

San José State University  
The Department of Computer Science and  
The Department of Computer Engineering jointly present  
**THE HISTORY OF COMPUTING SPEAKER SERIES**

# Allan Alcorn

## Video Games as a Driver of Computing Technology

Wednesday, October 5

6:00 – 7:00 PM

Auditorium ENGR 189

Engineering Building

Video Games emerged as a vehicle to demonstrate technology. They then evolved as a new business opportunity and soon became so popular that they became a major driving force for the development of technology. Allan Alcorn will discuss these events from his personal involvement.

Allan Alcorn was the co-founder of Atari and the creator of Pong and the home version of Pong. He led the development of the Atari VCS. After Atari, he was a Fellow at Apple Computer where he did early work that led to the MPEG standard and QuickTime. Al was also founder and VP Engineering at Silicon Gaming that made slot machines for the Las Vegas market. He consulted at Interval Research where he co-founded Zowie Intertainment. In 2004, he started Integrated Media Measurement Inc. that uses cell phones and acoustic matching technology to very accurately measure TV and radio exposure.

Next: <b>Stephen Kwan</b> Wednesday, October 12
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