

SAN JOSE CITY COUNCIL NAMES IBM SITE HISTORICAL LANDMARK

Downtown San Jose Site Marks Genesis of Key Computing Invention

San Jose, Calif., Feb. 1, 2002 -- IBM today announced the San Jose City Council has designated the site where IBM pioneered computer data storage as a Historical landmark. Fifty years ago, today, IBM opened an innovation Laboratory at 99 Notre Dame Avenue in downtown San Jose, behind the De Anza Hotel. Research work at this site led to the invention of one of the computer industry's most significant technologies -- the hard disk drive.

In its recommendation to the City Council, the San Jose Historic Landmark Commission stated, "this site is symbolic of the emerging development of Silicon Valley in the 20th Century." The San Jose City Council's action puts 99 Notre Dame Avenue among the ranks of the most notable information-technology landmarks such as Hewlett-Packard's renowned "Garage."

When IBM's veteran inventor, Reynold B. Johnson, set up shop at 99 Notre Dame in 1952, he didn't imagine his work would someday enable the average person to digitally compose a letter, play a video game, listen to music, watch a movie, take a picture or research information on something called the World Wide Web. But 50 years later, the hard disk drive has evolved to be a quintessential element of personal and business computing. For example, the instant recording, retrieval and dissemination of information taken for granted on the Internet involves many thousands of hard disk drives located around the world.

"IBM's activities at 99 Notre Dame played a significant role in our history and have had lasting impact on our everyday lives," said Mayor Ron Gonzales. "As a reminder of past technology achievements, this site will continue to represent the innovative spirit that has made San Jose the capital of the Silicon Valley."

"IBM is honored that the San Jose City Council has acknowledged our long history and contributions to San Jose and the computer industry," said Joe Nemeth, San Jose site general manager, IBM Storage Technology Division. "Thanks to the work of Rey Johnson and his San Jose team, the current IBM team has a solid foundation to advance the innovative fervor they started."

The hard disk drive is the information storage component of the modern personal computer and laptop, and is also being widely used in devices such as personal digital assistants, MP3 players and digital cameras. Without it, users would not be able to store and access vast amounts of personal and business data -- essentially making computing as we know it today impossible.

The San Jose City Council plans to commemorate 99 Notre Dame as a city landmark in a formal ceremony at a later date. The Council is also exploring plans to erect a public education exhibit, showcasing the development of hard disk drives and the evolution of high technology in San Jose and the Silicon Valley. IBM and the Magnetic Disk Heritage Center at Santa Clara University are working with the City to preserve the historic legacy of magnetic disk storage at this site.

IBM remained at 99 Notre Dame and expanded to other downtown sites until 1956 when the company moved into a new hard disk drive manufacturing plant at 5600 Cottle Road in South San Jose. Today, IBM employs more than 5,000 people at its Cottle Road facility.

About IBM: IBM develops and manufactures the industry's most advanced information technologies, including computer systems, software, networking systems, storage devices and microelectronics. IBM Storage Technology Division offers customers worldwide the most comprehensive range of industry-leading storage products available today. These storage solutions are offered through IBM as well as a large network of IBM Business Partners and Original Equipment Manufacturers (OEMs).