

# HISTORY of GAMING CONSOLES

## In the Beginning!

Home consoles have become a regular feature in the American household, even those who would not call themselves gamers will admit to some familiarity with what an Xbox, Playstation, or a Wii is. As of 2011: 70% of households own some kind of gaming console and the industry earned over \$24 billion dollars in revenue. Yet where do these mysterious black (or white) boxes come from?

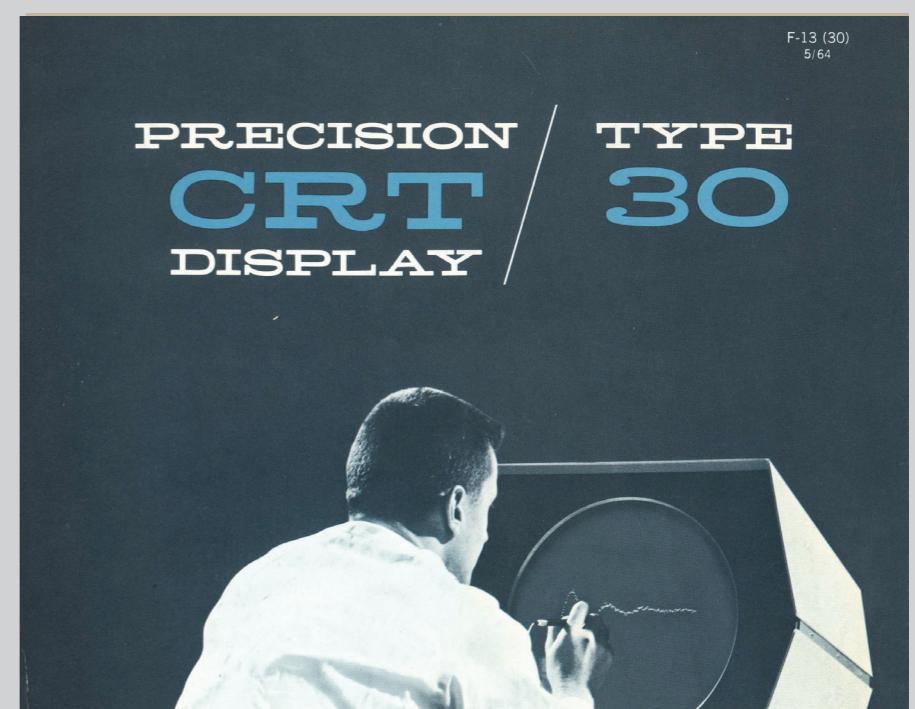
Many of the consoles on display are probably not very familiar to most people even those who consider themselves videogame fans. Part of the reason comes from the fact that the videogame industry suffered a great crash in the early 80s which it still technically has never truly recovered from. Certainly not in the American console production side of it.

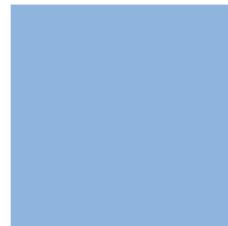
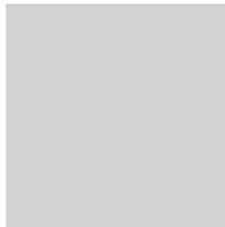
What caused the crash? Like anything there were many factors that went into it, but one of the biggest was the proliferation of third-party software companies creating games. The first of these companies was Activision, originally formed by disgruntled Atari employees, in 1979 which lead the way for many other companies to try to cash in on the videogame craze. Companies like Parker Brothers and even Quaker Oats would try to get a cut of the profit from this new media. This would lead to a proliferation of cheap, poorly made games which flooded the market and contributed to the crash.

Like today the video game industry particularly its consoles depended heavily on good marketing for their success. Here are just a few examples of these advertisements extolling for their time superior graphics and engaging gameplay.

## Minds Behind the Time!

- A TIMELINE
- B LOCATION
- X
- Y





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## Minds Behind the Time!

Image

\*Pixel Portraits?

**Sarah Goss is a junior at Gordon college. As a computer science minor and communications major, she sets out to create an exhibit to honor one of Gordon's trustees, Ken Olson.**

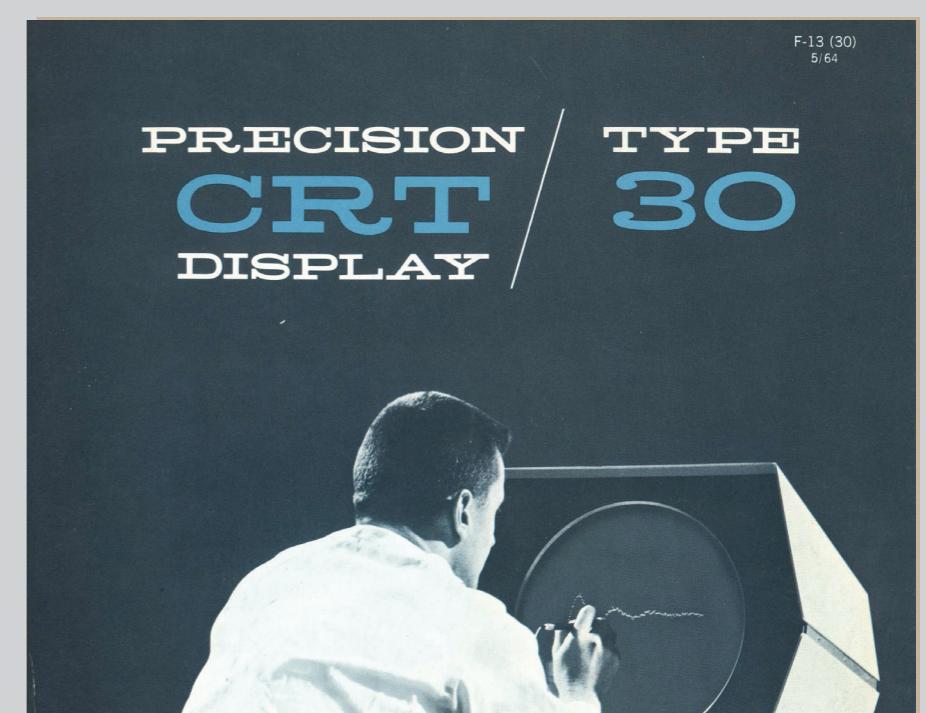
Image

**Jonathon is a junior at Gordon college. As a computer science minor and communications major, he sets out to create an exhibit to honor one of Gordon's trustees, Ken Olson.**

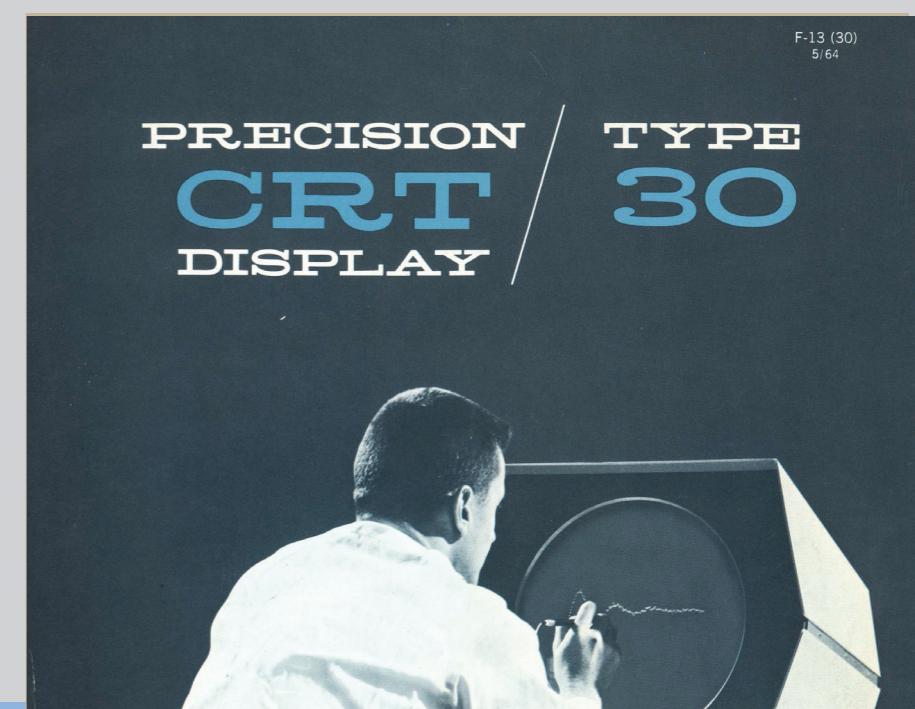
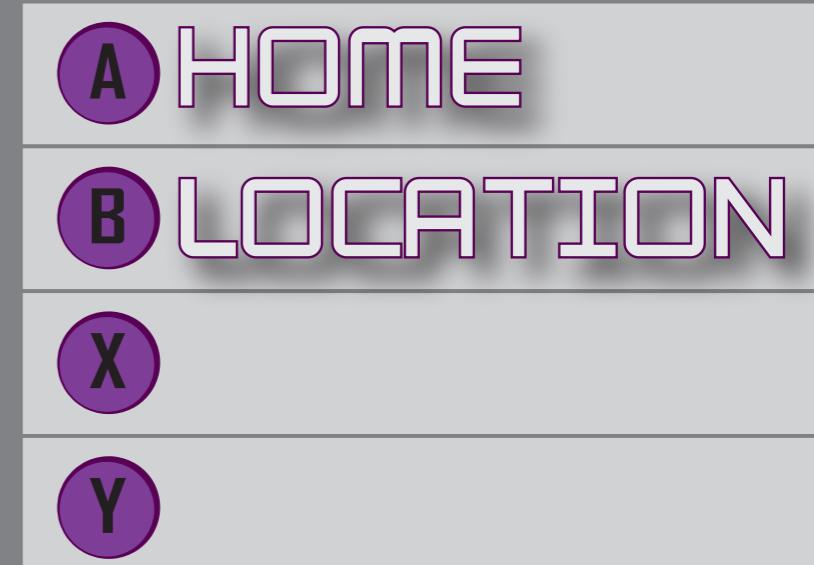
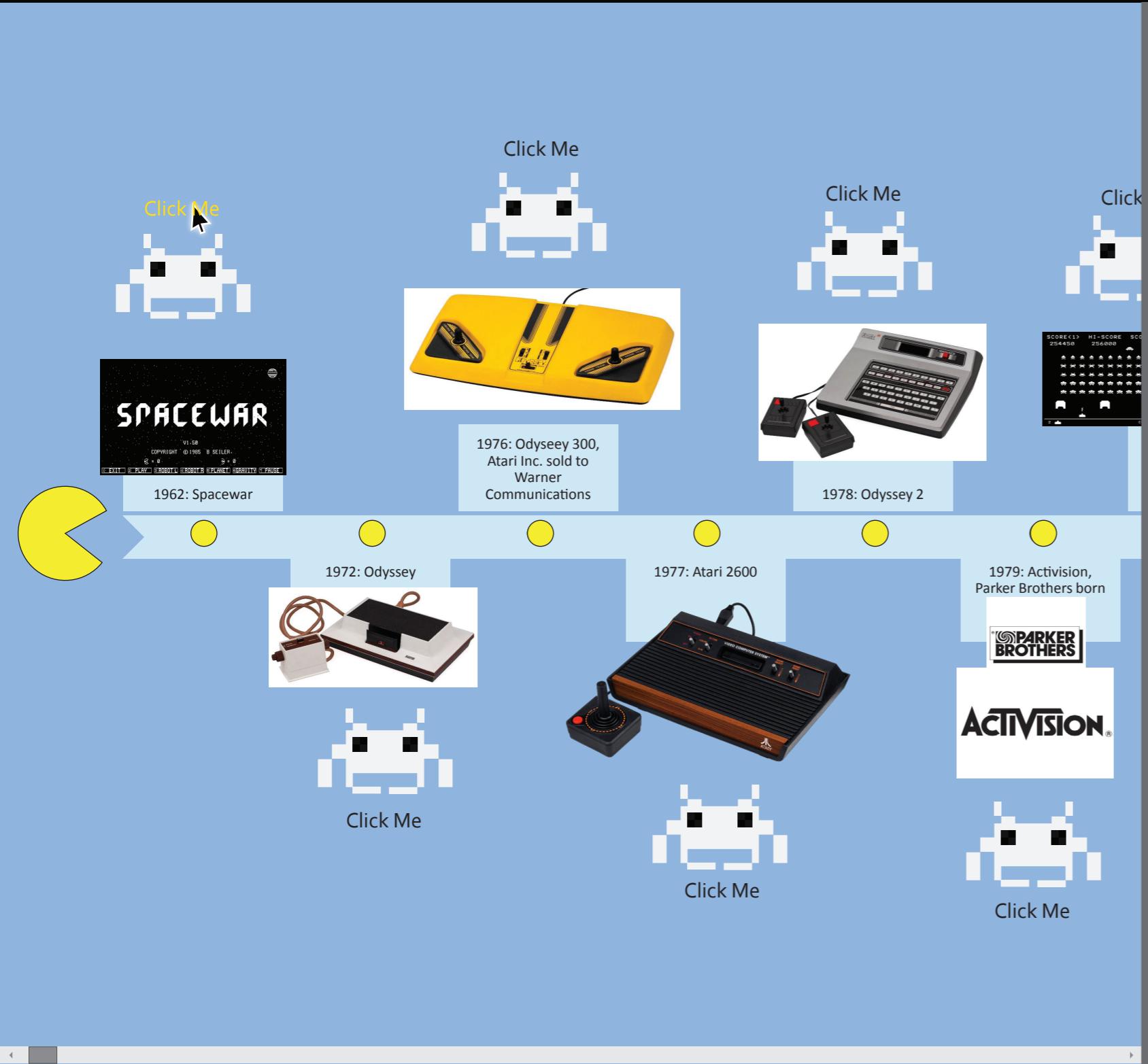
Image

**Steve is a junior at Gordon college. As a computer science minor and communications major, he sets out to create an exhibit to honor one of Gordon's trustees, Ken Olson. Also has a sweet beard.**

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# HISTORY of GAMING CONSOLES



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Company: Digital Equipment Corporation

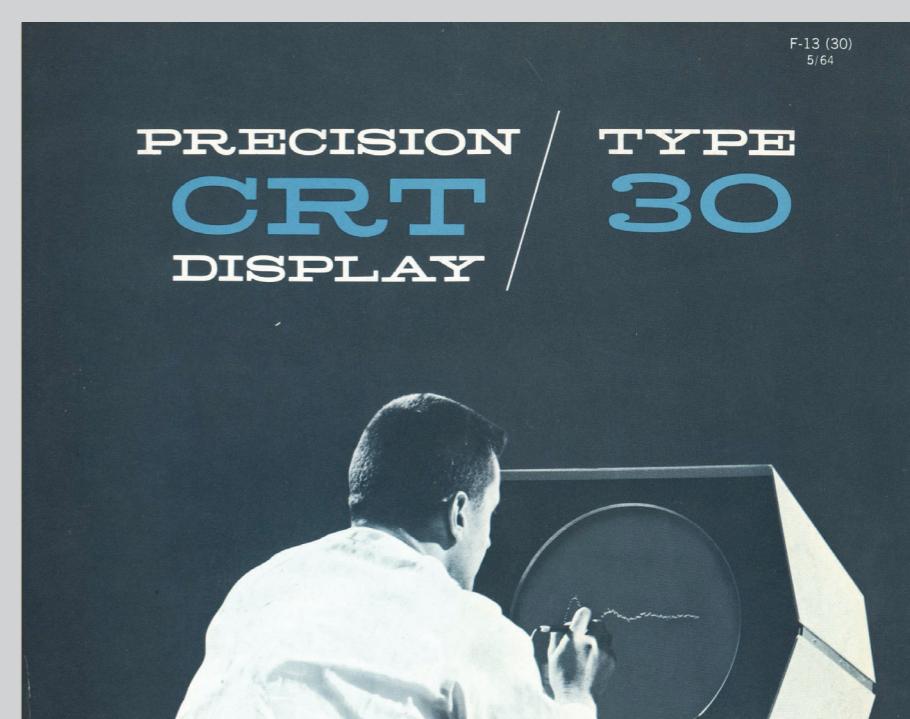
Date Created: 1959

Mini-Computer: PDP-1



PDP-1 unit playing "Spacewar!"

- A HOME
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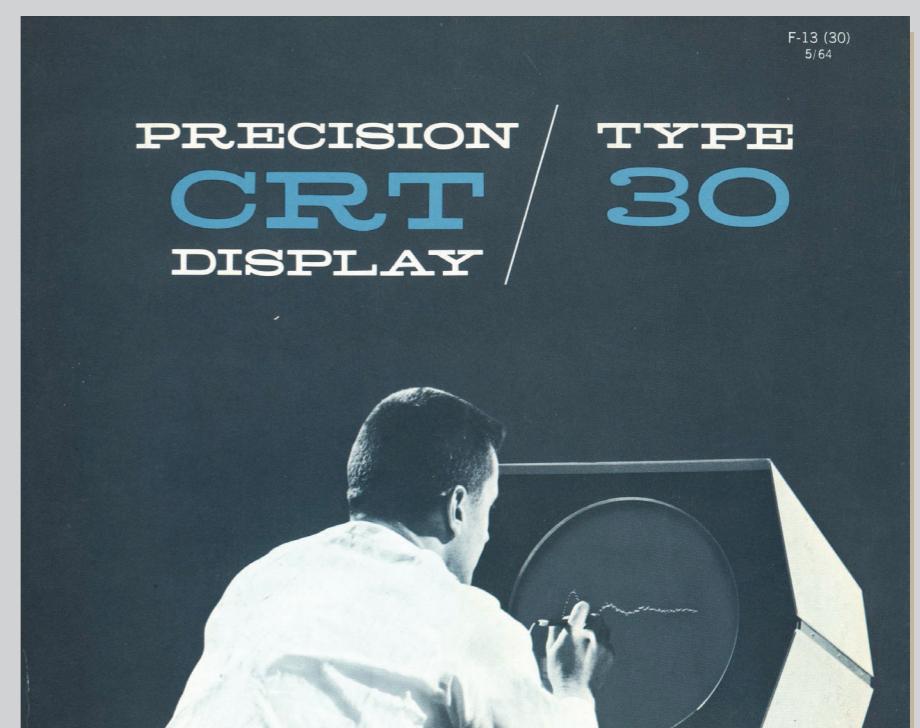


## Colecovision

- A HOME
- B TIMELINE
- X LOCATION
- Y

## Sources:

- Burnham, Van. *Supercade: A Visual History of the Videogame Age 1971-1984*. Cambridge: The MIT Press. 2001.
- "Kenneth H. Oslen, Digital Computing Pioneer, Entrepreneur and Gordon Board Member, Remembered."
- <[http://www.theesa.com/facts/pdfs/ESA\\_EF\\_2012.pdf](http://www.theesa.com/facts/pdfs/ESA_EF_2012.pdf)>
- <<http://www.gordon.edu/article.cfm?iArticleID=1078&iReferrerPageID=5&iPrevCatID=30>>.



# HISTORY of GAMING CONSOLES



From Points West:

Take an east-bound highway (e.g., Mass Turnpike, Route 90) to Route 95 North  
Stay on Route 95 North until it separates from Route 128  
Take Route 128 North towards Gloucester, passing through Peabody, Danvers and Beverly  
Take Exit 17, Grapevine Road  
Turn left at end of ramp, going 0.6 mile to main entrance

From Points North:

Take Route 95 South to Route 128 North  
Remain on Route 128 North, passing through Peabody, Danvers and Beverly  
Take Exit 17, Grapevine Road  
Turn left at end of ramp, going 0.6 mile to main entrance

From Points South:

Stay on Route 95 North until it separates from Route 128.  
Take Route 128 North towards Gloucester, passing through Peabody, Danvers and Beverly  
Take Exit 17, Grapevine Road  
Turn left at end of ramp, going 0.6 mile to main entrance  
From Logan Airport:

Leaving the Boston/Logan Airport, look for signs for North

