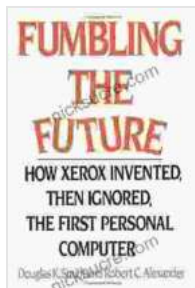


# How Xerox Invented Then Ignored the First Personal Computer



## Fumbling the Future: How Xerox Invented, Then Ignored, the First Personal Computer by Douglas K. Smith

★★★★☆ 4.4 out of 5

Language	: English
File size	: 492 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 276 pages



In the early 1970s, Xerox invented the first personal computer, the Xerox Alto. It was a revolutionary device that featured a graphical user interface (GUI), a mouse, and a powerful processor. However, Xerox failed to commercialize the Alto, and it was not until the release of the Apple II in 1977 that the personal computer revolution began.

There are many reasons why Xerox failed to commercialize the Alto. One reason was that the company was focused on its core business of photocopying. Another reason was that the Alto was too expensive for most consumers. However, the most important reason was that Xerox did not believe that there was a market for personal computers.

Xerox's failure to commercialize the Alto was a major turning point in the history of computing. If Xerox had been able to market the Alto

successfully, it could have become a major player in the personal computer industry. However, Xerox's failure allowed Apple and Microsoft to become the dominant players in the industry.

## **The Xerox Alto**

The Xerox Alto was a groundbreaking device that was far ahead of its time. It featured a graphical user interface (GUI), a mouse, and a powerful processor. The GUI allowed users to interact with the computer using icons and menus, rather than by typing commands. The mouse allowed users to point and click on objects on the screen. The processor was powerful enough to run multiple applications at the same time.

The Alto was also the first computer to feature Ethernet networking. This allowed multiple Altos to be connected together, so that users could share files and resources. The Alto was also the first computer to feature a laser printer.

## **Xerox's Failure to Commercialize the Alto**

There are many reasons why Xerox failed to commercialize the Alto. One reason was that the company was focused on its core business of photocopying. Xerox was a successful company, and it did not see the need to enter the personal computer market.

Another reason why Xerox failed to commercialize the Alto was that the device was too expensive for most consumers. The Alto cost around \$10,000, which was a lot of money in the early 1970s. Most consumers could not afford to buy an Alto, and Xerox was not willing to lower the price.

The most important reason why Xerox failed to commercialize the Alto was that the company did not believe that there was a market for personal computers. Xerox believed that personal computers were only useful for hobbyists and engineers. The company did not believe that there was a large market for personal computers among consumers.

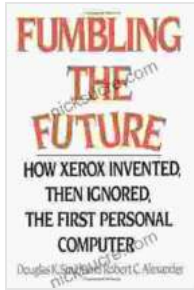
## **The Legacy of the Xerox Alto**

Even though Xerox failed to commercialize the Alto, the device had a major impact on the development of personal computers. The Alto's GUI, mouse, and processor were all features that became standard on personal computers. The Alto's Ethernet networking and laser printer also became important technologies in the personal computer industry.

The Xerox Alto is considered to be one of the most important computers in history. It was the first personal computer to feature a GUI, a mouse, and a powerful processor. The Alto's legacy can be seen in the personal computers that we use today.

Xerox's failure to commercialize the Alto was a major turning point in the history of computing. If Xerox had been able to market the Alto successfully, it could have become a major player in the personal computer industry. However, Xerox's failure allowed Apple and Microsoft to become the dominant players in the industry.

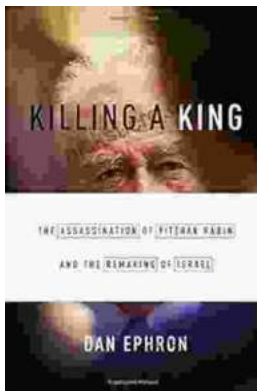
The Xerox Alto is a reminder that even the most innovative companies can make mistakes. Xerox had the opportunity to revolutionize the personal computer industry, but it failed to do so. Apple and Microsoft were able to capitalize on Xerox's mistakes, and they became the dominant players in the industry.



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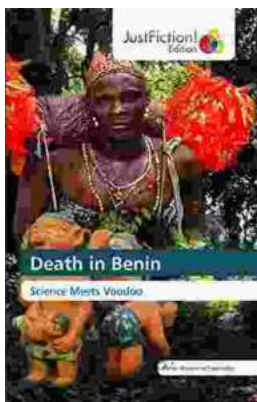
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