

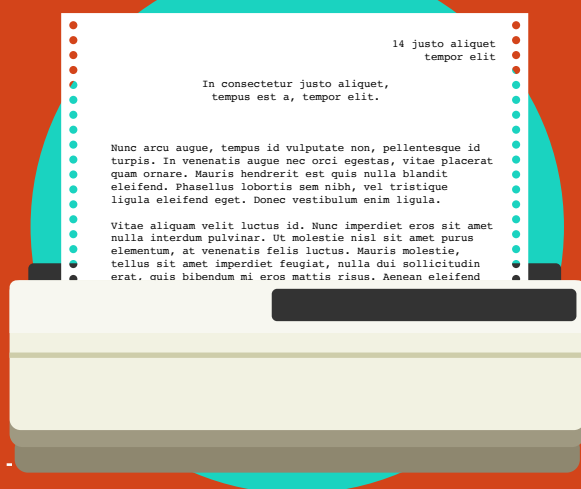


# the history of PowerPoint

To celebrate PowerPoint turning 30 years old, we've pulled together some of the twists and turns of its life so far. Through its sheer versatility it's amongst the longest serving software applications on the market. With additions like Glisser's PowerPoint extension, it's ready for the next 30 years in the hands of the social media generation.

## 1984

Robert Gaskins invented and worked alone on 'Presenter', printing the two page concept on his dot matrix printer, before later being joined by Denis Austin and then Tom Rudkin.



PowerPoint was originally designed to make it easier to prepare actual 35mm overhead projector transparencies, removing the need to manually re-type them.



## MARCH 1987

PowerPoint became the first venture capital investment ever made by Apple's Strategic Investment Group.

## APRIL 1987

PowerPoint 1.0 for Mac was black-and-white-only, and was first available on 20th April 1987 (on floppy disk of course). Two days after release, all 8000 copies in stock had been sold.



PowerPoint's early features came from analysing overhead projector slides: 55% of overheads contained bulleted lists, 70% contained diagrams, and about 35% combined both.



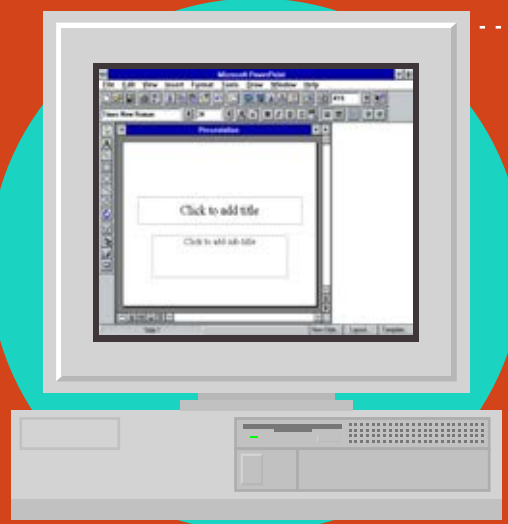
## JULY 1987

Microsoft bought PowerPoint for \$14M (equivalent to \$30M in 2017) with the original founding team becoming Microsoft's 'Graphic Business Unit'.

Originally called 'Presenter', the name couldn't be used as it had been trademarked by a company in New Jersey, so a new one had to be found. The name 'PowerPoint' was thought up by Robert Gaskins whilst taking a shower.

## 1988

PowerPoint 2.0, or "Color PowerPoint" was released, to capitalise on hardware improvements. It boasted a massive 256 colours, and also included graphing tools and bullet points.

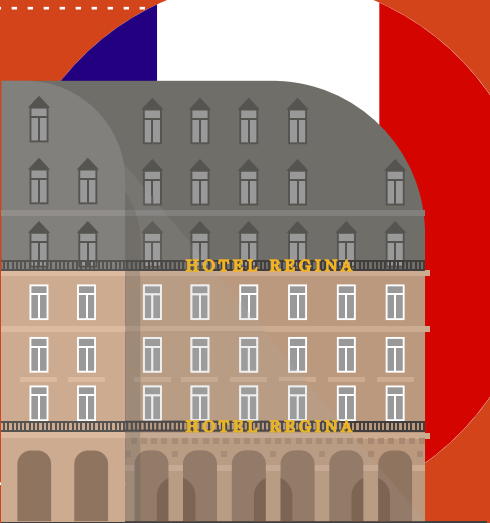


## 1992

PowerPoint 3.0 added animations, sound and video effects, transitions and drawing tools, turning business-people and teachers around the world into budding Martin Scorseses.

## FEBRUARY 1992

The very first public use of a laptop to project video from PowerPoint took place on 25 February 1992, at the Hotel Regina, in the Place des Pyramides, Paris.



Unofficial "1000 hours PowerPoint" US Army Patches are available for staff officers who've used the product extensively.



## 1997

PowerPoint 8.0 (for Windows 97) introduced auto-clipart and 'Clippy', the much maligned Office assistant, proving not all evolutions worked out!

## 2000

Startup adoption of PowerPoint was cemented in the dot.com bubble between when investors wanted 10-slide decks rather than 80-page business plans.



## 2007

PowerPoint 12.0 included SmartArt to effectively kill off clipart.

PowerPoint is installed on over 1.2 billion computers globally - equal to nearly one sixth of the population of the world!

## 2009

Prezi was launched to challenge PowerPoint with an alternative non-linear approach. Many users love the new concept, but others report audiences suffering from motion sickness from too much animation.



Over 100 people contributed to the early stage development of PowerPoint, and are known as 'Wizards'.

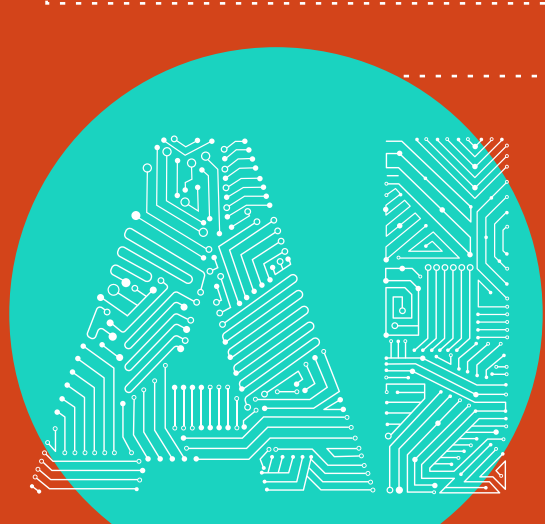
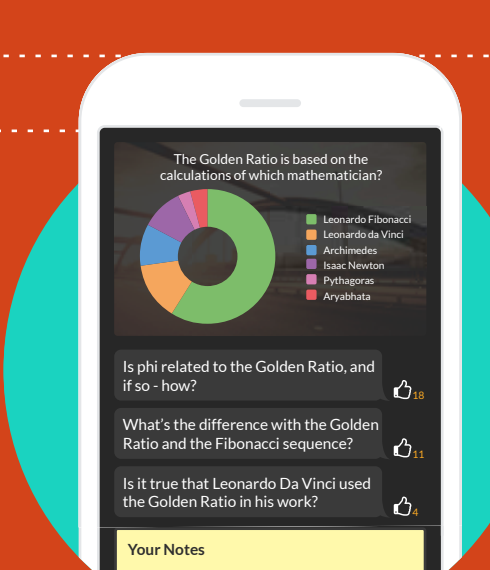


## 2010

PowerPoint skipped over 13.0 for superstitious reasons.

## 2014

Technology startup Glisser launched to live-share PowerPoint slides to audience phones, and incorporated live audience response and integrated social media feeds.



## 2016

Powerpoint announces Artificial Intelligence elements. 'Designer' helps users automate the creation of slides and presentations. AI marks a significant evolution in PowerPoint and is heralded as a new age of app features.

## 2017

PowerPoint celebrates its 30th birthday.

