

THE FIRST WEST COAST COMPUTER FAIRE

A Conference & Exposition on Personal & Home Computers

As of the indicated date, the following is a listing of organizations that will be participating in the trade exposition portion of the First West Coast Computer Faire. The number at the left indicates how many booths they will be occupying.

---COMMITTED EXHIBITORS--- MAR. 13, 1977

- 1 6502 PROGRAM EXCHANGE
- 1 ACM, BAY AREA
- 1 ACTION AUDIO ELECTRONICS
- 1 ADVANCED MICROCOMPUTER PRODS
- 1 ALPHA MICRO TECHNOLOGY
- 1 ANDERSON-JACOBSON, INC.
- 2 APPLE COMPUTERS
- 1 BELL & HOWELL SCHOOLS
- 1 BENDER PUBLICATIONS, NCE&SCEN
- 1 BOARD BYTERS
- 3 BYTE MAGAZINE
- 2 BYTE SHOP OF PALO ALTO
- 1 BYTE SHOPS OF ARIZONA
- 2 BYTE, INC.
- 1 CALIFORNIA BUSINESS MACHINES
- 1 CALL COMPUTER
- 1 CENTER FOR STUDY OF FUTURE
- 1 COMPONENT SALES, INC.
- 1 COMPTON
- 1 COMPUTACOLOR CORP.
- 1 COMPUTALKER CONSULTANTS
- 1 COMPUTER DECISIONS MAG.
- 2 COMPUTER KITS, INC.
- 1 COMPUTER MART
- 1 COMPUTER SYSTEMS CO.
- 1 COMPUTER STORE OF SAN JOSE
- 1 COMPUTER STORE OF SAN FRAN.
- 1 CREATIVE COMPUTING MAGAZINE
- 3 CROMEMCO
- 1 DAJEN ELECTRONICS
- 2 DATA TERMINALS&COMMUNICATIONS
- 1 DAVIS LABORATORIES
- 1 DAYTON ASSOCIATES
- 1 DIGICOMM
- 2 DIGITAL GROUP
- 1 DIGITAL PROJECTS, INC.
- 1 DIGITAL RESEARCH
- 1 DIGITAL SYSTEMS
- 1 DILITHIUM PRESS
- 1 E & L INSTRUMENTS
- 2 ECU CORP.
- 1 EIDETIC DESIGNS
- 1 ELECTRONIC TOOL CO.
- 1 ESCDN
- 1 EXTENSYS CORP.
- 1 GALAXY SYSTEMS
- 1 GEMIX, INC.
- 1 GODDOUT ELECTRONICS
- 2 HAL COMMUNICATIONS CORP.
- 1 HAYDEN BOOK COMPANY, INC.
- 1 HEMISTICS, INC.
- 1 IASIS INC.
- 1 IBEX
- 1 IC MASTER & UPDATE
- 2 ICON
- 1 IMSAI
- 1 INDEPENDENT RESEARCH CORP.
- 2 INTERFACE AGE MAGAZINE
- REMI) NV
- REDWOOD CITY CA
- DALY CITY CA
- IRVINE CA
- TUSTIN CA
- SAN JOSE, CA
- PALO ALTO, CA
- CHICAGO IL
- LOS ANGELES CA
- EL TORO CA
- PETERBOROUGH NH
- PALO ALTO CA
- TEMPE AZ
- SUNNYVALE CA
- SANTA CLARA CA
- MT. VIEW, CA
- PORTLAND OR
- SAN FRANCISCO CA
- LA CANADA CA
- NOVATO CA, CA
- EMERSON PARK NJ
- BERKELEY CA
- LONG BEACH CA
- STUDIO CITY CA
- SAN JOSE CA
- SAN FRANCISCO CA
- MORRISTOWN NJ
- MT. VIEW, CA
- CITRUS HEIGHTS CA
- CAMPBELL, CA
- SANTA CLARA, CA
- BURLINGAME CA
- CITRUS HEIGHTS CA
- DENVER, CO
- SANTA BARBARA CA
- PACIFIC GROVE, CA
- LIVERMORE, CA
- FOREST GROVE OR
- MT VIEW CA
- CAMBRIDGE MA
- SUNNYVALE CA
- HAWTHORNE, CA
- BERKELEY CA
- SUNNYVALE CA
- CYPRESS CA
- CHICAGO IL
- OAKLAND AIRPORT CA
- URSINA, IL
- ROCHELLE PARK, NJ
- LAS ALITOS, CA
- SUNNYVALE, CA
- SUNNYVALE CA
- SUNNYVALE CA
- CANOGA PARK, CA
- SAN LEANDRO, CA
- VISALIA CA
- CEHRITOS CA

- 1 INTERSIL, INC.
- 1 ITTY BITTY COMPUTERS
- 1 JENSEN TOOLS & ALLOYS
- 1 JK ELECTRONICS
- 1 KILOBAUD MAGAZINE
- 1 LOGIC DESIGN, INCORPORATED
- 1 MECA
- 1 MICRO DESIGNS
- 1 MICRO-COMPUTER DEVICES
- 1 MICRO-TEAM INC.
- 2 MICROCOMPUTER ASSOCIATES
- 1 MICROMATION, INC.
- 1 MICROPOLIS CORP.
- 1 MICROTECH COMPUTER CO.
- 1 MICROTRONICS
- 2 MIDWEST SCIENTIFIC INSTA.
- 1 MINI-MICRO SYSTEMS MAGAZINE
- 1 MINITERM ASSOC.
- 1 MINNESOTA MINING & MFG CO.
- 1 MOVONICS
- 2 NATIONAL SEMICONDUCTOR
- 1 NEWMAN COMPUTER EXCH.
- 1 NORTH STAR COMPUT.
- 3 NOVAL, INC.
- 2 OHIO INSTRUMENTS
- 1 OPTO TOOL CORP.
- 1 OPTO AUDIO ENGINEERING
- 1 PACIFIC OFFICE SYSTEMS
- 1 PAIA ELECTRONICS, INC.
- 1 PARASITIC ENGINEERING
- 1 PENINSULA MARKETING SERVICES
- 2 PEOPLE'S COMPUTER CO.
- 1 PERIPHERAL VISION
- 1 PERSCI
- 1 PERSONAL COMPUTING MAGAZINE
- 1 PFEIFFER, E & L
- 2 POLYMORPHIC SYSTEMS
- 1 PRIME RADIX, INC.
- 4 PROCESSOR TECHNOLOGY
- 1 PROF.& TECH. CONSULTANTS ASSN.
- 1 PSA, INC.
- 1 Q
- 1 REALISTIC CONTROLS CORP.
- 1 RIGEL FOUR
- 1 RO-CHE SYSTEMS
- 1 ROM MAGAZINE
- 1 S. D. SALES
- 1 SCIENTIFIC RESEARCH INSTRUMENT
- 1 SMOKE SIGNAL BROADCASTING
- 2 SOLID STATE MUSIC
- 1 SOUTHERN CALIF. COMP. SOCIETY
- 2 SOUTHWEST TECHNICAL PRODUCTS
- 1 SUNRISE ELECTRONICS
- 1 SUNSET TECHNOLOGIES
- 1 SYLVANHILLS LABORATORY
- 1 SYNTEC DESIGNS
- 1 SZERLIP ENTERPRISES
- 1 TARBELL ELECTRONICS
- 2 TECHNICAL DESIGN LABS INC.
- 1 TECHNICAL SYSTEMS CONSULTANTS
- 1 TELETYPE CORPORATION
- 1 TRIPLE 1/PHIDECK, ECONOMY CO.
- 1 VECTOR GRAPHIC INC.
- 1 VIDEO TERMINAL TECHNOLOGY
- 1 WESTERN DATA SYSTEMS
- 1 WIZARD ENGINEERING
- 1 XIMEDIA CORP.
- 1 XYBEX
- CUPERTINO, CA
- SAN JOSE, CA
- PHOENIX AZ
- CITRUS HEIGHTS CA
- PETERBOROUGH NH
- LARAMIE, WY
- YUCCA VALLEY CA
- BERKELEY CA
- MONTEBELLO CA
- ST LOUIS MO
- CUPERTINO, CA
- SAN FRANCISCO CA
- NORTHRIDGE CA
- SANTA MARIA CA
- MENLO PARK CA
- OLATHE KS
- HUDSON MA
- ABLINGTON MA
- ST PAUL MO
- EMERSON PARK NJ
- ARBOR MI
- BERKELEY CA
- SAN DIEGO CA
- HIRAM OH
- BRONX NY
- N. HOLLYWOOD CA
- PALO ALTO CA
- OKLAHOMA CITY OK
- ALBANY, CA
- SARATOGA, CA
- MENLO PARK, CA
- DENVER CO
- MARINA DEL REY CA
- ALBUQUERQUE NV
- GRANADA HILLS CA
- GOLETA CA
- DENVER CO
- EMERYVILLE CA
- LOS ALTOS CA
- BOUNTIFUL UT
- FAIRFAX CA
- CLEVELAND OH
- CAMPBELL CA
- VAN NUYS CA
- HAMPTON CT
- DALLAS TX
- ASHLAND VA
- HOLLYWOOD CA
- SANTA CLARA CA
- SANTA MONICA CA
- SAN ANTONIO TX
- PASADENA CA
- GOLETA CA
- STRAFFORD NH
- POMONA CA
- HARBOR CITY CA
- MIRALESTE CA
- PRINCETON NJ
- W. LAFAYETTE IN
- SKOKIE, IL
- OKLAHOMA CITY OK
- THOUSAND OAKS CA
- SUNNYVALE CA
- SANTA CLARA CA
- SAN DIEGO CA
- SAN FRANCISCO CA
- CUPERTINO CA

PRELIMINARY CONFERENCE PROGRAM

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BOX 1579, PALO ALTO CA 94302 □ (415) 851-7664

THE FIRST WEST COAST COMPUTER FAIRE

A Conference & Exposition
on
Personal & Home Computers

7,000 to 10,000 People

200 Commercial & Homebrew Exhibits

Special-Interest Social Centers

San Francisco Bay Area — Where It All Started — Has Its First Home Computing Convention

PRESENT-WORLD & FUTURE-WORLD BANQUET SPEAKERS

Fascinating Speakers will Discuss the Past, Present, & Future

FRIDAY EVENING

Frederik Pohl, Science Fiction Writer, & Lecturer to
NASA, NY Academy of Science, etc.
Robots You Can Make for Fun & Profit

John Whitney, Pioneer Computer Film Maker under
grants from Natl Endow. for Arts, Guggenheim, IBM
Digital Pyrotechnics: The Computer in Visual Arts

Banquets to be Held in San Francisco's St. Francis Hotel

SATURDAY EVENING

Henry Tropp, Smithsonian Institution Researcher in
History of Computers, & Mathematician
The 1940's: The FIRST Personal Computing Era

Ted Nelson, Author, Director of the Xanadu Electronic
Literary Network, & Swarthmore College Lecturer
Those Unforgettable Next Two Years

GET YOUR FREE COPY OF SILICON GULCH GAZETTE

† All the news about The First West Coast Computer Faire

† Details of the Proceedings of the Computer Faire

† Plus lots more, just to make it interesting

At-the-door Admission:

\$9 for Conference & Exposition
for Saturday & Sunday

The Computer Faire

Box 1579, Palo Alto CA 94302
(415) 851-7664

Banquet Reservations:

\$16.95

(\$5 for Speakers, only)

CONFERENCE SECTIONS ON HOME COMPUTING

Proceedings of The First West Coast Computer Faire will be Available.

PARTIAL LISTING: Conference & Exposition in San Francisco's Civic Auditorium

TUTORIALS FOR THE COMPUTER NOVICE (Saturday)

James S. White: "An Introduction to Computing to Allow You to Appear Intelligent at the Faire"

Fred Waters: "A Tyro Looks Back"

Lowell Smilen: "The Sidelobes of Industrial Distribution are Focused on the Home Microcomputer Hobbyist"

Richard J. Nelson: "The Shirt Pocket Computer"

PEOPLE AND COMPUTING (Saturday)

Andrew Clement: "If 'Small is Beautiful,' is Micro Marvelous? A Look at Micro-Computing as if People Mattered"

Dennie L. Van Tassel: "The Computer in Science Fiction"

David H. Ahl: "Computer Power to the People: The Myth, The Reality, & the Challenge"

Kenneth Berkun: "Psychology and the Personal Computer"

MUSIC AND COMPUTERS (Sunday)

John Chowning and James A. Moorers: "The Stanford Computer Music Project: A Tutorial with Musical Examples"

Carl Helmers: "The Kludgehorn: An Experiment in Homebrew Computer Music"

Jef Raskin*: "A Pipe Organ/Micro Computer System"

Thomas E. Olsen: "A Computer-Controlled Audio Generator"

COMPUTER ART SYSTEMS (Saturday)

Rona Gurkewitz: "ARTSPEAK and Computer Art with BASIC and a Teletype"

Ronald Pellegrino: "Composing Dynamic Laser Light Sculptures via a Hybrid Electronic Wave System"

COMPUTER-CONTROLLED VIDEO ART (Saturday)

Dick Shoup: "Digital Video Painting"

Stephen Beck: "Video Synthesis: Expanding Electronic Vision"

Jo Ann Gillerman*: "Video Synthesis & Performance with an Analog Computer"

SPEECH INPUT & OUTPUT BY COMPUTERS (Sunday)

John Reykjalin and Horace Enea: "Speech Recognition Systems"

D. Lloyd Rice: "The Computer Should Speak Your Language"

Alice Wyland Grundt: "Structured Programming in Speech Synthesis"

MORE 

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PERSONAL COMPUTERS FOR THE PHYSICALLY DISABLED (Saturday)

Peter J. Nelson: "A Classroom Symbol Communication System for the Non-Verbal, Physically Handicapped"
 Laurence R. Upjohn: "An Electro-Myographic Switch for Microprocessor System Control"

EDUCATION AND PERSONAL COMPUTERS (Saturday)

Liza Loop: "Sharing Your Computer Center Hobby with the Kids"
 Peter S. Grimes: "Classroom Microcomputing: How One School District Learned to Live with the State of the Art"
 Lois Noval: "TELEMATH"
 Bob Kahn and Lee Berman: "Computer Education at the Lawrence Hall of Science"
 Robert Broucke: "Use of a Personal Computer in Engineering Education"
 Milos Konopasek & Mike Kazmierczak: "A Question-Answering System on Mathematical Models in Microcomputer Environs"

RESIDENTIAL ENERGY & COMPUTERS (Sunday)

Mark Miller*: "Microcomputers: A New Era for Home Energy Management"

LEGAL ASPECTS OF PERSONAL COMPUTING (Saturday)

Kenneth S. Widelitz: "What to Do After You Hit Return . . . And Nothing Happens: Warranty in the Microcomputer Industry"

ENTREPRENEURS IN HOME & HOBBY COMPUTING (Sunday)

Kenneth S. Widelitz: "Tax Aspects of Lemonade-Stand Computing: When is a Hobby Not a Hobby?"
 Walter Smith: [Marketing Survey in Progress]
 Carl Helmers: "The Software Dilemma"

PANEL ON COMPUTER RETAILING: JOYS & ULCERS (Sunday)

Ray Borrill, Conference Panel Leader: [Organization in progress at press deadline]

COMPUTERS FOR VERY SMALL BUSINESSES (Sunday)

Michael Levy*: "Some Practical Uses for Personal Computers in Very Small Businesses"

SOFTWARE SYSTEMS DESIGN TUTORIALS (Saturday)

R.W. Ulrickson: "Learning to Program Microcomputers? Here's How!"
 Larry Tesler: "Home Text-Editing"
 Ed Keith: "Structured Programming for the Computer Hobbyist"
 James Joyce: "Human Factors in Software Engineering"

IMPLEMENTATION OF SOFTWARE SYSTEMS & MODULES (Saturday)

Dennis Allison: "An Interpretive Approach to Implementing Programming Languages"
 Dennis Burke: "Modular Relocatable Code"
 Roy Rankin: "Numerical Calculations in Microcomputers"
 David D. Sherertz: "An Implementation Technique for MUMPS"

HIGH-LEVEL LANGUAGES FOR HOME COMPUTERS (Sunday)

Tom Pittman: "Computer Languages: The Key to Processor Power"
 Martin Buchanan: "Design and Implementation of HI"
 John A. Starkweather: "A PILOT Interpreter for a Variety of 8080-Based Systems"
 Bob Wallace: "EMUL-8: An Extensible Microcomputer User's Language"
 Jef Raskin*: "New Languages for Micros"

MULTI-TASKING ON PERSONAL COMPUTERS (Sunday)

Bob Wallace: "EMOS-8: An Extensible Microcomputer Operating System"
 George Pilipovich: "Microcomputers and Multi-Tasking: A New Dimension in Personal Computing"
 Joseph G. McCrate: "A New Approach to Time-Sharing with Microcomputers"

ELECTRONIC MAIL (Saturday)

John McCarthy and Les Earnest: "DIALNET and Home Computers"
 Raymond R. Panko: "CB Computer Mail?"

COMPUTER NETWORKING FOR EVERYONE (Saturday)

Lee Felsenstein: "Community Memory: A 'Soft' Computer System"
 David Caulkins: "Design Considerations for a Hobbyist Computer Network"
 Mike Wilbur: "A Network of Community Information Exchanges: Issues and Problems"

AMATEUR RADIO AND COMPUTERS (Saturday)

Richard Sherman, Conference Section Leader: [Organization in progress at press deadline]

HERETICAL PROPOSALS (Saturday)

Klaus Holtz: "Here Comes the Brain-like, Self-Learning, No-Programming Computer of the Future"

MICROPROGRAMMABLE MICROPROCESSORS FOR HOBBYISTS (Sunday)

Tom Pittman and Bob Davis: "VACuum: A Variable Architecture Computing Machine"
 David C. Wyland: "Large-Scale Computers for the Hobbyist"
 John Birkener: "Microprogramming for the Hobbyist"

BUS AND INTERFACE STANDARDS (Saturday)

Tony Pietsch: "Standardization of the S-100 Bus: Timing and Signal Relationships—A Proposed Standard"
 Cesar Castro and Allen Heaberlin: "A Microprocessor-Independent Bus"

HOMEBREW HARDWARE (Sunday)

Kenneth B. Welles II: "A Floppy-Disc Controller for Under \$50"
 Carl Townsend: "Interfacing a Selectric to Your Computer"
 William J. Schenker: "Solenoids Provide Software Control of a Home Cassette Recorder"

COMMERCIAL HARDWARE (Sunday)

Alice E. Ahlgren: "A New Approach to Microcomputer Systems for Education"
 Phil Roybal: "The New Microprocessor Low-Cost Development Systems"
 Richard Erickson: "A Computerized PROM Programmer, PROM Emulator, and Cross-Assembler System"

WORKING SESSION FOR COMPUTER CLUB NEWSLETTER EDITORS (Sunday)

John Marshall, Conference Section Leader: [Organization in progress at press deadline]

*Papers or Abstracts expected, but not yet received.

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