

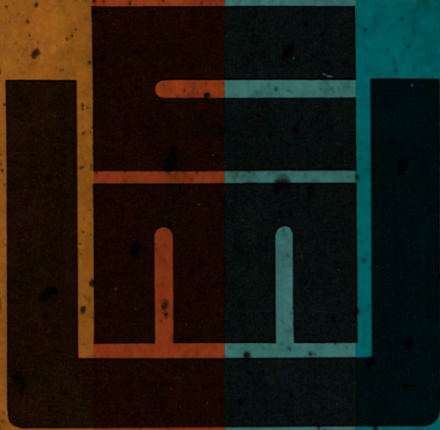
LIKE,

TOTALLY

TRANSFORMATIVE:

CMU

IN THE '80s



Carnegie Mellon University entered the '80s as a well-respected regional university. However, the worldwide technological boom would soon change our reputation as the emerging fields of robotics, computer software, and the growth of the Internet transformed our campus.

In 1984, Terregator—the “world’s first rugged, capable, autonomous outdoor navigation robot”—was completing its field testing at CMU. In 1985, the university began working with Apple founder Steve Jobs to develop part of the Mach operating system that ran on his NeXT computer workstation. In 1986, CMU launched the Andrew system, a joint endeavor between IBM and CMU to create the world’s first university-wide computer network and file system.

This growth led the university to develop a comprehensive video marketing plan that attracted the attention of high school guidance counselors, parents, and students from across the country.

Some of the videos in this reel were produced as part of CMU’s efforts to recruit students nationwide. Other videos in this collection promoted the Andrew system. The rest will give you a slice of life from The Cut and across campus. (Please prepare yourself for a fashion and hair extravaganza!)

Videos from the General Audiovisual Collection, Carnegie Mellon University Archives, and the Robotics Institute.

What’s so great about CMU?

1983, VHS videocassette, 10 minutes

“What do you even say when someone asks you, ‘What’s so great about your alma mater?’ Tell them to pull up a chair, cause your answer could take some time.” Produced by the Office of Public Relations for the Office of Alumni Relations.

A Bit of Vision: Hardware, Software, Everywhere

Circa early 1980’s, 1-inch open reel video, 30 minutes

The story of Carnegie Mellon and computers. Produced by University Relations Division in conjunction with Audio Visual Services, Carnegie Mellon University.

Thursday

1986, VHS videocassette, 19 minutes

A day in the life of Carnegie Mellon students. Produced for the Office of Admissions by Carnegie Mellon’s University Relations Division and Gateway Studios.

Project Andrew: The College of the Future

1986, U-Matic videocassette, 1:43 minutes

CMU and IBM set up a model for the future of education and computing. An IBM News Release.

The Realization of Andrew

1987, VHS videocassette, 13 minutes

“Electronic mail is a real strange thing!” This is an overview of the Andrew system and the computing environment at CMU in 1987.

Carnegie Mellon University

1992, VHS videocassette, 10 minutes

“Here’s what some of our students say about Carnegie Mellon.” Production Services and University Relations, Carnegie Mellon University produced this for the Office of Admissions.

With footage shot around campus and local commercials from 1980, 1986, and 1989.

TOTAL RUNNING TIME: 1 HOURS 49 MINUTES



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cmu.is/totally80s

**AUGUST 30, 2024 -
JULY 11, 2025**