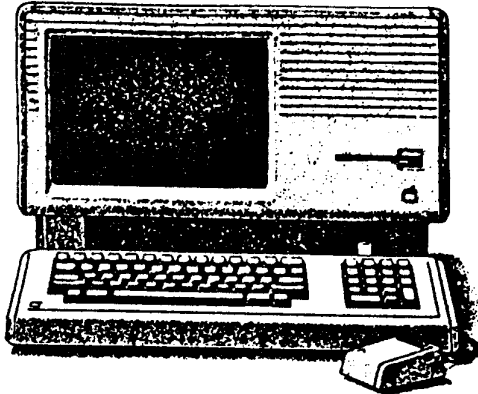


Document# 29

Apple Lisa Information



FILE NAME
Conversation w/ John Couch Dec 1992

DISK #

COMMENTS
Lisa General Manager

David T. Craig
736 Edgewater, Wichita, Kansas 67230
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Lisa

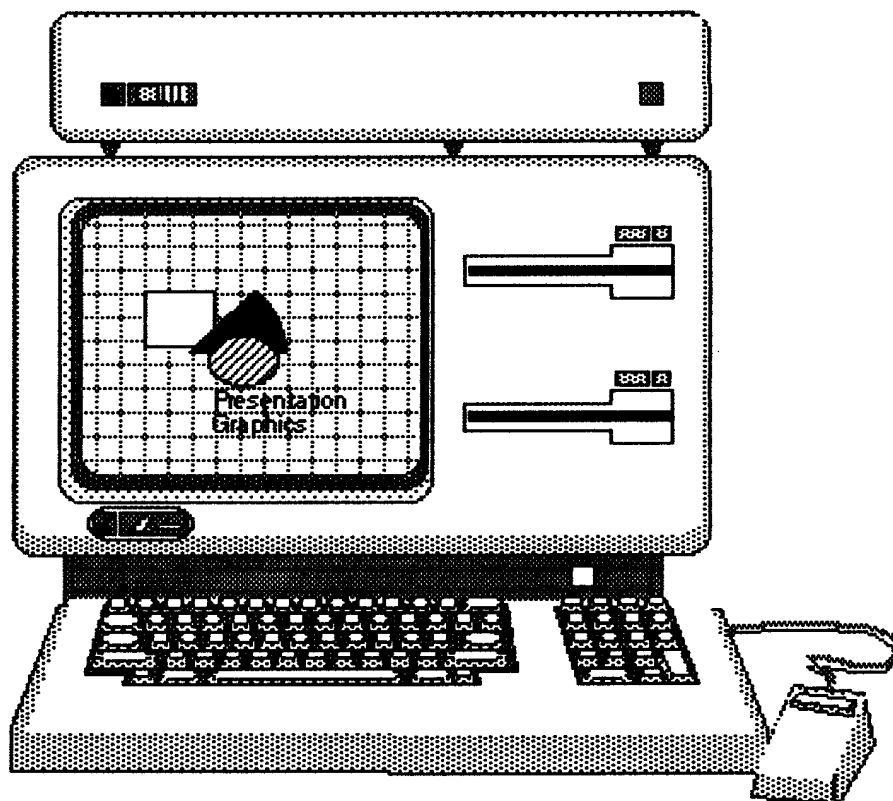




Apple Lisa Personal Computer
1983 to 1985

A Conversation with John Couch

(08 December 1992)



David T. Craig - 736 Edgewater, Wichita, Kansas 67230 - (316) 733-0914

Apple Lisa Computer Information

A Conversation with John Couch

08 December 1992

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Note: FISK makes a gadget that transfers data from one computer to another.

David Craig today talked with Mr. John Couch, the head of Lisa development at Apple Computer during the design and development of the Apple Lisa computer in the early 1980's. Mr. Couch called David since David had left a Compuserve e-mail message asking Mr. Couch if he had any Lisa documents. Mr. Couch responded via e-mail and asked David to call him at his business [(619) 755-5093] (David believes the business is called SysCommunications).

**
→ FISK Communications*

David called Mr. Couch but he couldn't talk and would call me back. Mr. Couch called in the early evening and talked for around 10 minutes. Mr. Couch seemed upbeat concerning my interest in the Lisa and his involvement with Apple.

David explained to Mr. Couch that David was interested in the Lisa's technology and history for personal reasons and hoped that Mr. Couch still had some Lisa materials and/or could talk a little about the Lisa. David told Mr. Couch that he and the Lisa team did a wonderful job with the Lisa design and implementation. Mr. Couch stated that "Apple didn't know what it had" and that some of the top people at Apple (eg Steve Jobs) were governed more by ego than by reason when it came to the Lisa and other Apple computers. He stated that the Lisa's underlying software was based upon a very powerful graphical object-oriented multi-tasking operating system that was many years ahead of other computer systems.

Mr. Couch stated that he has a "ton of stuff" concerning Lisa documents that he would send me. These documents include the following:

- o Lisa Product Introduction Plan (PIP)
- o European PIP (in several languages)
- o Lisa data sheets (David already has these)
- o Press clippings

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David said he would be interested in the PIPs, but not the data sheets since he has these. Mr. Couch does not have any technical materials. He has several nice wood lazer-engraved plaques showing the Lisa and a pull-down menu which he would

send me. These were for the Lisa team members originally.

David mentioned that Mr. David Redhed of Seattle would like such a plaque since Mr. Redhed was heavily involved with the Lisa and the Lisa Toolkit. Mr. Couch said he would send several plaques which I could distribute as I desired.

David asked about the Lisa's origins and development schedule. Mr. Couch stated that originally he was hired by Apple to work on software (his title was VP of Software). He produced a plan for a 16-bit system that was to succeed the Apple II line. Apple's management liked the plan so much they made a new division (Personal Office Systems [POS]) and made Mr. Couch the head of POS. Mr. Couch stated that he was about the only one in this division originally since he had no technical, sales, or marketing people. Apple hoped to have a new system ready by January 1981, but Mr. Couch said this was not possible. The biggest scheduling problem for the Lisa was the Twiggy 5.25 inch floppy drive, not the software development (this was a surprise - DTC). The Sony 3.5 inch drive turned out to be more reliable so Apple went with this drive for the Lisa and Macintosh lines.

Mr. Couch talked a little about the Lisa's hardware and software development. Around 300 people ultimately were involved with the Lisa (I assume he means all people, not just technical - DTC). The software development was rather difficult. Once the Lisa tools were produced the software team tried to encapsulate the knowledge gained from the tools into the Lisa Toolkit, a non-trivial process.

Mr. Couch stated that 9 former Lisa people at Apple are now Apple vice-presidents. David mentioned that he has contacted one of those people, Mr. Larry Tesler, about the Lisa. He provided the locations of several key Lisa people who don't work for Apple any more:

- o Wayne Rosing / hardware (Sun Microsystems - California)
- o Bruce Daniels / software (Sun Microsystems - California)
- o Bill Atkinson / software (General Magic - California)

Mr. Couch had to stop talking since he had another line to attend to, but said he would send me some of his stuff and talk to me again at a later date.

Questions David should ask Mr. Couch:

1. In what year did you leave Apple ? Why ?
2. Do you have any future Lisa planning documents ?

--- End of Document ---

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