

History of the Button

Push. Click. Touch.



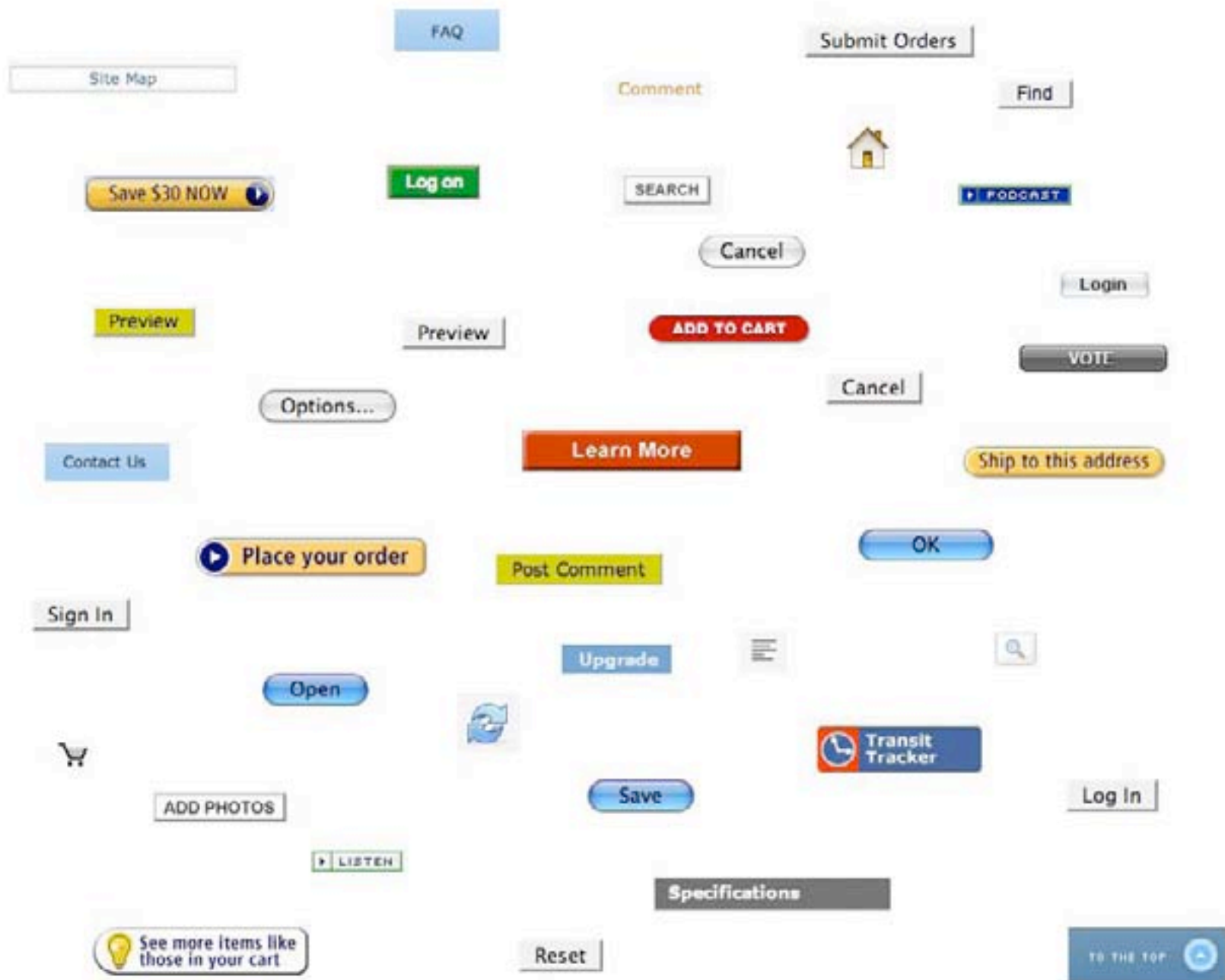
Bill DeRouchey
ZIBA Design

QUALITY

START

Buttons are integral
to our everyday life.





How did buttons come
to personify technology?

How did buttons entrench
into our everyday lives?

That's an interesting story.



Back up a few generations...

Buttons are a novelty.

1890s



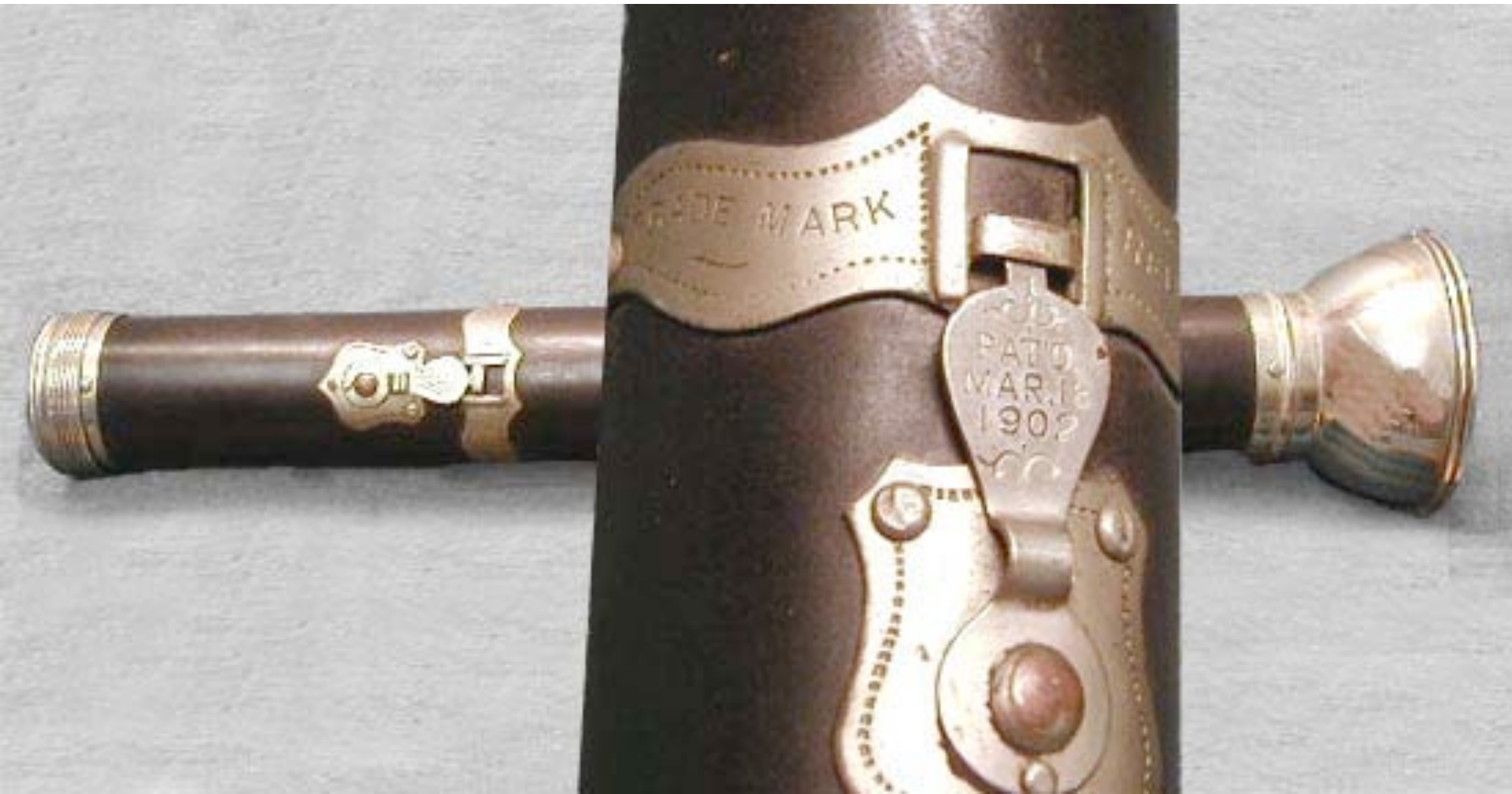
"Hello."

1890s



"Come here."

1898



Flashlights introduced the first portable button . . .

1910s



... and then became fashion accessories.

1900s



Homes were wired for electricity.

1900-1920

Lighting requires a switch.
Light goes on.
Light goes off.

1900-1920



Distinguish between on and off.

1900-1920



Distinguish between . . . Off and Light?

Buttons are convenient.

1920s

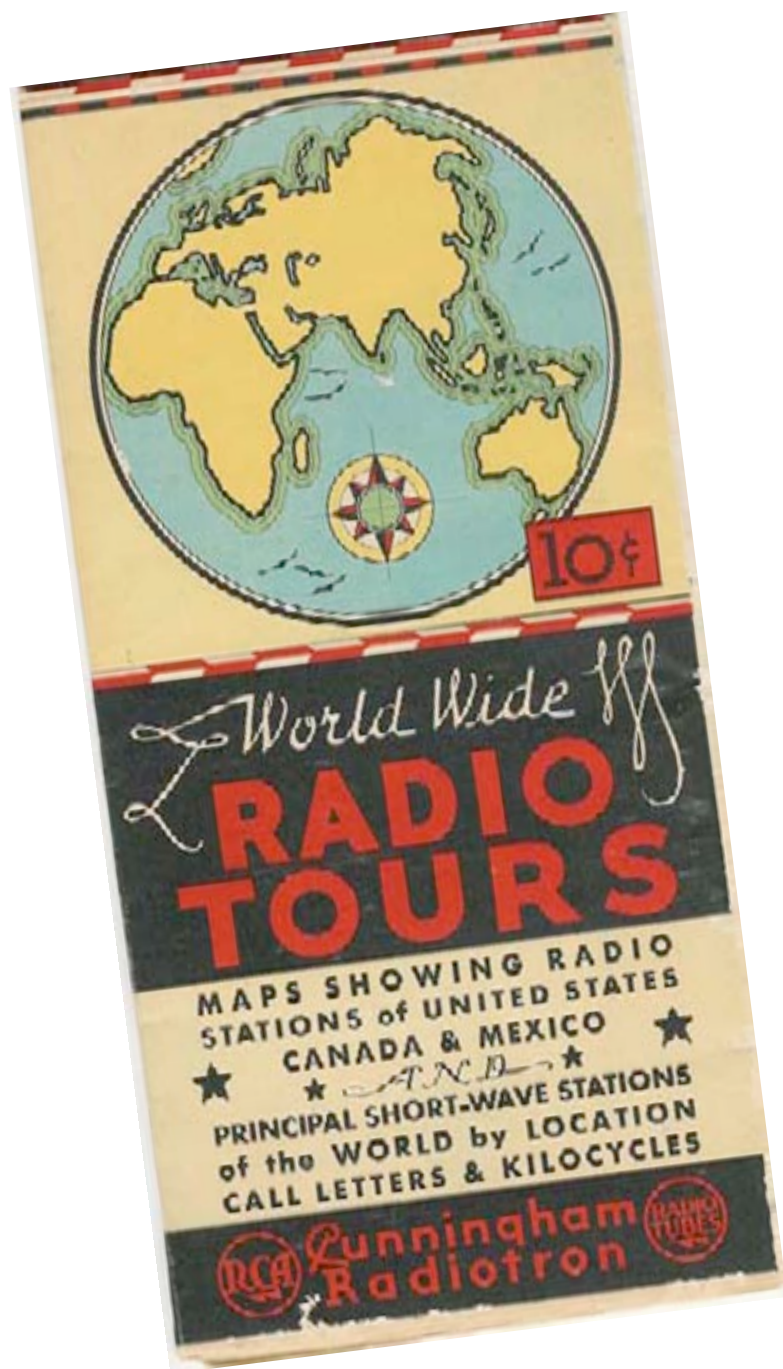


Radio brings entertainment from a distance into the living room.

1920s



10 million sold by 1929. 28 million sold by 1939.



1934

But tuning stations was a chore.

1938



In fact, it was “back-breaking” work.

1939



Enter Automatic Tuning, or radio presets. Note the station labels.



1939



The first sense of “favorite” or even “save” in technology.



Get All These Extra
Values.. In This
1940
Majestic
RADIO

Pressing Any Button Turns It On
... Tuned To Your Station
NO GROUND... NO AERIAL
READY FOR TELEVISION SOUND



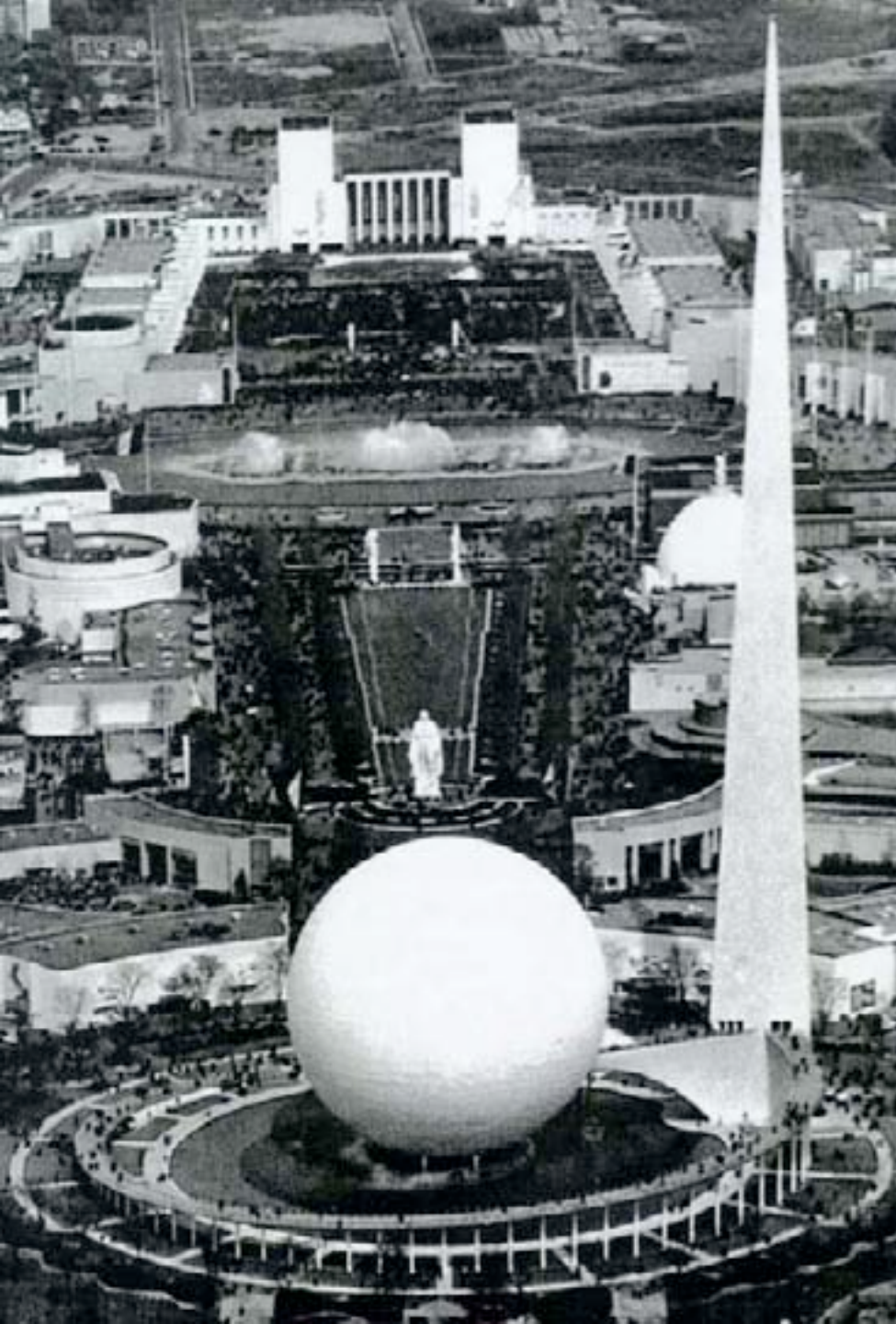
Push buttons became code for convenience.

Buttons promise leisure.

1939

New York World's Fair

Celebration of the future.



1939



A shrine to the button.

Roll-Oh

Answer Door

Wash Dishes

Answer Phone

Get Hat

Clean House

Get Dinner

Make Bed

Fix Furnace

SCRAM!

Buttons destroy.



A finger on the button.

1950s



Buttons will be pushed again.

Buttons provide leisure.

1958

Disneyland
World of Tomorrow

Monsanto's
House of the Future

Buttons become furniture.



The car that's going places with the Young in Heart

1956



Aerodynamic Plymouth '56

All-new Plymouth in 33 models. Choice of engines—blazing performance with new 125-hp V-8 or PowerFlite 6.

Push-Button Driving



First on Plymouth in the low-price 3! The how of it... Select your driving range with just a finger-tip touch on a button. Then PowerFlite fully automatic transmission takes over. The why of it... To give you new ease and safety of control! As easy as touching a light switch... and safely positioned at the left of the steering wheel, where children can't reach it while you're driving. It's a partner of PowerFlite—the transmission so smooth it responds to a finger-tip touch. The joy of it... It's the ultimate in driving ease. Restores the thrill you knew with your first car.

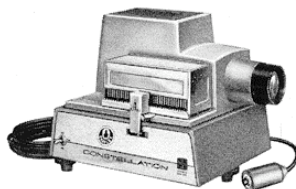
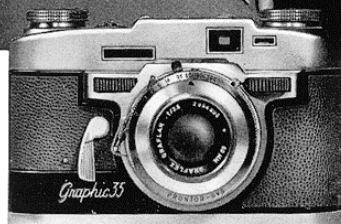
See the new 1956 Plymouth 33 models and also Plymouth Dealer. 1956-57. OWNERS OF 1955 AND 1956 MUST SEE US.

Driving.

1958



Photo taken aboard a Capital Airlines Viscount.



So that's Push-Button Focusing!

Yes, Push-Button Focusing is an exclusive feature of the Graphic 35, a truly fine camera for color and black and white pictures. When you travel, take a Graphic 35, it's so easy to use . . . you look through the coupled rangefinder and just squeeze the push-buttons to bring the picture into sharp focus. Exclusive Spectramatic Flash Settings, choice of $f/2.8$ or $f/3.5$ lenses, built-in self-timer and all metal construction are just a few of the other popular features of the Graphic 35.

As a companion for the Graphic 35 select the Constellation Slide Projector. It is the only 500 watt fully automatic projector priced under \$100! Pay as little as 10% down. See the Graphic 35 and Constellation at your Graflex dealer, listed in the "yellow pages."

For free folder write Dept. NG-57, Graflex, Inc., Rochester 8, N.Y. Prices include federal tax where applicable and are subject to change without notice.

GRAFLEX® 70th Anniversary—1887-1957

Price-Winning Cameras and Equipment

A SUBSIDIARY OF **CPE**

Photography.

One finger
does it...
automatically

1961



In the kitchen.

1959

NEW! HOTPOINT WASHER WITH **TOUCH COMMAND!**

One touch
of your finger gives you
correct washing method
for every known
washable!



In the laundry.

1959

Now! Change your colors
as easily as you change your mind !



It lets your washer do the work!



Rit Royal Blue did the trick here.

Just push the button on your washer
...RIT **COLOR** will do the rest !



Bedspreads and background dyed with Rit Fuchsia.



Rit Yellow brightened this spread and drapes.

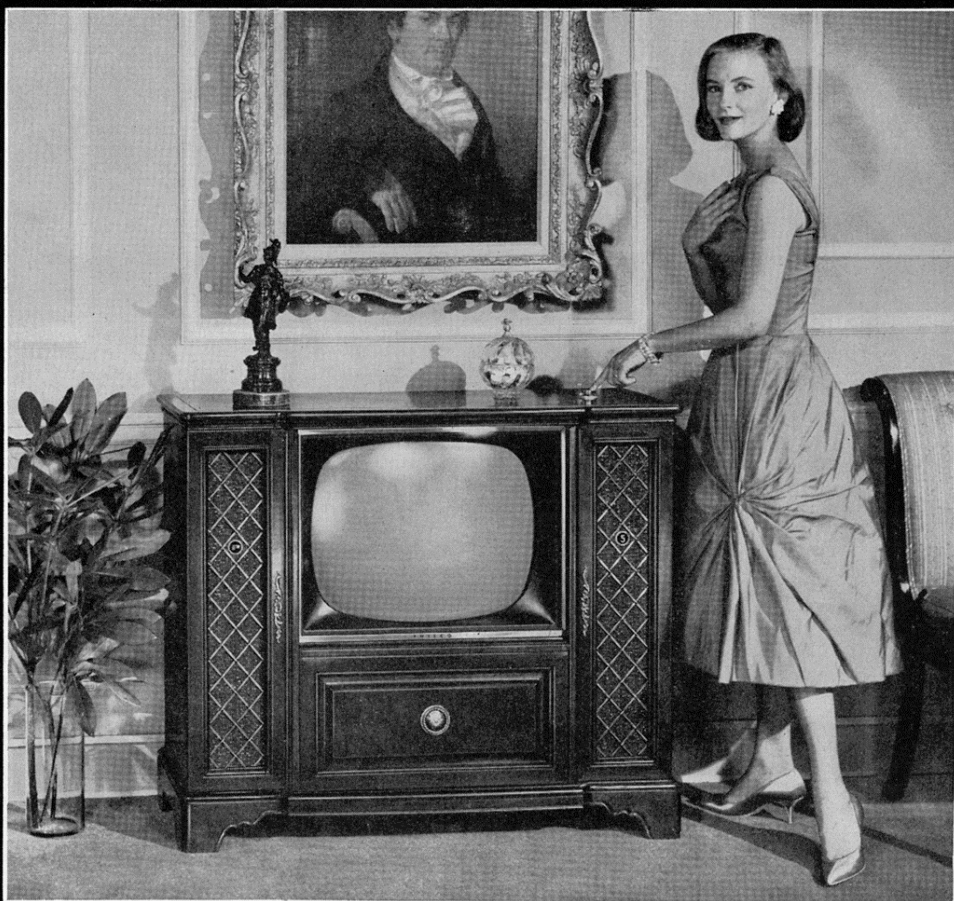
Even Rit Color.

1956



Pure leisure.

1959



MODEL 4598-R

Superb Console Craftsmanship

FROM THE PHILCO MASTERCRAFT COLLECTION

THE RITTENHOUSE captures the spirit of the Mastercraft Collection. It's a beautiful breakfront style with paneled front and inlaid top. Details are hand-finished and the solid mahogany cabinet* is hand-rubbed to a warm glow. The delicately carved frame has been set off by antique English finish grilles and antique bronze door pulls.

Rittenhouse styling is matched by its performance. Ten new advancements in Philco's transformer-powered chassis produce a brilliant picture. A new four-speaker audio power system fills your room with truly balanced sound.

All seven consoles of the Mastercraft Collection combine television's best picture with fine furniture cabinets. Only selected veneers and genuine solid hardwoods are used in creating Mastercraft cabinets. Choose your next television console from the Mastercraft Collection, priced as low as \$359.95, before trade-in.*Also available in provincial maple.

NEW PHILCO Directa WIRELESS REMOTE CONTROL

A finger's touch turns set on and off, changes channels, adjusts volume. Just two buttons . . . no wires. No getting up to make any adjustments. Philco Fine Tuning is pre-set for each channel.



Look for this tag. It's your assurance of a Mastercraft Collection console.

Philco replacement tubes improve the picture of any TV set.

PRICES SLIGHTLY HIGHER SOUTH AND WEST.
UHF SLIGHTLY HIGHER.

PHILCO

QUALITY
FIRST!

From the couch.



Sidebar:
Buttons Need Icons

1953



*"Just the touch
of your fingertip
opens a whole
new world of sound!"*

Liberace
(Columbia Recording Artist)

AMPRO hi-fi
two-speed tape recorder

Where do the Play and
Pause icons come from?

1957
Ampro



Labels, no icons.

1963
Philips



Icons denoting tape direction.

1967
Ampex



A crazy experiment in icons.

1977
Sony



A pause icon!



Buttons are everywhere.

1963



The push button phone.

~1965



Univac. The more buttons, the better.

1970s



Be your own bank.



1972

Computing power shrinks overnight.



1979 Pulsar



1980 Casio

And the button shrinks too far.

1947



First pinball flipper buttons.

1947



Game of luck becomes game of skill. Dexterity with buttons.

1977



Icon for a generation.

The first thumb device?

1989

11 19:51



ACTIVISION

1978



The button is the interface.

1978



Buttons are fun. They let you...



FIRE

flap



Pump



TO HEAD
LEFT BLOW
TO BODY



PUNCH-OUT



PEPPER



Game controllers evolve. Dexterity is respected.

Buttons are a metaphor.



1964



Douglas Engelbart invents the first mouse.

1984



20 years later, Apple brings the mouse to the public.

1984



Apple buys all 39 pages of advertising in November issue of Newsweek.

Point.Click.

To tell Macintosh what you want to do, all you have to do is point and click.

You move the pointer on the screen by moving the mouse on your desktop. When you get to the item you want to use—click once, and you've selected that item to work with.

In this case, the pointer appears as the pencil you've selected to put some finishing touches on an illustration you'd like to include in a memo.



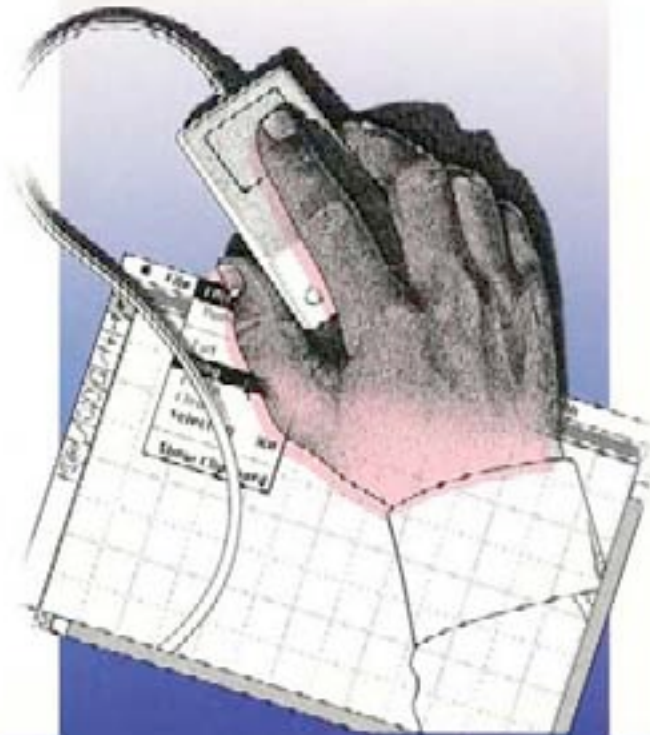
One button lets you, yes you, use a computer.

1984



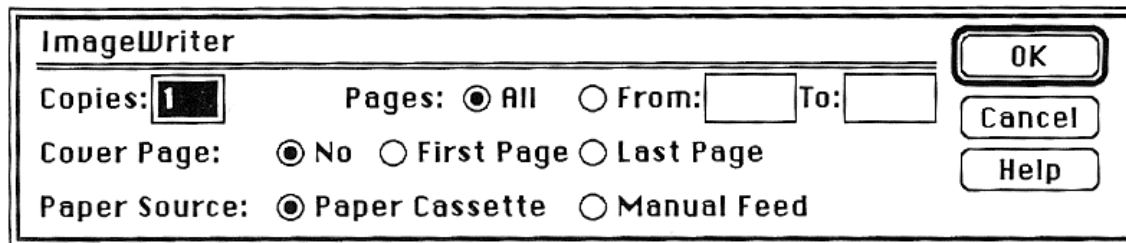
Apple® Human Interface Guidelines: The Apple Desktop Interface

*For any
Macintosh® or
Apple II computer*



Evangelizing...

When the dialog box is complete, the user dismisses it by “pushing a button” in the dialog box (by clicking the mouse button while the screen pointer is within a button-shaped object within the dialog box). This is not the same way standard windows are closed. Also unlike standard windows, modal dialog boxes can’t be moved or resized.

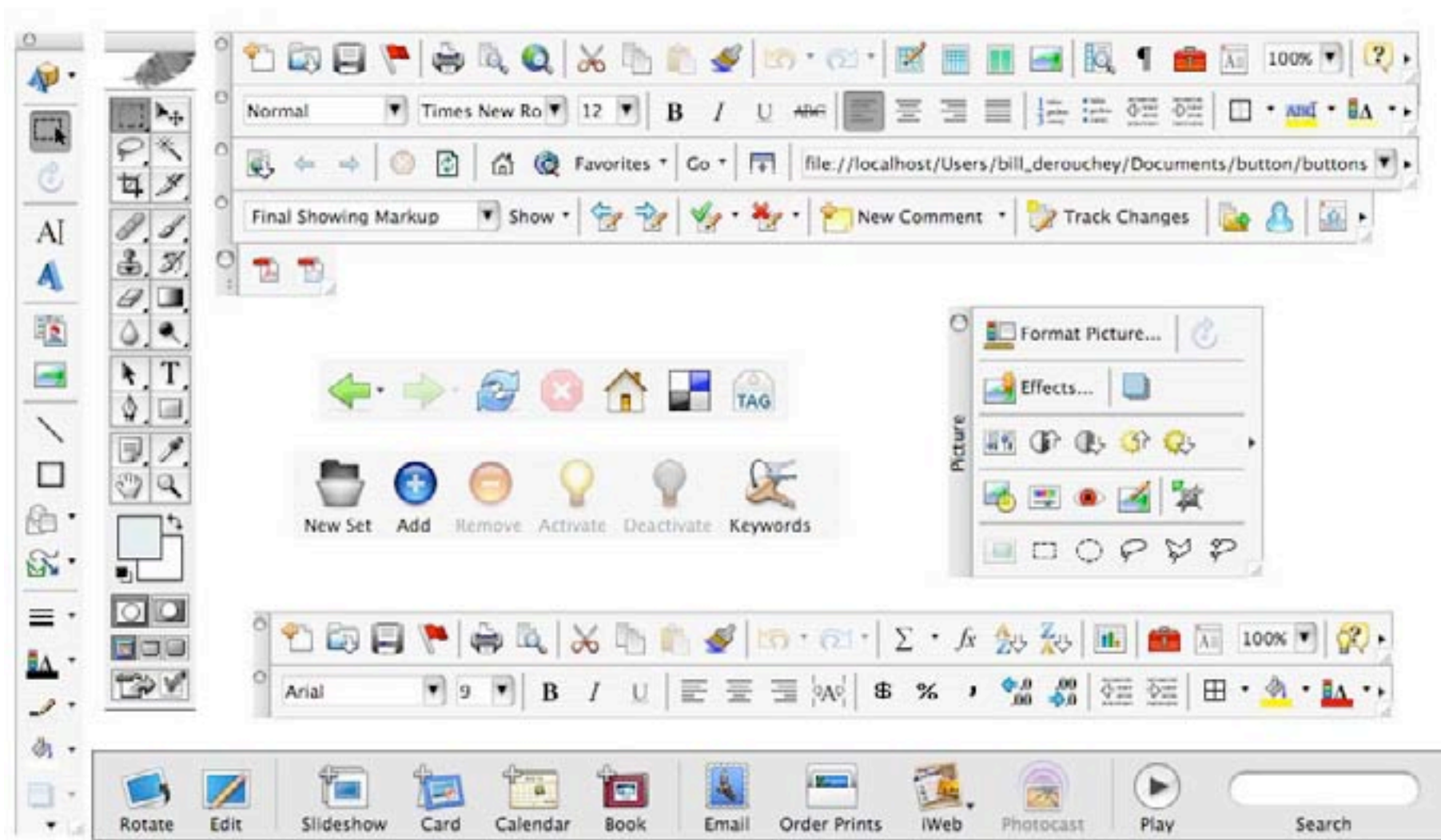


Explaining the evolution to virtual buttons.



1995

The center of an ad campaign.



We love the buttons.

Buttons are anything.



1996

[Yahoo! Deutschland](#) [CLICK HERE TO VISIT THE STATES](#) [YAHOO! LOS ANGELES](#) [Weekly Picks](#)

[Search](#) | [Options](#)

[Yellow Pages](#) - [People Search](#) - [City Maps](#) -- [News Headlines](#) - [Stock Quotes](#) - [Sports Scores](#)

- [Arts](#) - - [Humanities](#), [Photography](#), [Architecture](#), ...
- [Business and Economy \[Xtra!\]](#) - - [Directory](#), [Investments](#), [Classifieds](#), ...
- [Computers and Internet \[Xtra!\]](#) - - [Internet](#), [WWW](#), [Software](#), [Multimedia](#), ...
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- [Government](#) - - [Politics \[Xtra!\]](#), [Agencies](#), [Law](#), [Military](#), ...
- [Health \[Xtra!\]](#) - - [Medicine](#), [Drugs](#), [Diseases](#), [Fitness](#), ...
- [News \[Xtra!\]](#) - - [World \[Xtra!\]](#), [Daily](#), [Current Events](#), ...
- [Recreation and Sports \[Xtra!\]](#) - - [Sports](#), [Games](#), [Travel](#), [Autos](#), [Outdoors](#), ...
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- [Social Science](#) - - [Anthropology](#), [Sociology](#), [Economics](#), ...
- [Society and Culture](#) - - [People](#), [Environment](#), [Religion](#), ...

[Yahoo! New York](#) - [Yahoo! Shop](#) - [Yahooligans!](#)

[Yahoo! Japan](#) - [Yahoo! Internet Life](#) - [Yahoo! San Francisco](#)

Words are buttons.



1996

[Star Watch](#) | [Fun](#) | [Favorites](#) | [Books](#) | [Movies](#) | [Music](#) |
[Shopping](#) | [Travel](#) | [Television](#)



[Travel](#), [food](#), [fun](#)
[local events](#): all at
[family.com](#).



Six new winners
every month! [Enter](#)
[now!](#)



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[Disney Publishing](#)

MUSIC

[Walt Disney Records](#)

THEATER

[Beauty & the Beast](#)

HOME VIDEO

[Aladdin and the](#)
[King of Thieves](#)
[Toy Story](#)
[Walt Disney](#)
[Home Video](#)

SHOPPING

[The Disney](#)
[Store Online](#)

THEME PARKS / VACATIONS

[Disneyland](#)
[Walt Disney World](#)
[Disney Institute](#)

MOVIES

[101 Dalmatians](#)
[The Hunchback](#)
[of Notre Dame](#)
[Walt Disney](#)
[Pictures](#)

SOFTWARE

[Disney Interactive](#)
[Disney's Toy Story](#)
[Walt Disney](#)
[World Explorer](#)

THE WALT
DISNEY
COMPANY
Investor
[Information](#)

TELEVISION

[The Disney](#)
[Channel](#)
[Walt Disney](#)
[Television](#)

INTERNATIONAL
SITES

Regions are buttons.

THE SLINKY™: OVER A QUARTER BILLION SOLD.

Accidentally invented in 1943 by Richard James
who recognized a good idea when he saw one.

Do you?

NEWS

The Best Product Design of 2006 (2120k PDF)

ZIBA Design took top honors at the 2006 Industrial Design Excellence Awards: 3 gold and 1 bronze medal for work with Lenovo (two awards), Sirius, and Gerding/Edlen. Click [here](#) to read the article.

EVENTS

IDSA 2006 Spotlight Speaker Series ([Online Link](#))

Henry Chin, IDSA, ZIBA Design "Making Sustainability Relevant" *Design must lead the way (by envisioning and creating inspiring solutions for this and future generations to thrive).*

FEATURED WORK



South Waterfront:
Creating a
neighborhood
experience [»»](#)



Sirius: A New Icon for
Satellite Radio [»»](#)



Brand Camp: Three
days of creative
discovery [»»](#)

Buttons don't need visual cues.

amazon.com Bill's Store Music See All 34 Product Categories Your Account | Cart | Your Lists | Help |

Advanced Search | Browse Styles | Classical | Top Sellers | New & Future Releases | Music You Should Hear | Blowout Music | Free Downloads

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Ramones [ORIGINAL RECORDING REMASTERED]

[Ramones](#)

★★★★★

[\[122 customer reviews\]](#)

[More about this product](#)

List Price: \$11.90

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Available for in-store pickup now from: **\$11.99**

Price may vary based on availability

Enter your ZIP Code:

Have one to sell? [Sell yours here](#)

Add to Wish List

Add to Shopping List

NEW LIST! [Learn more.](#)

The temptation of 1-Click.

Users say...

"I love Blogger - it has been a great addition to my life online!"

- Roseanne

"You guys do a wonderful job... Thanks for the exemplary service in pioneering mass, user-friendly, web logs on the internet. Seriously... I, along with thousands of other users, definately appreciate the service you provide. "

- Josh

"Thanks, your system is perhaps the easiest content management application I've ever seen... It simply amazes me how easy it is, and I've been working with computers for 20 years."

- Michael



What's a blog?

A blog is a personal diary. A daily pulpit. A collaborative space. A political soapbox. A breaking-news outlet. A collection of links. Your own private thoughts. *Memos to the world.*

Your blog is whatever you want it to be. There are millions of them, in all shapes and sizes, and there are no real rules.

In simple terms, a blog is a web site, where you write stuff on an ongoing basis. New stuff shows up at the top, so your visitors can read what's new. Then they comment on it or link to it or email you. Or not.

Since Blogger was launched, almost five years ago, blogs have reshaped the web, impacted politics, shaken up journalism, and enabled millions of people to have a voice and connect with others.

And we're pretty sure the whole deal is just getting started.

[CREATE A BLOG NOW](#)

Push-button publishing.



Now

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Why go *anywhere* else, when right here you can have everything needed to get your own home-based Internet business up and ready to profit in as little as 24 hours?

"Not Only Will I Give You the Secret Blueprint that I Use to Make **Six-Figures Per Year Online (Proof Below), I'll Also Provide You with the Products, Resources and Services Needed to Do It Yourself!"**

...Residual income, unlimited products, turnkey web-sites, **premium web hosting**, list hosting, unlimited autoresponders, pro ad tracking, and much, much more...

Push-button publishing?

Buttons are culture.













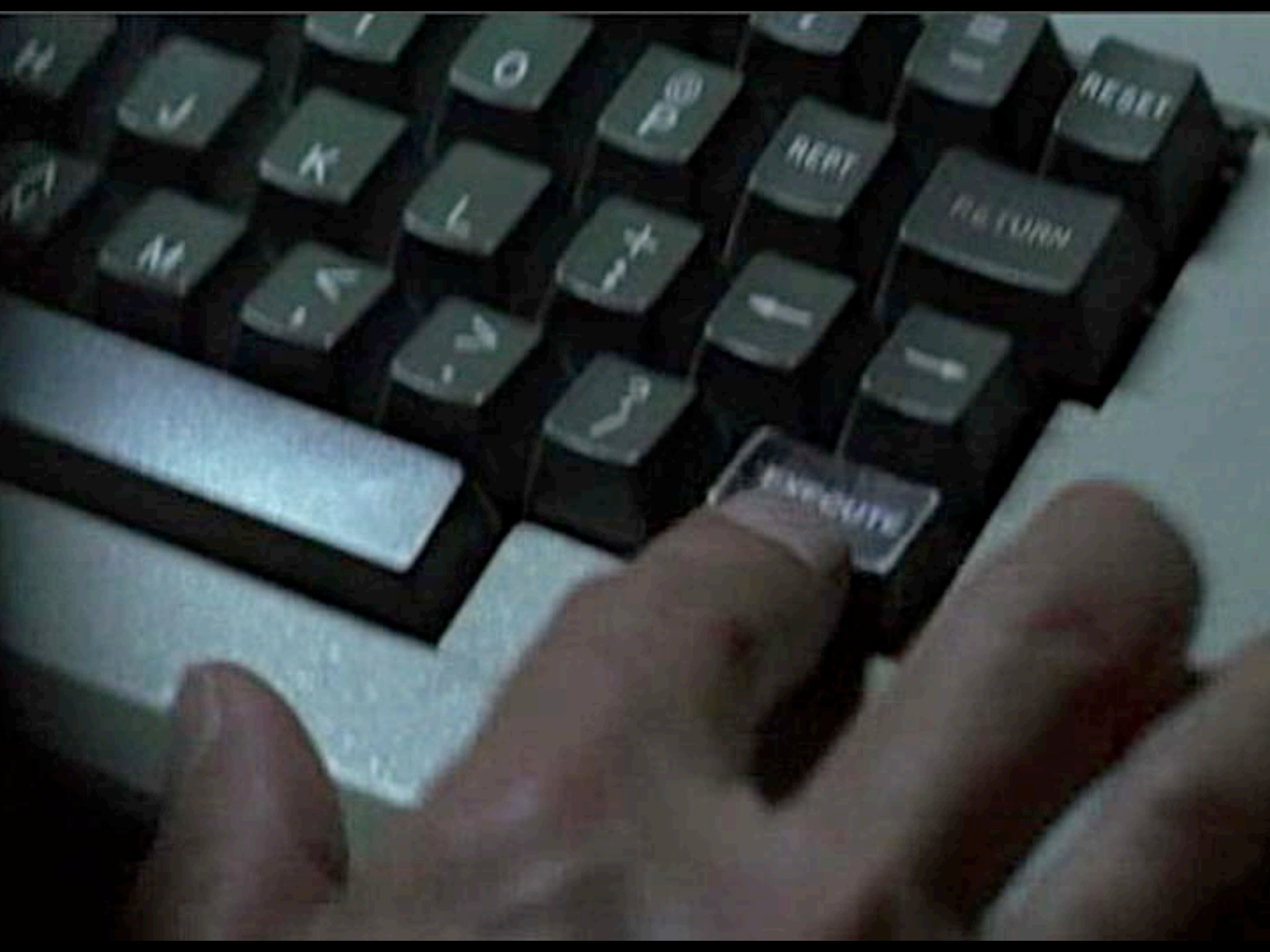


CLICK





LOST



Buttons are concept.

Now

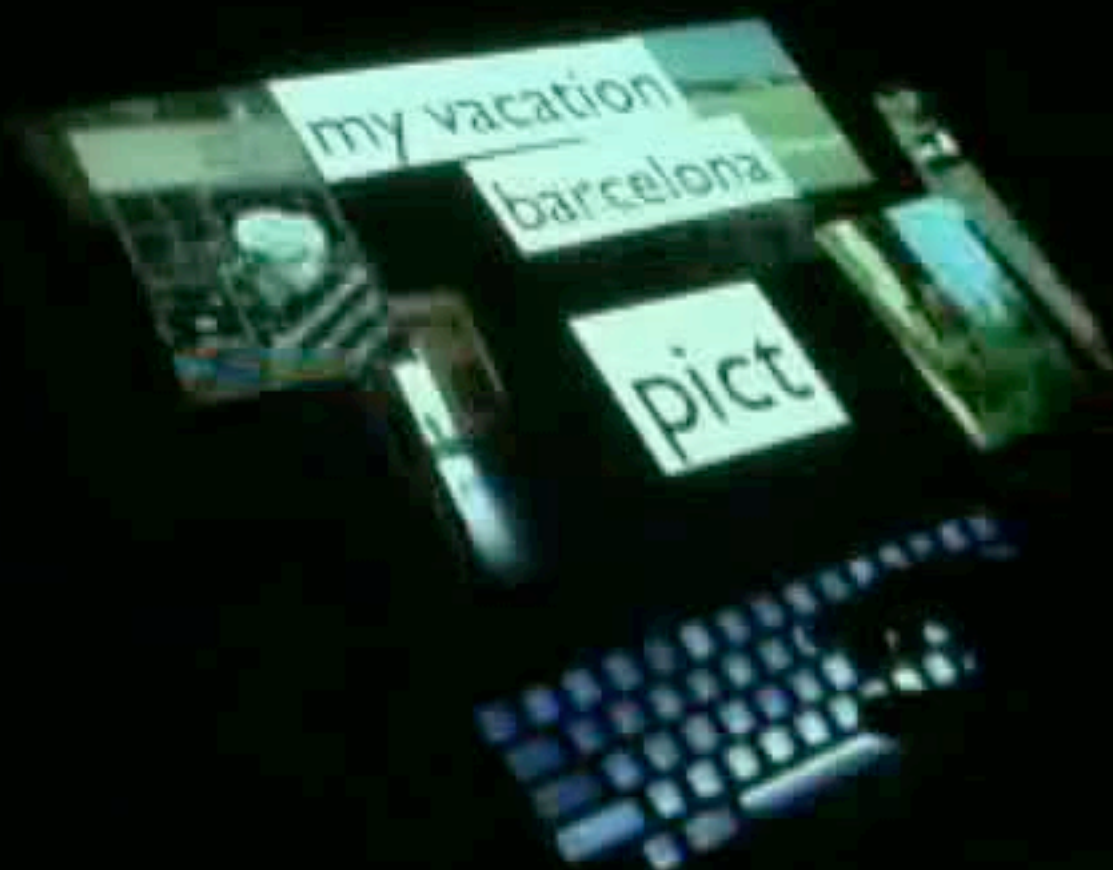


Buttons are empathic.

Now

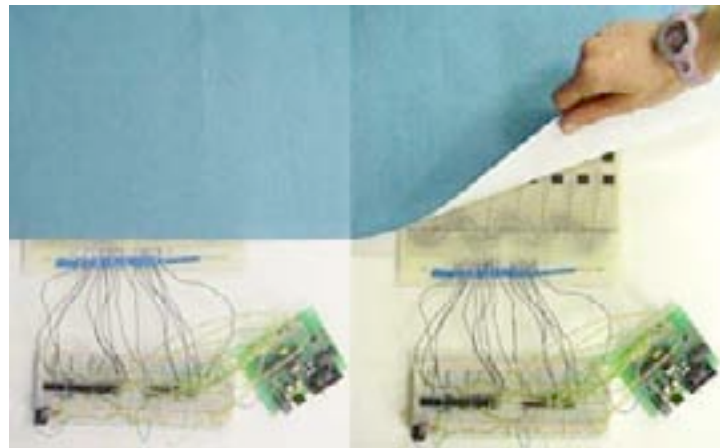


Buttons plus gesture.



MULTI-TOUCH INTERACTION EXPERIMENTS
© 2006, JEFFERSON Y. HAN

Now



Interactive wallpaper.
Interaction Design Institute Ivrea

Buttons are history.

Buttons are the bridge from
“technology is new” to
“technology is the environment.”



STOP

www.historyofthebutton.com



Thank you.