

Follow History of High Tech Industry on NET Broadcast of “Silicon Valley”

From the rough-and-tumble early days of the high tech industry to cutting-edge science and high-stakes business, “Silicon Valley” tells the story of the early science and engineering mavericks who transformed California’s rural Santa Clara County into a hub of technological ingenuity. “Silicon Valley” airs Tuesday, Feb. 12, at 7 CT as part of the “American Experience” series on NET1/HD.

Decades before Steve Jobs dreamed up Apple or Mark Zuckerberg created Facebook, a group of eight brilliant young men founded Fairchild Semiconductor. Led by the creative brilliance of young physicist Robert Noyce, who eventually founded Intel, they designed the integrated circuit that helped make the United States a leader in both space exploration and the personal computer revolution. Their work transformed the way the world works, plays and communicates, making possible everything from the Apollo program to smart phones, from pacemakers to microwaves.

“Silicon Valley” traces the impact of Noyce’s inventions and examines how his management style launched the unique business culture for which Silicon Valley would become known -- openness over hierarchy, risk over stability and jeans over suits. An eye-opening look at the birthplace of the modern technological era told by the people who shaped it, “Silicon Valley” is a fascinating look back at the few brilliant iconoclasts who launched the world into the Information Age.

NET1/HD is part of NET Television. NET Television is a service of NET. For more information about NET programming, go to netNebraska.org and click on television.

Release written by: Kim Rogers, 402-472-9333, ext. 512, or e-mail krogers@netNebraska.org