



THE LINK

YORK UNIVERSITY
COMPUTER MUSEUM

...to link, inform, motivate, inspire

 **LASSONDE**
SCHOOL OF ENGINEERING

YORK
UNIVERSITÉ
UNIVERSITY 

The Lassonde School of Engineering was established in 2011 backed by funding from founding donor, entrepreneur and philanthropist Pierre Lassonde, the Government of Ontario, and York University.

Currently, the school has over 130 faculty members in four academic departments, offers 11 programs, and is home to over 2,800 undergraduate and graduate students.

The new Bergeron Centre for Engineering Excellence – a \$115 million zero-lecture hall creative space that hosts the Lassonde School of Engineering – officially opened in 2016.

Why?

Between now and 2050 humanity will face great challenges: climate change, access to clean water and energy, and cyber security, to name just a few. Opportunities will be even greater in areas such as big data, artificial intelligence, nanotechnology, and ever evolving and expanding wireless and information technologies.

What do all these challenges have in common? They are complex, they are borderless and they transcend traditional divides. To solve these big problems and to seize these enormous possibilities, the world needs engineers who are more than just technical experts.

Employers too are increasingly seeking graduates with more than just theoretical knowledge. At the same time, students facing unpredictable career paths expect to develop breadth and depth of knowledge that sets them apart in the global market for talent.

The world needs a different kind of engineer, employers want a different kind of engineer, and students expect a different kind of engineering education to prepare them for the challenges and opportunities that they will face in the next 50 years.

Our Programs

Civil Engineering
Mechanical Engineering
Electrical Engineering
Computer Engineering
Software Engineering
Geomatics Engineering
Space Engineering
Computer Science
Computer Security
Digital Media
Earth & Atmospheric Science

What is a Renaissance Engineer?

The Lassonde School of Engineering has been created to be the home of the Renaissance Engineer: a place where students are free to explore their passions and gain different perspectives from the world around them.

Renaissance Engineers think in big systems not little silos
design with people in mind
embrace ambiguity

York University

With more than 54,000 students, 11 Faculties, 5,000 courses, 28 research centres and nearly 300,000 alumni, York University is much more than just Canada's third-largest University. We are also one of Canada's leading hubs for interdisciplinary research and innovative teaching, opening our students' minds through a comprehensive and cross-curricular academic education and a diversity of perspective and experience.

How are we different?

The School is creating a different kind of learning experience built on three founding principles:

1) Renaissance Curriculum | engineering + law + business

Lassonde students experience a broad "Renaissance" curriculum with integrated courses in law and business taught in partnership with the Schulich School of Business and Osgoode Hall Law School.

2) Flipping the Classroom | \$115 million home with zero lecture halls

Lassonde is flipping the classroom so that students can watch lectures online anywhere, anytime and come to class to solve problems together.

3) 50:50 Challenge | achieving a gender balance

Lassonde has set a challenge to be the first engineering school in Canada to reach a 50:50 gender balance.

YORK UNIVERSITY COMPUTER MUSEUM

Formed in December 2002, the York University Computer Museum (YUCoM) in the Lassonde School of Engineering is Canada's first physical museum dedicated exclusively to the history of the Canadian computer industry.

The main motivation behind its creation was to create an academically significant research collection that would provide scholars, students, writers, artists, and the media with primary historical sources to research the development of computer technologies in Canada and their impact on Canadian society.

Since then, YUCoM has become the largest single collection of Canadian computer hardware, software, documents, and other items of historical significance. The scope of the collection, the conducted research, publications, and research collaborations with several North American institutions made YUCoM an internationally recognized collection.



THE LINK EXHIBITION

THE LINK will be a free access, interactive, and permanent computing and information technology exhibition. This world-class installation will **showcase and celebrate Canadian contributions** to computing and information technologies. It will link our technological heritage with the digital future and tell the story of technology's role in shaping Canadian society, its aspirations and values. And through this link to inspire and motivate future scientists and engineers to follow in the footsteps of the Canadian scientists and technology pioneers, the exhibition will lead the conversation on technology's role in modern society.

Narratives & Artifacts

The LINK will use historical artifacts from the YUCoM's extensive collection, still images, and interactive multimedia displays to offer several narratives of pioneering work on computing in Canada.

The exhibition will be organized around several narratives about our Canadian computing heritage and the role of Canadian men and women in advancing computing and information technologies world-wide. Although the exhibit is designed to be a permanent installation, the history of computing threads will be changing over time, showcasing new stories and new technological solutions to narrate them.

For its launch, the exhibition will focus on three themes: personal computing, software, and networking and wireless communication technologies. The following pages expound on these themes in greater detail.



Figure 1. Interacting with the LINK exhibit (preliminary in-house concept - not final design).

- **Personal Computing**

Canadian electronics companies were among the first firms to fully recognize, articulate, and act upon the immense potential of microprocessor technology and the development of a new generation of computing hardware – personal computers. Micro Computer Machines (MCM) of Toronto introduced possibly the world’s first personal computer – the MCM/70 – in 1973. MCM was soon followed by other Canadian manufacturers of desktop computers and computer peripherals.

By mid-1980s, from East to West, the Canadian microcomputing landscape had been saturated with a variety of companies, from small to large, manufacturing home and desktop computers, designing computer peripherals, and publishing software.

The PC narrative will present the achievements of several Canadian companies that are (or were, if no longer in business) world leaders in the personal computer hardware and software sectors. ATI (now AMD), Commodore, Corel, Dynalistic, Lanpar, Matrox, Microsystems International, MCM, Nabu and Volker Craig are some of these companies. The narrative will also focus on computer pioneers and events that painted the backdrop for personal computing in Canada, events such as the introduction of significant products as well as the launching of computer clubs, shows, publications, and educational initiatives (such as the “Bits and Bytes” program produced by TVOntario in 1983 or the “Icon” education computer project in Ontario).

To situate this part of the exhibition in the global North American context, some non-Canadian companies and Canadian subsidiaries that significantly impacted the Canadian personal computing scene in the last century will also be presented, such as Apple, Dell, Digital Equipment Corp. Canada, IBM and HP.

While the artifact section of the exhibition will mostly host computer hardware, the interactive display section will offer visitors the opportunity to interact with vintage hardware through emulation on multi-touch screens. A visitor will be able not only to select and execute software but also to experience the computing environment offered by a particular computer hardware of interest to the visitor.

- **Networking and Wireless Communication Technologies**

Canada has been one of the most “wired” countries in the world. This stimulated the development of networking and communications technologies over several decades and resulted in the emergence of the Canadian high-tech and networking giants with immense global impact. For years, and, in some instances for decades, companies such as Nortel (initially Northern Electric), I.P. Sharp Assoc., and RIM (now Blackberry) were world-wide industry leaders and icons. This part of the exhibit will present over a century worth of Canadian research and development in the area of communication and networking technologies, starting with Northern Electric, presenting IPSANET network of I.P. Sharp Assoc., and showcasing the achievements of Mitel, Newbridge Networks, and RIM. The exhibit will also present lesser known but ground breaking initiatives such as proto-Internet networks Telidon (Norpak), the NABU Network (NABU Manufacturing), and display-phone technology promoted by companies such as Bell Canada.

In the interactive display section, a visitor will be able to “surf” the networks of the past: access financial data on IPSANET, check flight information on a Telidon terminal, play games on the NABU Network, or check the latest news using the Bell Felix system.

- **Software**

The Software exhibition presents the achievements of the Canadian software industry focusing on the success and wide scope of software publishing in Canada. Themes presented here will include computer gaming, digital media and office software (published by, for instance Alias, Corel, and OpenText). Products such as Maya (computer animation and modeling software), corelDRAW (computer graphics software), and Livelink (Web-based collaboration and document management system from OpenText) became known and widely used around the world. Web and mobile apps will also be represented.

Canada is also one of world's biggest publishers of video games. In 2015, there were close to 500 video game companies in Canada (including Behaviour, Beenox, Big Viking, Big Blue Bubble, BioWare, Capcom, Digital Extremes, Electronic Arts Canada, Fuel Industries, Other Ocean, Rockstar, Ubisoft and Uken Games) which published over 1,200 titles.

This part of the exhibition will be divided between an artifact section and the interactive display section. The interactive display section will allow a visitor not only to access information about a specific software publisher or specific software but also to execute such software. For instance, a visitor can try to create an image using an early version of the corelDRAW program or play a computer game.



Figure 2. Artifact section of the exhibit (preliminary in-house concept - not final design).

Architecture

The exhibition will be located in the lobby of the Lassonde Building on York's Keele campus.

The exhibition will consist of two integrated sections: the artifact section and the interactive display section. The artifact section will display historically significant hardware and software in specially designed display hardware (cabinets). The interactive display section will be built around interactive digital display hardware such as digital walls, multi-touch displays, and head-mounted augmented reality displays. This section will be used for, among other purposes, interactive self-guided navigation through the exhibition, screening historical material (images, videos) as well as for interacting with some of the Canadian-designed systems and software using the artifacts' emulators. It will also be used to profile our sponsors (this is further discussed in the Corporate Sponsorship Opportunities section). Both the artifact and interactive display sections will be integrated in several ways from the design of content to the extension of the use of augmented reality gear into the artifact section of the exhibition.

The technological sophistication and unique content of the proposed displays would make the exhibition one of the most innovative high technology presentations by a Canadian university.



Figure 3. Exhibit viewed from the outside of the Lassonde Building (preliminary in-house concept - not final design).

Enhance Student Experience through Research and Outreach Programs

The exhibition will enhance the learning experience of all York students; it will provide computer science, engineering, and digital media students with an opportunity to work and experiment with the newest digital display technologies through their involvement in projects related to the content development, maintenance and continuous enhancements of the exhibition.

The exhibition will also become a significant part of the Lassonde School's outreach program offering visiting high-school students a unique learning experience.

Location

The LINK will occupy the area on the main floor of the Lassonde Building adjacent to a wall of windows facing Campus Walk, one of the most high traffic thoroughfares on the York campus. The exhibition's main display area would be viewed from inside the building with additional narratives designed to be viewed from the outside of the building through the glass wall.

The exhibition will be a destination landmark at York University. It will be easily accessible to the York community as well as to all visitors from the Greater Toronto Area using public transportation.

The opening of the LINK is scheduled for early 2018 -- more than three decades after the launch of Canadian high tech icons ATI and RIM, and more than four decades after the unveiling of the world's first personal computer -- the MCM/70 -- invented and built in Canada, and more than half a century from the arrival of the first digital computers at York University.

Sponsorship opportunities are available.

PRESENTING CORPORATE SPONSOR, \$250,000

- **Category exclusivity.**
- **Presenting Corporate Sponsor Recognition.** Official sponsorship of one of the exhibition's sections including the placement of "Sponsored by ____" signage recognition in the sponsored section. Full-size logo recognition on the exhibition's donor wall and in the catalogue.
- **Opening event.**
 - Opportunity to participate in remarks
 - Full-size logo recognition on invitation
 - 10 invitations
- **Exhibition inclusion.** The history of your company will be included in exhibition narratives with the opportunity to provide input and collaborate on content.
- **Product placement.** Opportunity to present corporate profile as well as legacy and current products in the exhibition's interactive display section because in this section products will be presented together with corporate histories as videos.
- **Marketing and promotion.** Lassonde will work with you in creating personalized marketing, promotional and employee engagement opportunities.
- **On-site hosting.** Opportunity to host an event in the exhibition space. Your company is responsible for all other event costs (catering, rentals, decor, etc.).
- **Yfile article announcing your support.** YFile is YorkU's campus e-newsletter and is published Monday to Thursday, distributed to more than 5,000 faculty and staff. YFile reports on institutional news and events, people and trends. There is also a YFile homepage, content is available to an external audience, searchable on Google and stories are pushed out

- **Lassonde Corporate Partner.** You will have a dedicated Lassonde liaison to facilitate engagements with the life of the School including but not limited to:
 - Guest lecturing
 - Hosting a career talk with Lassonde Co-op

- Invitations to Lassonde events such as Roger's Cup, L'Oscars, Mercier Lecture for Entrepreneurial Science, PCI - Dr. Robert Moses Lecture, Capstone Day, etc.

SUPPORTING CORPORATE SPONSOR, \$100,000

- **Supporting Corporate Sponsor Recognition.** Half-size logo recognition on exhibition signage including donor wall and in the exhibition's catalogue.
- **Opening event.**
 - Half-size logo recognition on invitation
 - 5 invitations
- **Exhibition inclusion.** The history of your company will be included in exhibition narratives with the opportunity to provide input and collaborate on content.
- **Product placement.** Opportunity to provide legacy and current products in the exhibition's interactive display section.
- **On-site hosting.** Opportunity to host an event in the exhibition space. Your company is responsible for all other event costs (catering, rentals, decor, etc.)
- **Yfile article announcing your support.** YFile is YorkU's campus e-newsletter and is published Monday to Thursday, distributed to more than 5,000 faculty and staff. YFile reports on institutional news and events, people and trends. There is also a YFile homepage, content is available to an external audience, searchable on Google and stories are pushed out daily on Twitter (@YorkUNews) and Facebook.
- **Lassonde Corporate Partner.** You will have a dedicated Lassonde liaison to facilitate engagements with the life of the School including but not limited to:
 - Guest lecturing
 - Hosting a career talk for students with Lassonde Co-op
 - Invitations to Lassonde events such as Roger's Cup, L'Oscars, Mercier Lecture for Entrepreneurial Science, PCI - Dr. Robert Moses Lecture, Capstone Day, etc.

EXHIBIT PATRON, \$50,000

- **Exhibit Patron Sponsor Recognition.** Text recognition on exhibition signage including donor wall and exhibition catalogue.
- **Opening event.**
 - Text recognition on invitation
 - 4 invitations
- **Exhibition inclusion.** The history of your company will be included in exhibition narratives with the opportunity to provide input and collaborate on content.
- **Product placement.** Opportunity to provide legacy and current products in the exhibition's interactive display section.
- **Lassonde Corporate Partner.** You will have a dedicated Lassonde liaison to facilitate engagements with the life of the School including but not limited to:
 - Guest lecturing
 - Hosting a career talk for students with Lassonde Co-op
 - Invitations to Lassonde events such as Roger's Cup, L'Oscars, Mercier Lecture for Entrepreneurial Science, PCI - Dr. Robert Moses Lecture, Capstone Day, etc.

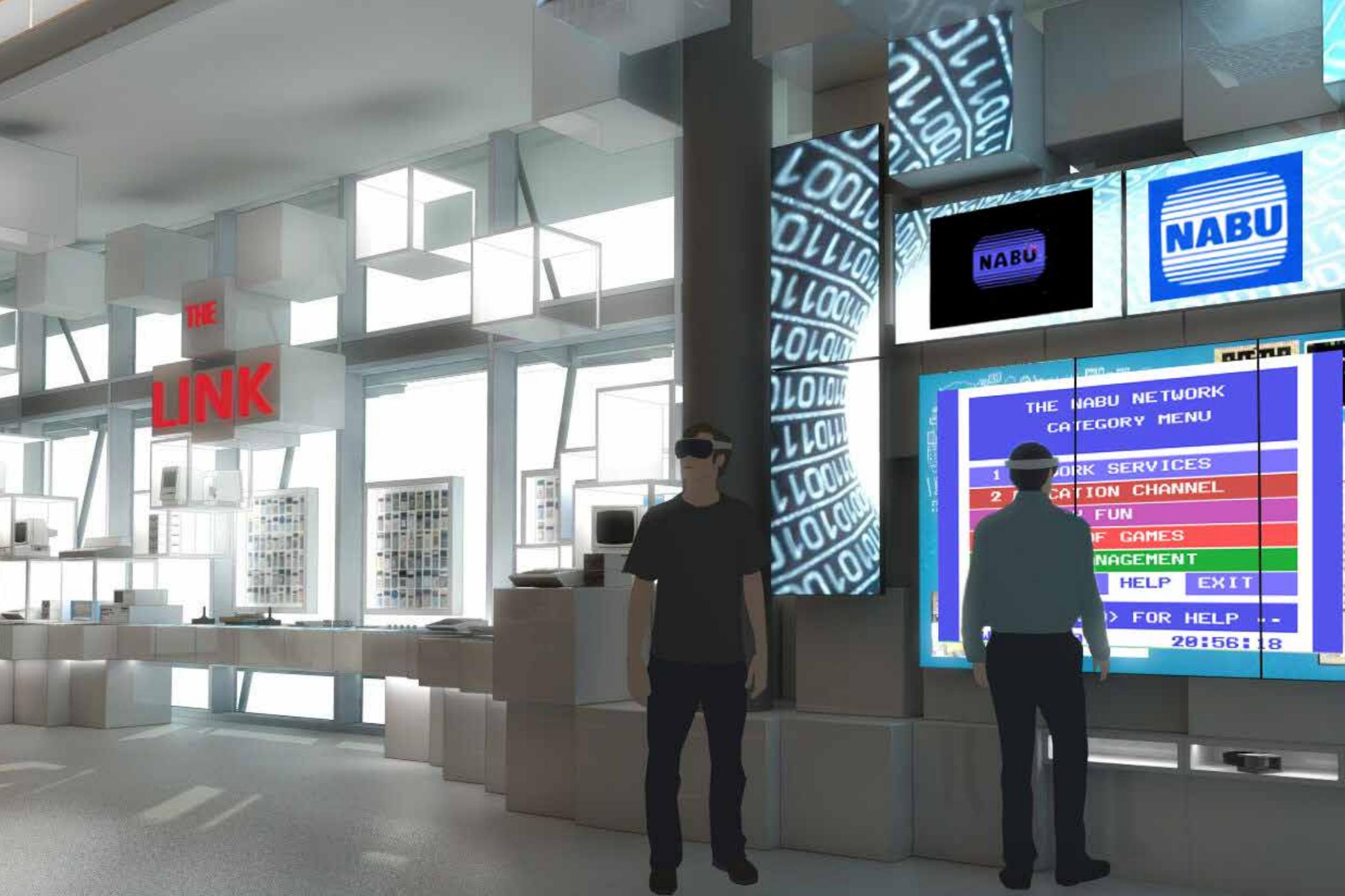


Figure 4. Exhibit viewed from the inside of the Lassonde Building (preliminary in-house concept - not final design).



CONTACT US

If you would like to discuss The LINK sponsorship opportunities further, please contact:

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APPENDIX

COMPUTING EXHIBITIONS ELSEWHERE

Several top American universities have successfully enhanced their students' focus by creating social hubs and social spaces (complete with dedicated exhibitions and installations) that showcase engineering artifacts and narrate innovation and technological creativity. These hubs inform, motivate, and inspire. Dedicated technology exhibits and museums at Harvard, MIT, Purdue and Stanford can serve as examples (see Figures 5-6).

The 'Because Dreams Need Doing' permanent and interactive exhibition installed in the Neil Armstrong Hall of Engineering at Purdue University has successfully demonstrated that technology and engineering exhibits could be powerful outreach tools.

At MIT, dedicated exhibition spaces and public programs illustrate the school's history. It inspires people of all ages about the possibilities and opportunities offered by science

PROFESSOR ZBIGNIEW STACHNIAK

Zbigniew Stachniak is an associate professor in the Department of Electrical Engineering and Computer Science at York University. His main research areas are artificial intelligence, history of computing, and history of mathematics. He is an author of several books on these subjects. Since 2002, he has been curating the York University Computer Museum.

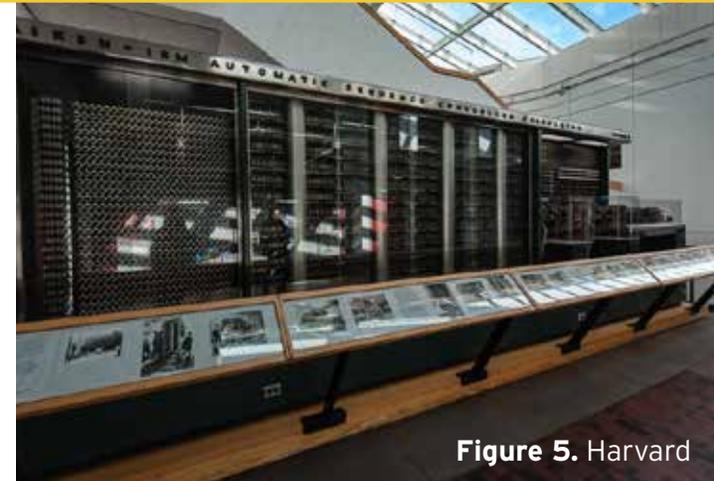


Figure 5. Harvard



Figure 6. MIT



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