From: **Regis McKenna** regis@regis.com
Subject: Re: Historical question
Date: July 16, 2007 at 4:10 PM
To: Warren Schirtzinger warren@schirtzinger.com

RM

Warren:

Like most "coined phrases," successful ones have many fathers. I did not read Everett Rogers book until sometime after I wrote the Regis Touch. The Regis Touch was my first book and was developed from articles and slide presentations that I had given over the previous decade. My initial premise is that "no product is born perfect." Customers had a great deal to do with the idea as well. I still have overheard foil presentations that I presented to both Intel and Apple in the mid-late 1970's. We applied the concept to Intel's 8080 microprocessor when they (Intel) fell behind the Motorola 6800 that was fast becoming the mpu of choice. It turned out that most venture backed entrepreneurial companies were designing around the 6800 and not the Intel architecture. I well recall talking to the head of GE's Microcomputer Lab and his comment: "those small entrepreneurial companies are stimulating our imagination." I also conduced my own "focus groups" across the country and found that the only engineers looking for advanced technology were those in their 20's and 30's. The older bunch did not want to change anything! We than began an education program at the both the VC and the entrepreneurial companies. Remember, at the time there was no such thing as "development systems" and software as a new phenomenon to the chip guys. So the users had to be imaginative and resourceful. Once they developed successful application for the Intel mpu, they became references for new customers. Much earlier than Intel and Apple, I started teaching my clients

In 1878-79, PC were called "hobby computers." They then transitioned to "home computer" and then "personal computer." One had to be a hobbyist to use these early computers – no packages software. There simply wasn't much the average consumer could do with the Apple II. The Apple II had seven accessible slots on the mother board for developers to build their own uses and applications. And many did. Within a few years, there were hundreds of applications being developed and niche marketed. This was perhaps the first example in the personal computer world of the the "long tail."

Somewhere in my archives I have a spread sheet done on an IBM Selectric typewriter with the descriptions of how each stage "early adopters," etc. approach new technology.

Don't know if this helps.... Why are you interested?

Regis