Guide to the Bill Scull collection

Finding aid prepared by Sydney Gulbronson Olson
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Title: Bill Scull collection
Identifier/Call Number: X7498.2015
Contributing Institution: Computer History Museum
Language of Material: English
Physical Description: 8.67 Linear feet, 6 record cartons and 1 oversize box
Date (inclusive): 1985-1996

Abstract: The Bill Scull collection holds materials related to the field of multimedia product design and technology, and its intersection with higher education, created between 1985 to 1996. About half of the collection is made up of printed materials, such as technical reports, internal reports, research files, presentation materials, case studies, meeting agendas and notes, and promotional material. The collection also includes some newsletters and periodicals specifically related to higher education. The other half of the collection consists of software and its accompanying documentation. Formats include CDs, 3.5 inch floppy disks, 5.25 floppy disks, and laserdiscs, with a mix of packaged, demonstration, and promotional copies of software. Most of the software is educational and published between 1988 and 1994.

Processing Information
Collection surveyed by Sydney Gulbronson Olson, 2018.

Access Restrictions
The collection is open for research.

Publication Rights
The Computer History Museum (CHM) can only claim physical ownership of the collection. Users are responsible for satisfying any claims of the copyright holder. Requests for copying and permission to publish, quote, or reproduce any portion of the Computer History Museum’s collection must be obtained jointly from both the copyright holder (if applicable) and the Computer History Museum.

Preferred Citation
[Identification of Item], [Date], Bill Scull collection, Lot X7498.2015, Box [#], Computer History Museum.

Biographical/Historical Note
Bill Scull is a marketing executive, strategic business leader, and consultant who has worked with a number of emerging and established technology companies over the course of his career. Scull earned a masters degree in engineering from the Massachusetts Institute of Technology in 1979 and an MBA from Stanford University in 1981. In the early 1980s, Scull worked as a product line manager first at Hewlett-Packard and then at Apple Computer. From Apple, he went on to work in business development and marketing at companies such as Ungermann-Bass, Tandem Computers, ILOG, Sygate Technologies, Nevis Networks, and CloudShield Technologies. Additionally, he has worked as a marketing and business development consultant for nearly 20 years.

Scope and Content of the Collection
The Bill Scull collection ranges in date from 1985 to 1996 and includes materials related to the field of multimedia product design and technology, particularly as it relates to higher education. About half of the collection is made up of printed materials, the majority of which are from Apple Computer. These materials include technical reports, internal reports, research files, presentation materials, case studies, meeting agendas and notes, and promotional material. Examples of subjects covered in this portion of the collection include multimedia technologies and educational tools, higher education sales and marketing, marketing plans for specific Apple products, and learning and technology research. There are a small amount of files, such as press kits and promotional material, pertaining to Claris. The collection also includes some newsletters and periodicals specifically related to higher education, such as EduTech, Authorware Magazine, The Heller Report, Educom, and Educational Learning. Finally, there are a small number of catalogs, manuals, and brochures from other publishers and companies, such as Kinko’s Academic Courseware Exchange and Authorware.

The other half of the collection consists of software and its accompanying documentation. There are approximately five CDs, sixty-five 3.5 inch floppy disks, five 5.25 floppy disks, and six laserdiscs in this portion of the collection, with a mix of packaged, demonstration, and promotional copies of software. There are two binders that contain manuals and software for educational games published by a variety of companies between 1988 and 1994. Additionally, the collection holds promotional copies of Claris software such as “Brushstrokes” and “Retrieve It,” as well as ten packets of Kinko’s Academic Courseware Exchange floppy disks and instructions. There are several demonstration software sets, including an Authorware Product Launch Guide and a Macintosh Higher Education Curriculum Solutions binder. Finally, there are six laserdiscs, including the “Encyclopedia of Multimedia” published by Apple and “In the Holy Land” published by ABC News.

Immediate Source of Acquisition
Gift of Bill Scull, 2015.

**Separated Material**
Ephemera were separated from the main collection. To view catalog records for separated material, search the CHM catalog at [http://www.computerhistory.org/collections/search/](http://www.computerhistory.org/collections/search/).

**Subjects and Indexing Terms**
Apple Computer, Inc.
Claris Corporation.
Education, Higher
Electronic encyclopedias
Interactive multimedia