

ENCYCLOPÆDIA BRITANNICA
INTEROFFICE CORRESPONDENCE

TO SEE BELOW OFFICE DATE APRIL 22, 1982
FROM CHARLES VAN DOREN OFFICE EDITORIAL ADMINISTRATION

SUBJECT: Visit of Bob Stein and Allen Kay

As you know, Bob Stein and Allen Kay will be joining us for lunch next Tuesday at the Mid-America Club.

Bob Stein you have met. Allen Kay is chief scientist of Atari, a post he has recently assumed. He is one of the leading theoreticians in the field of electronic publishing and is the creator of one of the most powerful computer languages, SMALL TALK. It is an interactive language that is very suitable for children and for learning purposes.

Mr. Kay has a large discretionary research budget at Atari, as I understand it, and is interested in finding some joint activity between Atari and Britannica that he can develop.

I don't think Stein and Kay are bringing a definite proposal for us to consider. Rather, what they want to do is to find out what sort of program we would like them to propose to us. In effect, this is a fact-finding mission.

However, the good will on their part is obvious and I believe we can do some very interesting work with them if we want to. And they have buckets of money.

Charles Van Doren

CVD:dsm

cc: C. Swanson
P. Norton
J. Sloan