

palmOne Helps The Museum of Computing Look to the Future

Submitted by: Blue Click PR Limited

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2004 TECHNOLOGY TALKS from palmOne, Motorola & Intel

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27th September 2004, Swindon – To coincide with its new 'Computers on the Move' exhibition, The Museum of Computing in Swindon is hosting a series of Technology Talks on the first Tuesday of each month this autumn. Speakers from palmOne, Motorola and Intel will give an insight into current and future technology developments to compliment the Museum's historical perspectives.

On Tuesday 5th October, palmOne's Mark Hodgson presents his thoughts on the convergence of handheld technology with his talk entitled "From organisers to powerful handheld computers & high-end mobile phones". Mark Hodgson is Head of UK Market Development at palmOne and has a 15 year career spanning British Telecom International, a number of mobile operators including One2One (now T-Mobile), MTN South Africa, C&W Vietnam and Maxis Malaysia, and recently Inmarsat, Lucent Technologies and Altura Consulting in developing the market for mobile data services.

Palm Computing Inc. launched the Palm Pilot in April 1996. The design criteria were that it had to fit into a shirt pocket and had to have a retail price of less than \$300. The first 400g personal organiser was powerful enough to store thousands of addresses and appointments, and cheap enough to appeal to a mass market. Within 18 months, Palm had shipped more than 1 million Pilots and eventually captured 70% of the US PDA market. This may well have had a major impact on the sales of Filofax and similar paper based organisers.

The size constraints meant there was no room for a keyboard which led to the innovative development of a touch sensitive screen and handwriting recognition system called Graffiti. This was a total departure from other competitive products. With the help of a modem, the new breed of organiser helped travelling executives stay in touch with the office. Palm Pilot had one of the easiest methods of backup and synchronising the diary and address book with the office-based PC.

The latest version is the palmOne Treo 'Smartphone', a new hybrid of mobile phone and PDA, complete with email, web browser and tiny QWERTY keyboard.

The original 'Pilot' had 128k of memory whilst the latest Treo has 32Mb of memory. Museum curator Simon Webb says 'The original Pilot ran at a leisurely 16MHz, whereas the latest Treo runs at a staggering 144MHz. The increase in processing power and memory capacity has enabled the current generation of machines to support high resolution graphics, video and audio including MP3.'

The Technology Talks events are free and they take place in the Main Hall of the University of Bath in Swindon, Oakfield Campus. The Museum is open from 6.30pm and the talks begin at 7pm lasting approximately 45 minutes. The museum will be open until 8.30pm for viewing afterwards.

Everyone is welcome to attend especially Secondary school children with an interest in technology and

product design. The talks will include some demonstrations

On 2 November 2004, Ian Bartlett, Director of Engineering at Motorola, will talk about the latest developments in 3G mobile networks that allow even more data to be downloaded on the move at high speeds (called HSDPA). His talk is entitled 'Mobile Broadband - the Future or Saviour of 3G?'

Andrew Greenhalgh, Vice President of Mobility from Intel will talk about "The role of the mobile computer in work and play - then, now and the future" on December 7th. For further information see www.museum-of-computing.org.uk

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DIRECTIONS

The Museum of Computing is housed in the business library of the University of Bath in Swindon, Oakfield campus. For directions go to www.bath.ac.uk/swindon/getting-here/ Open during library hours. However, for the hands-on experience of the gaming machines, Curator Simon Webb is on hand most Saturday mornings from 9am to 1pm.

Museum of Computing Profile

The museum is devoted solely to the history of the development of computers. It is adjacent to the Library of the University of Bath in Swindon, and this initiative is being supported by the Science Museum in Wroughton, the British Computer Society and Swindon Borough Council. The Museum has a growing collection of exhibits and accepts donations of suitable machines. Its function will be to act as a showcase for outside exhibitors. The first exhibition was presented by Bletchley Park Trust. The Museum is keen to show former products of commercial computer companies, and welcomes such offers. www.museum-of-computing.org.uk

For further details, jpegs, screen grabs or interviews contact

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