TECHNOLOGY

Intel supports Smithsonian's anniversary

Sesquicentennial coincides with 25th anniversary of Intel's introduction of the microprocessor – the "brain" of the personal computer.

Celebrating a common commitment to innovation and learning, Intel Corporation is collaborating with the Smithsonian Institution to bring America's heritage of cultural, artistic, and technological achievement to the nation's doorstep. "America's smithsonian" -- the world's largest traveling exhibition -- will bring more than 300 of the Institution's treasures to 12 cities over two years. Intel, a Corporate Partner in this celebration, also marked an important anniversary of its own in 1996 -- the 25th anniversary of its introduction of the microprocessor, the "brain" of the personal computer.

"As we look ahead to the next 25 years of computing innovation and the exciting role Intel will play in enhancing the lives of millions of people, we want to encourage America to take a step back and reflect on how we got here and the progress we've made in the last quarter century," said Dr. Andrew S. Grove, Intel's chief executive officer.

"Partnering with the Smithsonian in this unique opportunity will allow people all over the country to share in the triumph of past ideas and to explore how computing technology will change their lives in the future."

Intel is more than a sponsor of the Smithsonian's 150th anniversary. Intel's technology is also playing a key role in planning, designing, and mounting the world's largest traveling exhibition in record time. Intel provided the design team with computers based on Intel's powerful microprocessor products, including the Pentium Processor and the recently introduced Pentium Pro Processor, to coordinate and display the artifacts in 12 different locations. Smithsonian graphic designer used Pentium Pro processor-based systems to manipulate high-quality photographic images for the Smithsonian's official 150th anniversary tour poster. These computers allowed the designers to develop multiple layouts with ease and speed.

In addition, Intel is helping the Smithsonian broaden its exposure and accessibility to the public by assisting in the development of a World Wide Web site devoted to "America's Smithsonian." By lending its technology savvy and resources, including a Pentium Pro processor-based server to drive the Web site, Intel was able to help the Smithsonian develop a prototype for a state-of-the-art 3-D gallery, complete with various Smithsonian treasures ranging from Lawrence's "The Library" and Cassatt's "caress." To Hopper's "People in the Sun." The Web site also features Smithsonian footage of such significant events as Linbergh's arrival in Paris after completing the first-ever transatlantic flight. These clips were digitized using Intel's Indeo Video technology. Through this engaging We site visitors can see how they will be able to visit museums of the future from their living rooms.

Smithsonian visitors explore the potential of the PC through an Intel exhibit.

The microprocessor has changed our lives since its introduction in 1971. In order to take a closer look at the role of its crucial technology, Intel has developed a 3,000-square-foot exhibit on the personal computer (PC) that will travel with "America's Smithsonian." The Intel exhibit will whisk visitors away on an exciting interactive journey into the world of personal computing and the amazing things PCs do for people today and will do tomorrow. Visitors will engage in hands-on activities and experience for themselves how people of all ages and backgrounds around the world are using computers in new and exciting ways. Today, kids use computers to send pen pals electronic messages over the Internet; musicians use them to create, listen to, and manipulate music composition right on the computer keyboard; and photographers use them to change and improve lighting in photos and to zoom in on desired images.

"The computer has come a long way since its invention as a calculating device," said Dr. Grove. "Personal computers are becoming the tool we use to communicate -- using pictures and sound as well as words -- with our families, our colleagues, and people all around the world. This exhibit offers Intel a chance to share our excitement about this technology."

The Smithsonian's Institution's 150th Anniversary celebration represents the most comprehensive and far-reaching event ever to take place in the history of the Institution.

Many of these celebratory programs will be brought to the public through the support of Intel and other Corporate Partners without relying on any taxpayer dollars.

The centerpiece of the celebration is the "America's Smithsonian," an exhibition that includes some of the country's best-known treasures -- George Washington's sword, Lewis and Clark's compass, and Apollo command module, the ruby slippers, dinosaurs, and famous works of art.

The 100,000-square-foot "America's Smithsonian" -- which is comparable in size to two professional football fields -- toured six American cities in 1996, spending four to six weeks in each host city. The exhibit made its grand opening on February 9, 1996 in Los Angeles, and will open its doors in Portland on April 3. Other cities will be announced shortly. "America's Smithsonian" and Intel's exhibit will be free to the public, and an estimated eight to ten million people will view the treasures over a two-year period.

TV Specials and Other Activities In Celebration of the Smithsonian's 150th

CBS Television Network produced two prime-time specials called "Smithsonian Fantastic Journey" which aired in January and May 1996. The network broadcast another special in August 1996 celebrating the Smithsonian's founding commitment to the "increase and diffusion of knowledge."

In addition, an anniversary celebration on the National Mall was held in Washington D.C. on August 10 - 11, 1996 -- 150 years after President James K. Polk signed the legislation that established the Institution. This celebration was also the focus of the August live television broadcast by CBS.

Throughout 1996, Smithsonian Minutes -- 60-second educational mini-programs -- are being broadcast on CBS television to build public awareness of the Smithsonian and its anniversary.

Intel, the world's largest chip maker, is also a leading manufacturer of personal computer, networking and communications products. Through innovative technologies, Intel is committed to improving the Internet experience for PC consumers. Additional information is available at www.intel.com/pressroom.

Roosevelt Renaissance 2000

Portland Public Schools prepare students for the labor market in the 21st century. The target population is students in grades 9-12.

The Roosevelt Renaissance 2000 program was implemented in the 1992-93 school year. The purpose of the program is to provide students with the necessary education and skills to compete in the labor market in the 21st century. The program provides a closer link between school and work, so that education is more relevant to the world in which students live.

Students participate in the program starting in the ninth grade and they are introduced to six career pathways: Arts and Communication, Business and Management, and Health Services, Human Services, Manufacturing and Engineering Technology and Natural Resources Systems. Students continue to take core academic subjects in math, science, English and social studies and other required elective classes. The Roosevelt Renaissance 2000 Program fits into the seven-period school day with a four-year sequence of classes and a schedule of experiences at job sites in the Portland business community.

During the 1995-96 school year, the Renaissance 2000 program was implemented in one high school and 1,175 students participated.

Evidence of Effectiveness: A survey of graduating seniors indicated that in the years since the implementation of the program the percentage of graduating seniors planning postsecondary training and education increased from 20 percent in 1992 to 30 percent in 1996.

Implementation Issues: The program is effective because it serves both college-bound and non-college bound students. In addition, all students focus on a career pathway and receive on-site job experiences. Further, the program has increased the support and involvement of local businesses in the school district. A challenge for the program is offering the school-to-work program to the entire student body within an already tight high school schedule.

Recognition: News articles about the Renaissance 2000 program have appeared in the The New York Times and The Oregonian in recent years.

Resources Used: Consulting and professional development training from both the business community and the educational community are used in implementing the program. An advisory committee comprised of business representatives act as volunteer consultants. Teachers participate in professional development activities on topics such as project-based curriculum and performance-based assessment.

The program also uses specialized materials for some components of the program such as computers for computer-aided design and models of human body for health services courses.

The Roosevelt Renaissance 2000 program receives support from a variety of sources: $410,000 initial funding from federal block grants and a 20/20 grant from the State of Oregon; a $436,000 School-to-Work Opportunities grant (now in Phase 2, $279,000); Jobs for the Future; and additional state funding. The estimated annual cost of the program in the 1995-96 school year was $150,000.

For information contact Jan Warrington, Program Coordinator, Roosevelt High School, Portland Public Schools. Telephone (503)916-5260.

Disney Will Charge Fee for Children's Web Site

When Walt Disney Co. opens its new Internet Web site for children next week, it hopes to accomplish what few others have managed: charging a fee.

Disney Online, a nearly 2-year-old unit that will bring the Disney brand to cyberspace, plans to charge families $4.95 a month to play games, do puzzles and read stories featuring Mickey, Donald, Goofy and their friends. The new site, to be called Disney Daily Blast, will also feature an ABC News report written for children, and sports scores and highlights from ESPN.

While Disney Daily Blast will be the company's third Web site, it will be the first one aimed at its traditional audience — children 3 to 12 years old -and the first one for which the company has charged a subscription fee.

Disney Online also plans to sell advertising on the site, and to license it to online services to provide as part of their own offerings. Initially Microsoft Corp. will have exclusive rights to the service as a part of the Microsoft Network.

Consumers will also be able to go to the site (www.dailyblast.com) directly.

So far, while several have tried, few Web sites have succeeded at charging users a subscription fee that is separate from the monthly fee

Internet users pay an access provider or online service.

Instead, most Web sites get their revenue exclusively from advertising.

Some sites get revenue a third way, through licensing agreements. But Disney hopes that its unique brands will give it an edge.

"We're intelligent enough to know that the internet industry is still in its infancy, and that one of those three will eventually emerge as the revenue model," said Richard Wolpert, senior vice president of Disney Online. "We're covering our bases."

Perhaps the most notable example of a site that has, at least for now, dumped the subscription-fee model is Slate, Microsoft's online political magazine. After gauging customers' resistance, the company has postponed plans to charge for it.

But Wolpert said he thought parents would be willing to pay what he called a modest fee for

Disney Daily Blast because the content will not be available anywhere else on the Internet. He added that most online publications hoping to charge fees offered little more than electronic versions of their print editions, while the company developed Disney Daily Blast specifically for the Internet.

Analysts said that the Disney effort might succeed.

"With their brand strength they may be able to pull this off," said Melissa Bane, senior analyst at the Yankee Group in Boston. "They have a significant war chest."