

# Cauzin Softstrip Homepage

LINKS:

**Wikipedia** : [http://en.wikipedia.org/wiki/Cauzin\\_Softstrip](http://en.wikipedia.org/wiki/Cauzin_Softstrip)<sup>[1]</sup>

**NYTimes 1985**: Boy did they come to a wrong conclusion!

<http://www.nytimes.com/1985/10/15/science/personal-computers-supermarket-bar-codes-are-applied-to-software.html><sup>[2]</sup>

**History Museum**: <http://rich12345.tripod.com/museum2/softstrip.html><sup>[3]</sup>

**Dr Jack Goldman** Dr Jack Goldman - Remembering<sup>[4]</sup>

A memorial tribute to Jack, from a friend and colleague, Bob Brass:

I have read all of your tributes to Jack and saw the affection and respect that you gave him.

It is with great sadness that I see that Jack Goldman is no longer with us. I knew Jack quite well as a partner in Cauzin, as a fellow technocrat at Xerox and as a remarkable person. In memory of Jack I have some thoughts that I'd like to share with all of you. There have been many nice things appropriately said about Jack in his career and his life. I have always felt, however, that the magnitude of his contribution to our technical society today has been underestimated and really deserves the highest and most understanding of respect and admiration

In our scope of acquaintances, friends and relatives most of us know or know of extraordinary individuals. Some create revolutionary products and services. Some are great marketers or sales persons. However a few others plant the seed of greatness in establishing organizations that synergistically combine great minds, resources and environments to enable creativity far beyond the scope of what might be even considered

exceptional. Palo Alto research Center was the genius, inspiration and effort of Jack. He sold Xerox on the idea, was involved in key staffing and understood the potential impact it could have. From PARC came the laser printer (black and white as well as color) Ethernet, the personal computer, the implementation and concept of the paperless office, graphical user interface (GUI), object-oriented programming to name a few. These technologies and in some cases people from PARC founded 3 Com, Adobe, leveraged Apple with the ideas behind their personal computers to name only a few. The value of the enabling research was worth billions to Silicon Valley as so many have their common genesis from the creation of PARC.

We seem to applaud the people who are the creators of products, services, and markets forgetting how and why they arose. The highest of accolades should go to the individual who has the vision and insight to create the environment that enables greatness. That often is lost in the fog of the past overshadowed by the publicity surrounding the latest technological achievement. To have the idea of PARC took insight, understanding, not following the crowd and certainly persistence. Jack in a simple statement was PARC's (and many of the companies in Silicon Valley) DNA. Jack was truly larger than life. I have wonderful memories of him. Some were humorous, some were illuminating, some more surprising but all were part of a very amazing individual. I remember one time when over his house I was thumbing through a Fortune magazine on his coffee table which listed the wealthiest people in the world and noticed there were checkmarks (in magic marker) by about half of the names. I asked Jack what the checkmarks were for. His answer was "oh I know them personally". I wasn't surprised. He lived life to the fullest and enjoyed it, was a pretty good tennis player, smoked great cigars, had a wonderful sense of humor and saw life as possibilities not just a path. He was a very colorful human being and one of the most interesting individuals that I ever knew. The world has lost a very special person but one whose footprint cuts a huge swath over the technologies that affects every one of our lives today and certainly in the future. He accomplished so much himself and left a great inheritance for all of us. Salute!

### Links

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3. <http://rich12345.tripod.com/museum2/softstrip.html>

4. [http://cauzin.com/jack\\_goldman.html](http://cauzin.com/jack_goldman.html)

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