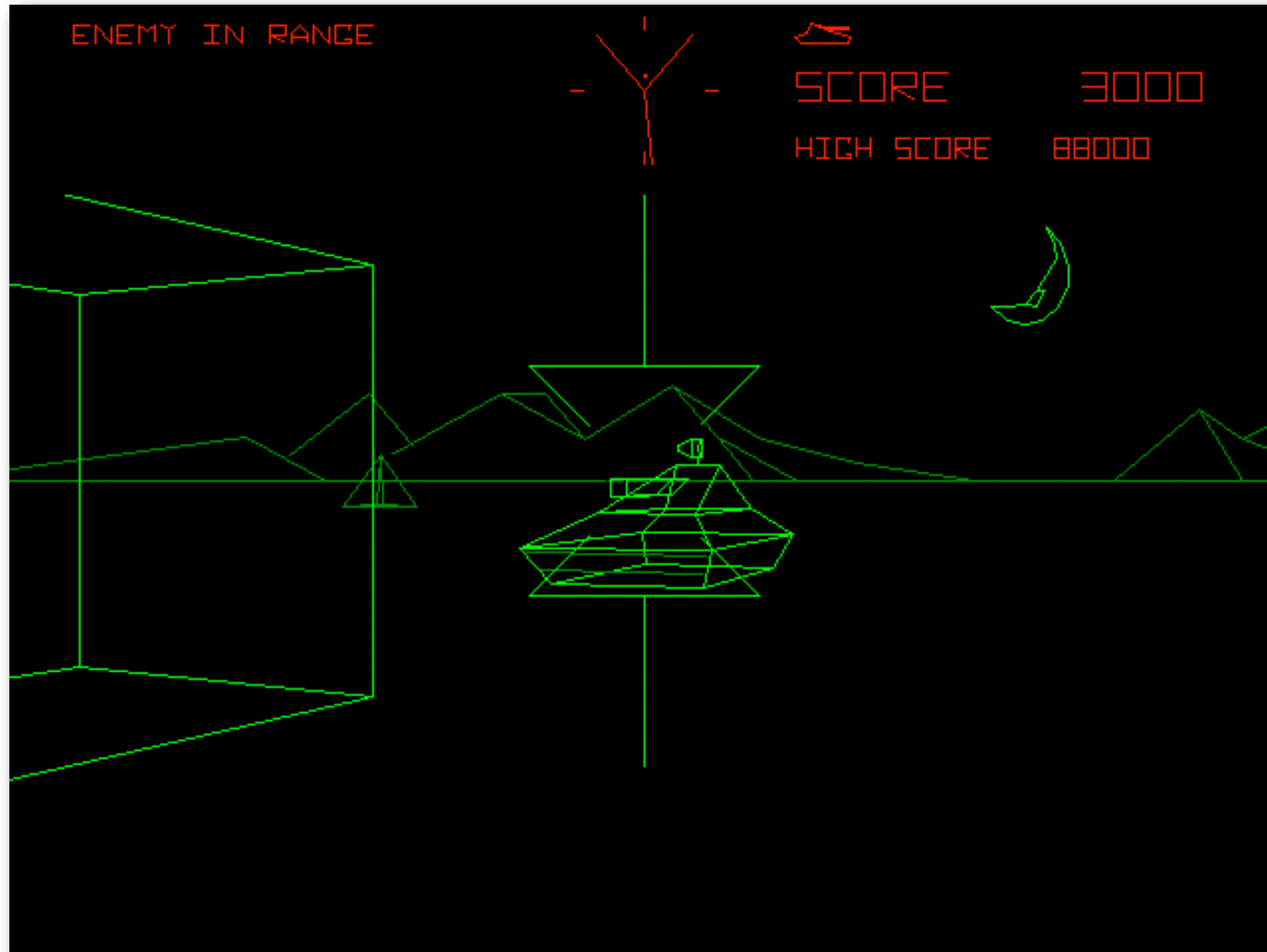
Twin Stick Shooter  
Robotron 2084, 1982

# Defender



Sidescrolling  
Williams: Defender, 1980

# Battlezone



3D Wireframe  
Atari: Battle Zone, 1980

# Rally-X



Hintergrundmusik  
Rally-X, 1980

# Mainframes

Die Bedeutung der Mainframes für die Computerspielgeschichte endet mit den Homecomputern



DEC PDP-10

## **Dispositive Strukturen**

Hohe Rechenleistung

Geringe Multimedia-Leistung

Vernetzung

Exklusive Nutzungsrechte

Spielfeindliche Umgebung

# MUD – Multi User Dungeon

```
e
/ | This northwestern corner of the town square looks like something
+$-@-*$ from a rather dodgy science fiction tale. People stand apart from
| | each other, seemingly oblivious to their surroundings, as they
+*- whisper into a variety of otherwise unremarkable items they're
+ carrying. In some cases this is quite a feat of flexibility, such
as for the chap in the corner who seems to be talking to his own
underwear.
It is a cool secundus summer's morning with almost no wind and
scattered puffy clouds.
There are three obvious exits: east, south and west.
Cony is sitting on a bench.
A pumpkin lantern is dangling from a lamp post.
> Cony exclaims to you: Hey there!
Cony exclaims to you: Would you like to hear a story about talkers? They let
you chat with other players!
HINT: To let Cony tell you about the talker, type "say Yes".
say yes
You say: yes
> Cony beams brightly.
Cony says: Welcome to the Disc! This is a really friendly place where you can
meet and talk to all kinds of folk.
Cony says: You probably know about using tells to talk to people, but I
particularly like the talker. A talker is an item that gives you channels
to chat on.
```

```
Hello, Noan!
```

```
Elizabethan tearoom.
```

```
This cosy, Tudor room is where all British Legends adventures start. Its
exposed oak beams and soft, velvet-covered furnishings provide it with the
ideal atmosphere in which to relax before venturing out into that strange,
timeless realm. A sense of decency and decorum prevails, and a feeling of
kinship with those who, like you, seek their destiny in The Land. There are
exits in all directions, each of which leads into a wisping, magical mist of
obvious teleportative properties...
```

```
*n
```

```
Dense forest.
```

```
You are standing in some dense forest, which slopes down to the south.
```

MUD1, aka British Legends, is still alive at [british-legends.com](http://british-legends.com)

ab 1978

# Homecomputer / PC

## **Dispositive Strukturen**

Anschluss an Wohnzimmer-TV

Tastatur für Texteingaben

Lange Spielzeit möglich

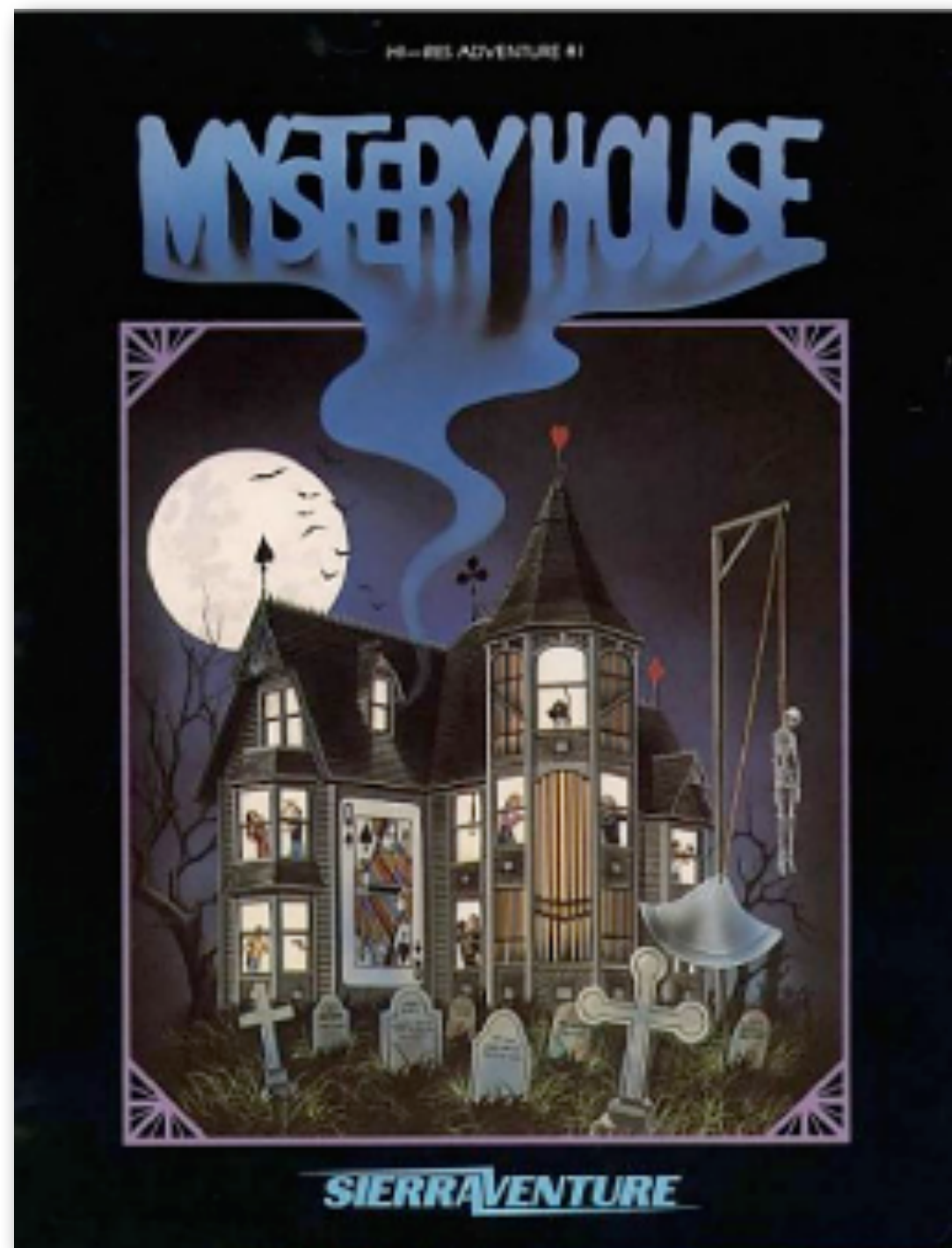
Neue Genres

Marktzersplitterung durch Gerätevielfalt

Trennung Hardware- von Software-Industrie

Kaum Qualitätskontrolle bei Software

Raubkopien als Standard-Distribution



# Mystery House



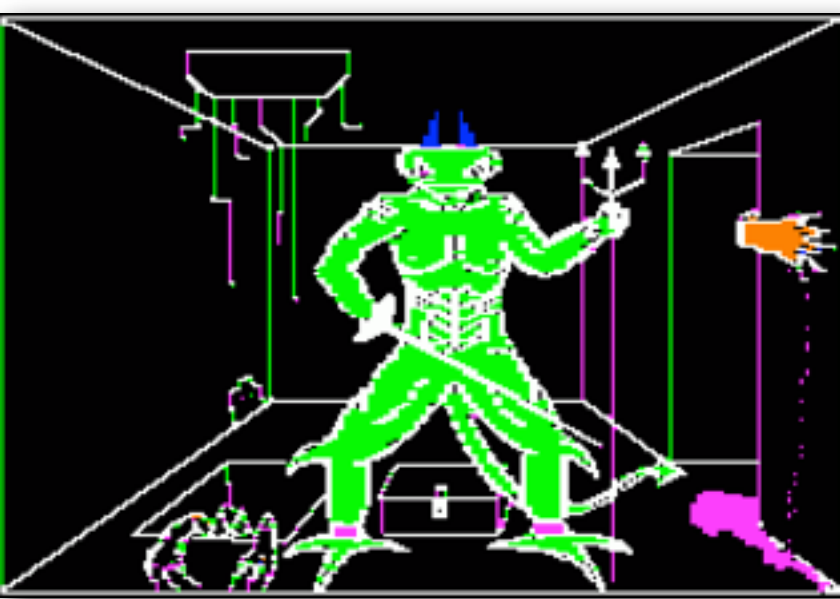
Text-/Grafik-Adventure für Apple II  
Sierra On-Line, Ken & Roberta Williams:  
Mystery House, 1980

<http://turbulence.org/Works/mystery/games.php>

<http://www.gamefaqs.com/appleii/564081-mystery-house/faqs/51470>

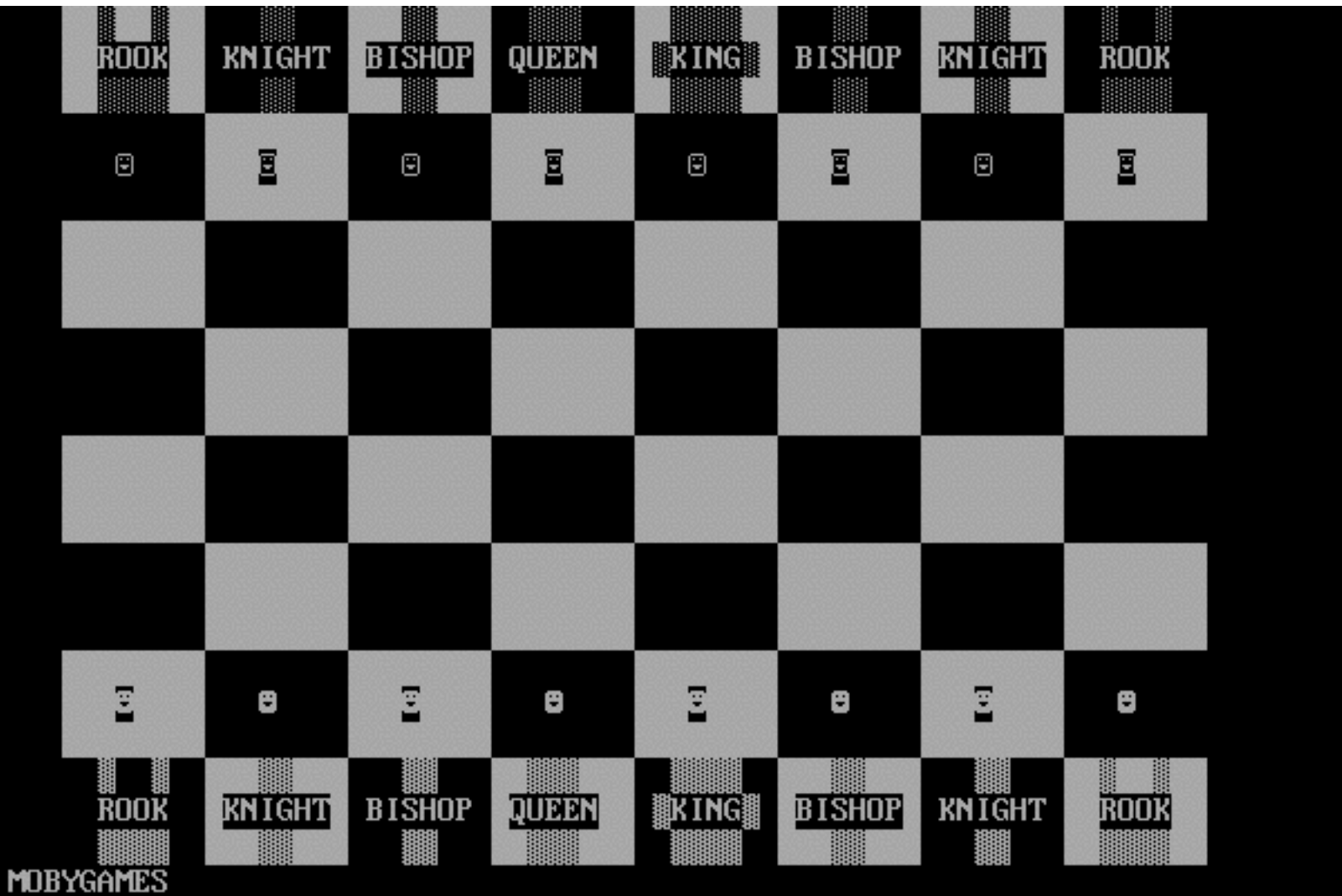


# Rollenspiele



Richard Garriot: Akalabeth für Apple II, 1980

# Personal Computer



Chess, 1981



Microsoft FS 1 for the IBM PC (1982)