



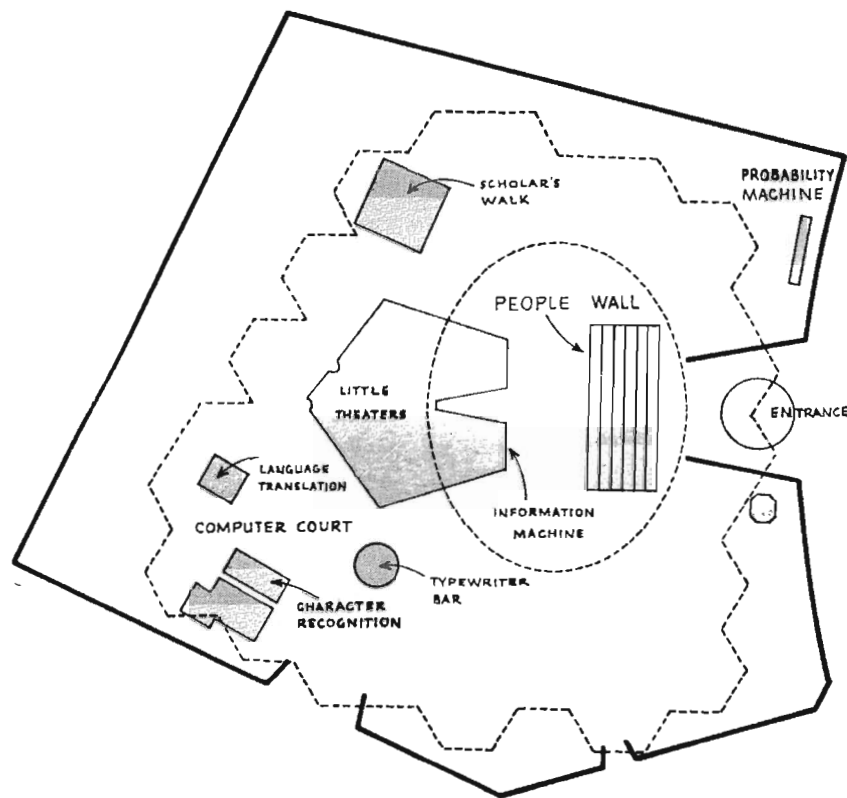
I.B.M. CREATES AN INFORMATION MACHINE

ride the "people wall" up into a multi-screen explanation of computers

THE MULTIPLE SCREEN presentation inside the big white egg-shaped pavilion which houses the International Business Machines' exhibit at the Fair is called an "Information Machine." Its purpose: to explain how methods used by computer systems are similar to those used in solving human problems in a variety of everyday situations.

One of the Fair's mechanical marvels carries groups of 500 visitors at a time into the Machine's 90-foot high ovoid theater. Seated along 12 steeply-rising tiers of this "People Wall" the audience slowly rises into the darkened loft to await the action.

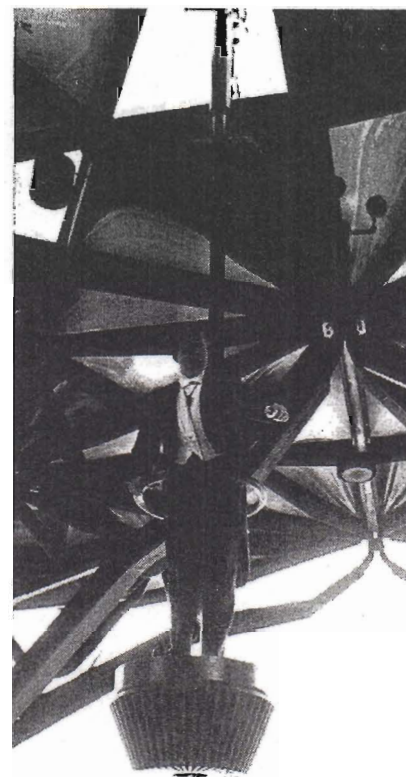
And so begins one of the most complex visual presentations to be seen on the grounds: a 13-minute synchronized presentation which takes place on 15 motion picture and slide screens spread over the front wall of the big dome. The films, designed and produced by Charles Eames, inter-act on a variety of shapes and sizes of screens (see illustration right be-



This sketch shows all the principal features within the IBM pavilion, including the area occupied by the ovoid theater, the "little theaters" and "computer court" with demonstrations of the machines at work.

low on facing page) with much swiveling of heads as viewers try to take in all the action.

The program's intention is to show how data is stored and sorted by a computer; how the conclusions reached by these ma-



Narrator descends from the ovoid ball on this little elevator to greet the "Machine" audience as they board the "People Wall."

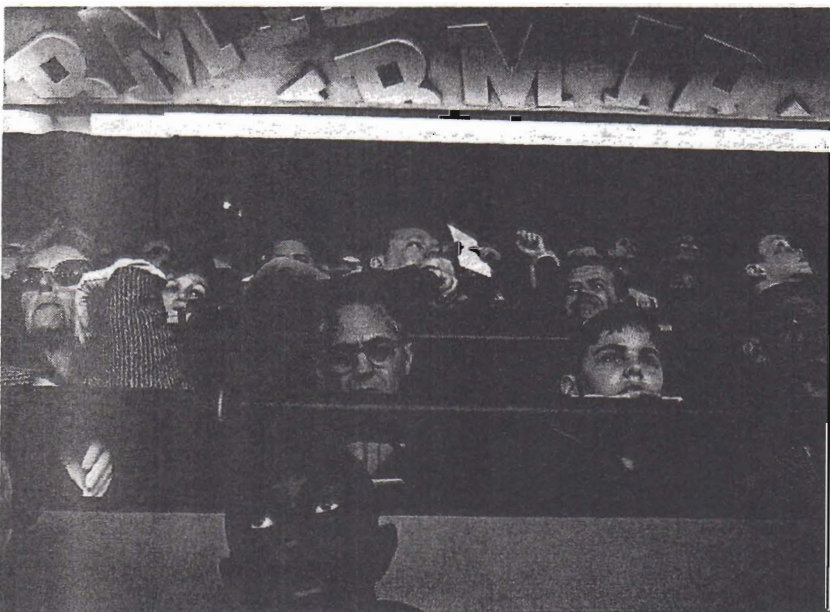
chines are not unlike those reached by the human mind when it compiles everyday data.

For instance, one sequence shows a woman planning a party and drawing a seating plan while people pop on — and off — as she decides whom to invite and who should sit next to whom. The viewer is taken "inside" the lady's mind as the considerations of the party take place on the 15 screens all around him.

Helping to connect the visuals with the workings of a computer

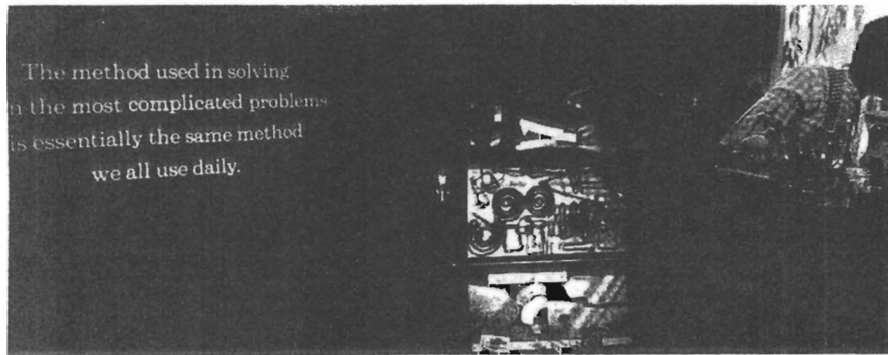
People along the IBM "Wall" awaiting the multi-screen film presentation which is projected (for 11 minutes) in the "Information Machine."

This view along the "People Wall" shows steel framework of theater and a partial glimpse of the frieze of trademark characters on dome.





Bob Seymour's camera has captured this wonderful shot of "People Wall" with its typical cross-section of IBM exhibit visitors awaiting show.



Captions and multiple scenes which are a part of the Information Machine program, shown in greater detail in the large view of the theater below.

LITTLE THEATERS

★ Three animated theaters within the IBM Pavilion feature puppet-like devices that help dispel many mysteries about computers. In one of these Sherlock Holmes unravels "The Singular Case of the Plural Green Moustache" using the same kind of logic as a computer and the logic which *you* use to solve your problems.

"Cast of Characters" and "Computer Day at Midvale" are the other playlets. •

is a live narrator who is suddenly spotlighted here and there (he's on an elevator, too) on various levels of the screens.

Foreign visitors to the IBM Pavilion may hear translations of the narration on special headsets along the "People Wall" which offer five language versions: French, German, Italian, Spanish and Japanese.

Elsewhere in the pavilion are little "theaters" where mechanical puppets act out playlets on such topics as speed, logic and information handling systems. Computers are at work to demonstrate how Russian technical data may be rapidly converted into English.

Crowd-handling is very good at the IBM Pavilion. •

