WEST COAST COMPUTER FAIRES

SILICON

GULCM

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Computer Faire, 333 Swett Road, Woodside CA 94062

(415) 851-7075

TOUR GROUP ORGANIZERS

If you wish to organize a tour group to come to the 4th Computer Faire – to obtain reduced air fares - let us know as soon as possible, and we will publicize it widely in the next Silicon Gulch Gazette. In the past, such groups have been organized in such diverse areas as Japan, Sweden, New York, Cleveland, Los Angeles, etc.

SEMINAR ROOMS AVAILABLE

The 4th Computer Faire has lecture rooms that may be rented on a daily basis by those wishing to conduct in-depth seminars and training programs during the Faire. The Faire will draw the participants - 12,000-16,000 estimated; you can teach them.

You may use these rooms as you wish. If you wish to provide free seminars concerning your products, you may do so. If you wish to conduct fee seminars for paying attendees, you may do so. In either case, please note that the 200,000-copy Gazette is an ideal means by which to contact potential attendees. Call the Faire (415-851-7075) for additional information.

4th WEST COAST COMPUTER FAIRE

San Francisco Civic Auditorium & Brooks Hall 12 13. 1979 9am-6pm 9am-6pm Noon-5pm

SAN FRANCISCO BUREAU **OFFERS VISITORS ASSISTANCE**

The San Francisco Convention & Visitors Bureau offers a variety of information to assist out-of-area visitors to 'The City.' The Bureau may be of particular assistance to those attending the 4th West Coast Computer Faire, to be held in San Francisco's Civic Auditorium & Brooks Hall, May 11-13.
Among other things, the Bureau of

fers guides to restaurants and 'night life, and has a daily events 'hot line' – (415) 391-2000. For guidebooks and more information, call or write:

San Francisco Convention & Visitors 1390 Market Street San Francisco, CA 94102 (415) 626-5500

You receive more than one copy of Our Glorious Gazette,

THEN

You're obviously a true computer fanatic

(oh joy!)

AND

are on more than one magazine mailing list. **PLEASE**

Pass the extra copy along to a fellow Computer Enthusiast

March 1st deadline

BE AN ACTIVE PARTICIPANT IN THE 4th COMPUTER FAIRE Call for Speakers & Conference Leaders

Eighty to one hundred speakers and panelists have participated in each of the Conference Programs at the first three West Coast Computer Faires. The 4th Computer Faire, to be held in San Francisco's Civic Auditorium & Brooks Hall, May 11-13, appears certain to be even larger than the preceding Faires. Attendance is expected to be 12,000-16,000, with 150 to 200 different companies exhibiting the latest in low-cost computing power for home, business, and industry.

The Faire has issued a call for speakers and conference leaders to discuss a wide range of techniques and applications relating to usage of microcomputers. Topics may include, (but are certainly not limited to):

Tutorials for the Absolute Novice Computer Graphics Systems & Software Electronic Music Systems & Techniques Computer Games & their Design **Amateur Radio & Computers Design of Systems Software** User Groups & Interest Group meetings **Inexpensive Business Computing** Digital Broadcasting & Telecommunications **Low-Cost Educational Computing** Computers for the Physically Impaired Artificial Speech Synthesis & Recognition Hardware Design & Implementation . . . and much more

SPECIAL EMPHASIS ON INEXPENSIVE **BUSINESS COMPUTING**

Speakers and demonstrations are particularly sought addressing topics in low-cost business computing. These are expected to include tutorials for business people who know little or nothing about computers, but who know they wish to use computing power in their businesses. Speakers are also expected to discuss such things as comparisons of competing business systems, characteristics of business software, requirements of good data processing systems, and the design and implementation of various business packages.

LEADERS & ORGANIZERS SOUGHT

Conference Section Leaders and individuals interested in actively organizing a Conference program addressing a topic of particular interest are encouraged to contact the Faire and volunteer to organize and lead a Conference Section.

TIME IS SHORT

The deadline for receipt of the full-text, final drafts of papers and proposed talks is MARCH 1st. Papers should be submitted in a format specified by the Faire Publications Office, so that they may be included in the Conference Proceedings of the Faire (that will be published and available at the Faire). Speakers should contact the Faire headquarters, as soon as possible, and request a Speaker's Kit:

Computer Faire 333 Swett Road Woodside, CA 94062 (415) 851-7075

MORE THAN 100 EXHIBIT BOOTHS ALREADY ASSIGNED FOR 4th FAIRE

As of January 3rd, 62 exhibitors had already formally contracted and paid for 104 booths in the trade exposition to be held during the 4th West Coast Computer Faire. What's even more note-worthy is that these exhibitors have joined the Faire based on essentially no major publicity – just a preliminary Exhibitor's Prospectus that was distributed to companies that explicitly requested 4th Faire exhibit information.

(An up-to-date list of exhibitors is contained elsewhere in this *Gazette*.)

Proceedings Section

FAIRE PAPERS FOR THE NOVICE

Three articles aimed at orienting the beginner in the world of personal computing appear in "Introduction for Novices," a chapter in the Third West Coast Computer Faire Proceedings.

In "You Don't Have to Be 'Good in Math' to Fall in Love with Computers," Donna Norris describes how, while preparing a computer literacy course for fifth and sixth graders, she went from being a total novice to being considered an expert. One recommendation she makes is to expect nothing useful from books over two years old.

Norris outlines the sessions of the course she designed, and how the material was presented in orderly stages. The sections of her course began with a discussion of the various parts of the computer, continued through I/O, and concluded with the different types of storage. The programming section began with preprogramming (flow-charting) and concluded with Basic, and involved the students getting "hands on" experience on a newly purchased micro. The author relates how, as she prepared the course, she herself became deeply involved.

"An Introduction to Personal Computing:

A Beginner's Guide," by Bob Moody, Mike Triolo, and Jerry Fox, takes the reader past some of the buzz-word hurdles by providing simple glossaries for the most common software and hardware terms. In a section on programming, the authors discuss the relationship between ASCII and Basic, and give simple examples of some program techniques in Basic, such as loops and varia-

The article ends by addressing the question, "What can I do with it?" An effort is made by the authors to steer the novice away from the most visible answer – games – to some of the more practical, but equally fascinating, applications of home computers.

HOT FLASH!

After the first day of the Digicast Workshop, being held at Stanford University, it appears that an excellent, public domain technique may exist for transmitting digitally-encoded data over FM at 4800 BPS or better. If the proposal proves viable, this means that electronic "newspapers" and information utilities — transmitted to the general public as well as special-interest groups over established broadcast channels — may reasonably be expected to be operational before the end of 1979.

Watch the next issues of the Intelligent Machines Journal for details.

THE BEST OF THE COMPUTER FAIRES, VOLUME I: Conference Proceedings of the FIRST West Coast Computer Faire

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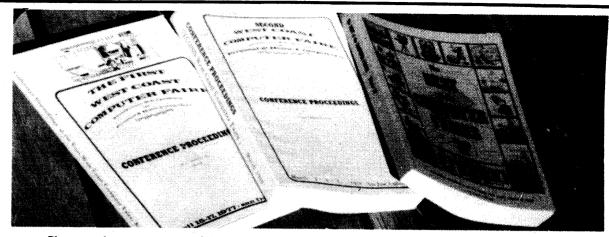
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SOFTWARE AND COPYRIGHT PATENT LAW

"Legal Aspects of Computers and Software," a section in the *Proceedings* of the Third West Coast Computer Faire, discusses the impact on computer software of recent copyright legislation and Supreme Court decisions regarding copyright

and patent law.

Articles by Kenneth Widelitz and Neil Boorstyn, both attorneys, deal with the problems of copyrighting software and data bases. Although the Copyright Office has been accepting registration of computer programs since 1964, there has yet to be a clear statutory authority for their protection, which distinguishes them from literary works. According to the authors, the absence of an official distinction between an idea and the expression of that idea is one of the main problems in copyrighting software. Further, no criteria have been established for something's being a derivative work, i.e., when does the modification and inclusion of a part of one program in another constitute infringement? "Fair use," the non-profit copying of parts of works for educational purposes, is also discussed as it applies to software.

discussed as it applies to software.

Martin Flieser's "Patentability of Computer Software" outlines the basic principles of patent law as they apply to the patentability of software. These principles include what constitutes an invention, what makes an invention patentable, and the procedure for obtaining a patent. The article then goes on to outline the present state of the law, and the views of various government agencies regarding

software inventions.

"Infringement and Licensing of Proprietary Property," by Sheldon Meyer, is a reference guide, in outline form, both to statutes governing questions of patent infringement (types of infringement, which infringer to sue, and where to bring suit), and to the use, sale, and licensing of patent rights (including royalty structure, anti-trust considerations, and the rights of joint owners of a patent).

In "Protecting Software Without Patents — What Alternatives?" David Harrison updates his survey, published in the *Proceedings* of the Second Faire, primarily with regard to the recent Supreme Court decision in the case of Parker vs. Flook. In that case, the Court denied the patentability of an invention which centrally involved a computer program. Harrison says that copyright law is more applicable to computer programs than is patent law, but that it does not go far enough in ensuring the return on the investment necessary to produce quality software. He then goes on to outline some of the special areas in which further legal protection is needed, which includes the trade secrets doctrine

On a related topic, Hubert Dubb, in his article "Trademarks and Service Marks as Modern Goodwill and as Franchisable Properties," explains some of the requirements for obtaining and protecting a trademark. He points out that such symbols can be extremely valuable properties, and that the owner of such a trademark must exercise extreme care and control in franchising its use, so that he preserves his rights to it. Dubb goes on to demonstrate that the prominent use of a trademark or service mark is one of the best means of protecting it, and concludes by outlining some of the requirements for obtaining registration in foreign countries, and preventing infringement.

ASPECTS OF MICROCOMPUTER BUSINESS EXPLORED IN FAIRE PROCEEDINGS

A series of articles dealing with the problems, methods, and opportunities for business in the microcomputer market appears in the *Proceedings* of the Third West Coast Computer Faire. Also included is a report on the microcomputer situation in Japan.

T. Michael Flynn, in his article "EDP Personnel as Independent Consultants," states that since a large percentage of the present market is going to retailers with little or no electronic data processing experience, there exists a rich field of opportunities for people with EDP experience.

These opportunities can best be exploited, says Flynn, were EDP-experienced retailers to form a comprehensive association providing a broad range of products and services backed up by professional hardware, software, and maintenance support. Such an association could offer "personal consulting" to individuals and small businesses whose needs and applications are

Further, Flynn argues, association-supported languages and systems software, as well as general applications programs, could be agreed upon and then be tailored, by the consultants, to individuals' needs. Flynn suggests that members of the association could be provided with national marketing support, as well as an educational resource for familiarizing themselves with background information on various fields of application, such as medical research or engineering.

In "The Current Situation of the Japanese Microcomputer Market and Hobbyists," Toshiaki Yasuda takes a look at the microcomputer scene in Japan, and points out that although NEC and Hitachi started producing their own microprocessors in 1973, Japan is also using and second sourcing a variety of American microprocessors. Further, Yasuda predicts a rapid expansion of the already-burgeoning hobbyist market.

"Legal Aspects of Trade Associations in the Retail Microcomputer Industry," by Oscar Rosenbloom, outlines some of the things a trade association can do, such as cooperative buying, setting standards, participating in statistical reporting programs, and exchanging price information. The role of various government agencies, as well as state and federal statutes affecting trade associations, is also noted.

MAKING FAIRE HOTEL RESERVATIONS?

If you call to make a reservation at any of the three hotels with which the Computer Faire has arranged reduced room rates for Faire attendees, be sure to indicate that you wish the Faire rates — that is, the Computer Faire rates — and that you are attending the Faire.

A Hotel reservation form is elsewhere in this issue of the *Gazette*,

COBOL - NOT BASIC - FOR BUSINESS SYSTEMS SOFTWARE

All three papers comprising a section of the Third West Coast Computer Faire Proceedings detail the shortcomings of Basic and advocate the use of Cobol for business applications on microcomputers. The section, titled "Business Systems Software," contains papers by Richard Barnhart, Paul O'Grady, and Dick Burkhalter.

In a critique of Basic, "Basic and the Business Community," Barnhart notes that Basic was initially conceived as a subset of Fortran for use as a teaching tool, not as a language to be used for any

ness Community," Barnhart notes that Basic was initially conceived as a subset of Fortran for use as a teaching tool, not as a language to be used for any practical business applications. In support of his argument, he describes the differences between analytical languages and those primarily oriented toward maintaining and altering large files of data.

Observing the lack of standards for Basic, he points out that most people in business situations have other jobs to do besides learning programming,

and thus need a language which is easily understandable, available, and transportable.

In agreement with Barnhart's assessment of the usefulness of Basic, O'Grady, in "CIS Cobol Brings Business to Micros," and Burkhalter, in "In Support of Cobol as the Standard Language for Small Business Applications," argue that a National Standard Cobol already exists. They further contend that this Cobol is well-suited to the two areas most required by business (file manipulation and report generation); that there are many experienced Cobol programmers available; and that it is a sufficiently high-level language so that the purposes of its programs are readily apparent, making documentation and program maintenance easier for members of the business community.

4th FAIRE EXHIBITORS

As of January 17, 1979, the following companies have contracted to exhibit their products in the 4th West Coast Computer Faire's Exhibition (numbers at right indicate number of booths to be occupied by exhibitor):

Kathryn Atwood Enterprise	s 1
JHM Marketing	1
Specialty Division	1
Alpha Supply Company	2
ABS Business Machines	. 1
Artec Electronics, Inc.	2
Atari, Inc.	6
Biotech Electronics	1
Byte Publications, Inc.	3
California Digital, Inc.	2
Century Electronics Compar	
Circle Enterprises, Inc.	1
CLOAD Magazine	1
Computer Headware	1
Computer Information Exch	
Computer TEXTile	iange i
	1
Computer Law Journal	_
Creative Computing	2
Cromemco	. 4
dilithiumPress/Matrix	2
FORTH Interest Group	1
G.R.T. Corporation	2
Hayden Book Company	1
Heath Company (Heathkit)	3
Hobby World Electronics	2
I.C.U.	2
Information Unlimited	1
Input/Output Unlimited	1
Ithaca Audio	4
Jade Computer Products	8
Kilobaud/Instant Software	1
Leedex Corporation	1
Microcomputer Devices	1
Micro-Ap	1
MicroAge	4
Micro Computerworld	1
MicroDaSys	1
Microsette Company	. 1
Microtronix, Inc.	2
Midwest Scientific Instrumen	nts 2
The Networks	1
Osborne & Associates, Inc.	2
Page Digital Electronics	$\bar{1}$
Personal Computing Magazin	
Practical Applications	. 1
Programma Consultants	i
Quality Software	1
Quest Electronics	2
RCA Corporation	3
The Software Works, Inc.	. 1
Southwest Technical Product	
	7.
Speakeasy Software, Ltd.	· 1
SSI Solid State Music	. 1
Solid State Music	1
Summagraphics	2
Sybex Task size! Systems Consulting	1
Technical Systems Consultan	
Thinker Toys	2
Western Digital	2
Xitex Corporation	1
Zeta Systems Canada	1

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