

THE DOCUMENT COMPANY

XEROX

December 14, 1999

RE: Terry Murphy, Exhibit Engineering

To Whom It May Concern:

This is to recommend Terry Murphy and Exhibit Engineering to you.

Terry has consulted with RED (Xerox PARC's Research in Experimental Documents) on the design, development, fabrication, and installation of our exhibition, "XFR: **eXperiments in the Future of Reading**". Located in the 4,000 square foot "Center of the Edge Gallery" in the Tech Museum of Innovation in San Jose, California, XFR showcases our research in new reading devices and new genres.

When we took up the challenge of creating interactive exhibits to both show off research ideas and to be platforms for further research, we had not designed any exhibits of this sort, nor had we conceived or built anything of this scale. We knew we needed help: a number of other interactive exhibit consultants suggested we contact Terry.

Simply put, without Terry, there would be no XFR show. RED is a small group of researchers. We came to this project with varied backgrounds: architecture, industrial design, cartooning, critical theory, theater, audio design, interface design, video production, -- but not exhibit design.

Terry advised us when we needed advice; he handled the complex and often ill-defined roles of our organization with care; he designed a number of approaches to interactives that appear at this writing to be robust, durable, and flexible for potential redirection; he has found fabricators to handle the special conditions of high-use interactives; and he cares about the result. He adopted the informal collective process we have been using although I believe that he would be just as comfortable with more formalized and more documented design processes.

While RED ended up tackling the fabrication of about half of the exhibits ourselves, it was only through having him to fall back on that we dared such a step. Terry recommended looking at prototyping systems (such as 80/20) that we adopted as the basis for our in-house fabricated exhibits.

Mostly, he was the right person at the time for us. Exhibit Engineering is the right size for our needs. I believe that given a larger project he could scale-up without difficulty.

We appreciate his dedication to our needs and his flexibility with us and are sure that he would be the same wonderful colleague that he has been for us on this project.

If XFR travels to a venue requiring rework or if sister organizations request duplicate exhibits, we would not hesitate to call Exhibit Engineering for timely and affordable service. Of course, we would not hesitate to use Terry and Exhibit Engineering for another interactive museum project, either.

If you have any questions about my comments, please feel free to call me at (650) 812 4392.

Yours truly,

A handwritten signature in black ink, consisting of a stylized 'S' followed by 'Harrison'.

Steve Harrison
Co-Project Manager, XFR