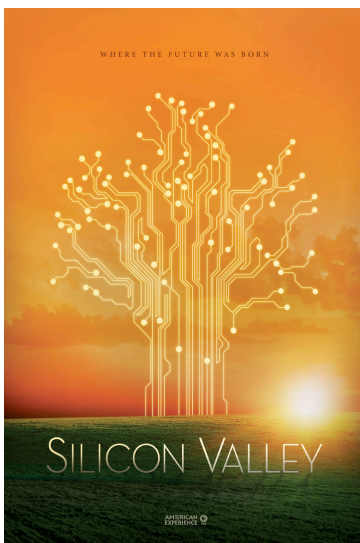




AMERICAN EXPERIENCE Presents *Silicon Valley*

Premieres Tuesday, February 5, 2013
9:00 - 10:30 p.m. ET on PBS

An Absorbing Look at the Early Mavericks of Silicon Valley



In 1957, decades before Steve Jobs dreamed up Apple or Mark Zuckerberg created Facebook, a group of eight brilliant young men defected from the Shockley Semiconductor Company in order to start their own transistor company. Fairchild Semiconductor's radical innovations helped make the United States a leader in both space exploration and the personal computer revolution, transforming a fertile valley in California into a hub of technological ingenuity and changing the way the world works, plays and communicates. Their leader was 29-year-old Robert Noyce, a physicist with a brilliant mind and the affability of a born salesman. Over the next decade, Noyce ran the new company and co-invented the integrated circuit, which would become an essential component of modern electronics including computers, motor vehicles, cell phones, and household appliances. Told through the story of Noyce, who went on to found Intel, *Silicon Valley* is a vibrant examination of the rough-and-tumble early days of the high tech industry and the thrilling interplay of cutting-edge science and high-stakes

business that defines the unique culture of Silicon Valley. Directed by Randall MacLowry, *Silicon Valley* premieres on **AMERICAN EXPERIENCE** on Tuesday, February 5, 2013 from 9:00 to 10:30 p.m. ET on PBS (check local listings).

On October 4, 1957, the young founders of the newly minted start-up heard some startling news: the Soviet Union had just launched the first artificial satellite into orbit around the earth. With the United States scrambling to catch up, the timing couldn't have been better for the upstarts at Fairchild. Eisenhower quickly launched NASA and the nation's new obsession with technology provided the opportunity of a lifetime. In less than two years, Noyce would co-create a groundbreaking invention that would help put men on the moon. But Noyce's innovation — the integrated circuit — would have an impact far beyond the Apollo program. The integrated circuit, also known as the microchip, would re-shape the future, making possible the invention of smart phones and digital video recorders, pacemakers and microwaves possible, and launching the world into the Information Age.

EXCLUSIVE CORPORATE FUNDING FOR AMERICAN EXPERIENCE PROVIDED BY LIBERTY MUTUAL INSURANCE. MAJOR FUNDING PROVIDED BY THE ALFRED P. SLOAN FOUNDATION, THE CORPORATION FOR PUBLIC BROADCASTING AND PUBLIC TELEVISION VIEWERS. AMERICAN EXPERIENCE IS PRODUCED FOR PBS BY WGBH BOSTON.



Not only did Noyce's invention transform the world, his management style launched the unique business culture for which Silicon Valley would come to be known — openness over hierarchy, risk over stability, jeans over suits. This revolutionary new style continued at Noyce's next venture, Intel, which in 1971, introduced the world's first microprocessor, the driving force of every digital product we use today, and the heart of a 100-billion-dollar industry.

An eye-opening look at the birthplace of the modern technological era told by the people who shaped it, ***Silicon Valley*** is a fascinating reminder of how a few brilliant iconoclasts transformed a rural farmland into one of the most exciting, innovative and influential places on earth.

* * *

About the Participants

Leslie Berlin has been studying the history of innovation in Silicon Valley for nearly two decades. She is Project Historian for the Silicon Valley Archives at Stanford University and author of *The Man Behind the Microchip: Robert Noyce and the Invention of Silicon Valley*, a biography of Robert Noyce, co-inventor of the microchip and co-founder of Intel and Fairchild Semiconductor.

Roger Borovoy was a patent attorney with Fairchild Semiconductor and Intel.

Ann Bowers is Robert Noyce's widow. She was the first Director of Personnel for Intel and the first Vice President of Human Resources for Apple.

Kathleen Cohen is a Silicon Valley resident and friend of Robert Noyce.

Andy Grove left Fairchild Semiconductor with Robert Noyce and Gordon Moore to found Intel, becoming the company's CEO.

Geri Hadley began her Silicon Valley career as a secretary at Fairchild Semiconductor.

Ted Hoff was an early Intel employee and one of the inventors of the microprocessor.

Ginger Jenkins was an employee at Fairchild Semiconductor.

Victor Jones was a physicist at Shockley Laboratory.

Jay Last was a physicist at the Shockley Semiconductor Laboratory and left the company along with the rest of what Shockley termed the "traitorous eight" to form Fairchild Semiconductor.

Michael S. Malone is a journalist and author who has written extensively about Silicon Valley, including *The Big Score* and *The Valley of Heart's Delight: A Silicon Valley Notebook 1963-2001*.

Regis McKenna is considered the marketing guru of Silicon Valley, a well-known technology marketing consultant, advisor to entrepreneurs, venture capitalist and author.

Gordon Moore was a physicist at Shockley Semiconductor Laboratory and a co-founder of Fairchild Semiconductor and Intel.

Arthur Rock is a Silicon Valley venture capitalist. He was an early investor in major firms including Intel, Apple Computer, Scientific Data Systems and Teledyne.

Jerry Sanders was Worldwide Sales Manager at Fairchild Semiconductor and went on to become a co-founder and long-time CEO of the semiconductor manufacturer Advanced Micro Devices (AMD).

Charlie Sporck was the head of manufacturing at Fairchild Semiconductor.

Les Vadasz was an engineer at Fairchild Semiconductor and one of the first employees of Intel.

Jack Yelverton was the head of Human Resources at Fairchild Semiconductor.

* * *

About the Filmmakers

Produced by Randall MacLowry and Tracy Heather Strain

Story by Randall MacLowry

Telescript by Randall MacLowry and Michelle Ferrari

Directed and Edited by Randall MacLowry

Randall MacLowry (Director/Editor/Co-Producer) is a filmmaker with over 20 years experience as a producer, director, writer and editor. MacLowry produced, directed and wrote an episode of the four-part special *The Fabric of the Cosmos* for the PBS science series *NOVA*, which aired in Fall 2011. His various credits for **AMERICAN EXPERIENCE** include producing and directing *The Gold Rush* (winner of the 2007 Erik Barnouw Award), co-producing, writing and editing *Building the Alaska Highway*, producing and co-writing *A Brilliant Madness* and *Stephen Foster*, and editing an episode of the two-part series *Reconstruction: America's Second Civil War* and *The Polio Crusade*. Other work includes co-producing and editing "When the Bough Breaks" for the 2008 duPont-Columbia award-winning PBS series *Unnatural Causes*, editing an episode of *Race: The Power Of An Illusion* for California Newsreel's PBS series, and editing the four-part series *West Virginia: A Film History*. Currently, MacLowry is collaborating with his partner and wife, Tracy Heather Strain, on a feature-length documentary on Lorraine Hansberry, the writer and activist best known for *A Raisin in the Sun*.

Mark Samels (Executive Producer) was named executive producer of **AMERICAN EXPERIENCE**, PBS's flagship history series, in 2003. Under Samels' leadership, the series has been honored with nearly every industry award, including the Peabody, Primetime Emmys, the duPont-Columbia Journalism Award, Writers Guild Awards, Oscar nominations, and Sundance Film Festival Audience and Grand Jury Awards. Samels also serves on the Board of Governors at the Academy of Television Arts and Sciences. Prior to joining WGBH, Samels worked as an independent documentary filmmaker, an executive producer for several U.S. public television stations, and as a producer for the first co-production between Japanese and American television. A native of Wisconsin, he is a graduate of the University of Wisconsin-Madison.

About AMERICAN EXPERIENCE

Television's most-watched history series, **AMERICAN EXPERIENCE** celebrates its 25th anniversary in 2013. The series has been hailed as "peerless" (*Wall Street Journal*), "the most consistently enriching program on television" (*Chicago Tribune*), and "a beacon of intelligence and purpose" (*Houston Chronicle*). On air and online, the series brings to life the incredible characters and epic stories that have shaped America's past and present. Acclaimed by viewers and critics alike, **AMERICAN EXPERIENCE** documentaries have been honored with every major broadcast award, including 30 Emmy Awards, four duPont-Columbia Awards, and 16 George Foster Peabody Awards, one most recently for the series represented by *Freedom Riders*, *Triangle Fire*, and *Stonewall Uprising*.

Exclusive corporate funding for **AMERICAN EXPERIENCE** is provided by Liberty Mutual Insurance. Major funding provided by the Alfred P. Sloan Foundation, the Corporation for Public Broadcasting and Public Television Viewers. **AMERICAN EXPERIENCE** is produced for PBS by WGBH Boston.

* * *

Publicity Contacts:

CaraMar Publicity

Mary Lugo	770-623-8190	lugo@negia.net
Cara White	843-881-1480	cara.white@mac.com
Abbe Harris	908-233-7990	abbe@caramar.net

For further info and photos visit <http://www.pbs.org/pressroom>

Signature image courtesy of WGBH Educational Foundation