How do great minds get great ideas?

with a little help from their friends.

Designing a state-of-the-art personal computer is no mean trick. Ask Jay Miner, chief architect of the Commodore Amiga. Miner had to rely on more than his best friend and colleague, Mitchie, for the creative insights that led to his new product (though Mitchie did lend her pawprint to adorn the inside of the Amiga case).

He also had to know what his other friends and colleagues in the microprocessor world were doing. He found out by reading IEEE MICRO—the IEEE Computer Society magazine on microprocessor architectures and systems.

Along the way, Miner made a friend, or shall we say, an Amiga.

Keep in touch with your friends and get some great ideas. Read IEEE MICRO.