

Go Computer Now! Media Info Sheet

A forthcoming computing history book by Ben Zotto, currently fundraising for publication through Kickstarter.

Title: *Go Computer Now! How Sphere Corporation Invented the Modern Microcomputer... Then Disappeared*

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About Sphere

Back in 1975, Bill Gates was a 19-year-old bumming Harvard computer time to craft a BASIC language, and hackers Steve Jobs and Steve Wozniak were still dreaming of hawking their first circuit board. The curtain was opening on the personal computer era, and a revolutionary idea began to emerge in the small town of Bountiful, Utah.

Mike Wise, a young engineer and technology visionary, designed and built a modular microcomputer along with a handful of passionate associates. Even though the notion of a desktop personal computer didn't really yet exist, that's what the **Sphere 1** looked like. It's instantly recognizable to us today as fitting the mold—but the Sphere, more or less, helped carve that mold. Turn on the power, and it booted up to a blinking cursor in a few moments with an already-loaded programming environment. The Sphere was also affordable for an individual. There was nothing like it—when it worked.

But Mike had even bigger ambitions for Sphere Corporation. He had cut his teeth on IBM mainframes and DEC minicomputer technology, and had an intuitive sense of what the brand-new microprocessor chips coming to market could enable people to achieve.

But before Sphere could realize Mike's dreams, the company unraveled, leaving behind almost no trace in the annals of computing history—a footnote here and there, or the quickest name-check aside in Bill Gates's recent autobiography.

Mike Wise and Sphere were largely forgotten, but the man, his vision, and his computer are worth remembering. *Go Computer Now! How Sphere Corporation Invented the Modern Microcomputer... Then Disappeared* tells the story of a computer, a company, and a community of pioneers at the dawn of the personal computing age.

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About the Book

Author Ben Zotto spent hundreds of hours researching *Go Computer Now!* and interviewing dozens of people who have never previously spoken about their experience at the company or with Mike Wise. Written to be an engaging read to both the computer-history aficionado and a general audience, *Go Computer Now!* will be roughly 350 pages, profusely illustrated in color with archival, newly commissioned, and never-before-seen photography. It will be printed and bound as a hardcover book with a dust jacket in the United States by a high-quality press that produces millions of books a year for American publishers.

About the Campaign

The Kickstarter campaign for *Go Computer Now!* runs from October 15, 2025 through November 14, 2025. The book itself is already nearly complete, and layout is underway in anticipation of the project being funded. The campaign goal of \$25,000 covers professional editing, proofreading, an offset lithography print run, and distribution, and includes a buffer against rising costs and tariffs.

The goal of the campaign is to produce an edition of *Go Computer Now!*, but for those interested in offering additional support, higher-level reward tiers include a sturdy coffee mug made entirely in the US silkscreened with the Sphere logo, and even a large printed circuit board for a Sphere computer memory expansion module. A CRT-style bitmap typeface that Ben designed for the book is available as a digital add-on.

About the Author

Ben Zotto is a researcher, writer, engineer, and type designer. This project sits at the sweet spot of his past experiences and interests in technology history. Ben has [written a book](#) about an architectural designer, published [technology history articles](#), and designed some successful [typefaces](#). Earlier in his career, he helped build Microsoft's Xbox Live gaming service and created a (mostly) well-regarded iPad app, *Penultimate*. Instead of keeping up with the times, Ben has spent years immersed in the primal technologies of the 1970s. He loves excuses to talk to interesting people and get lost in archives, and researching *Go Computer Now!* required both.

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Ben is available—even eager!—to talk about Sphere and his book in interviews, podcasts, Hot Ones appearances, or what have you. Feel free to get in touch.

For questions about this book or its fundraising campaign, please email the author at ben@zotto.net. Additional information is at [the book's web page](#).

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