

I am writing this on behalf of Robert Stein in the hope that it will lend support to his new venture.

Shortly after joining Atari as Chief Scientist, I first met Bob as the result of reading a very well written report he had done for Encyclopaedia Britannica on the "Encyclopaedia of the Future." It transpired that he had criticized an article Atari had written in such a stylish fashion that they turned around and hired him on the spot to do a better plan. We hit it off and he came to work for Atari Research as a full-time consultant on our encyclopaedia project and, eventually, a host of other projects as well.

Bob has a nose for new media and a wonderful ability to express himself through writing. Both of these greatly amplified our efforts in the short time given before Atari's difficulties. He is a learner, and has made it his business to contact and take guidance from the leaders in computer science and entertainment media. My impression is that others think as highly of him as I do.

I don't know how to comment on the plan of the new venture because I am not a businessman. However, I am most definitely one of those who would prefer to treat the television medium as a book. I always record live shows beforehand so that I can stop and look and go back. The idea of having multiple pathways through knowledge is one of my long-standing dreams. I suspect that Bob is as right on this subject as he has been in so many other areas since I've known him.

Most important, in a world and business not known for integrity, Bob Stein is an absolutely straight and trustworthy human being. That goes a long way in my book for any venture, particularly those that involve risk.

Sincerely,

Alan C. Kay  
Apple Fellow

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