



Robert Noyce

Intel Years



Noyce said that one of his greatest satisfactions was in “having developed a meritocracy” at Intel, “based on knowledge, not position. Position power is not as important as knowledge power.”

**Robert Noyce
The Financial Times, June 12, 1990**

Robert Noyce Intel Years



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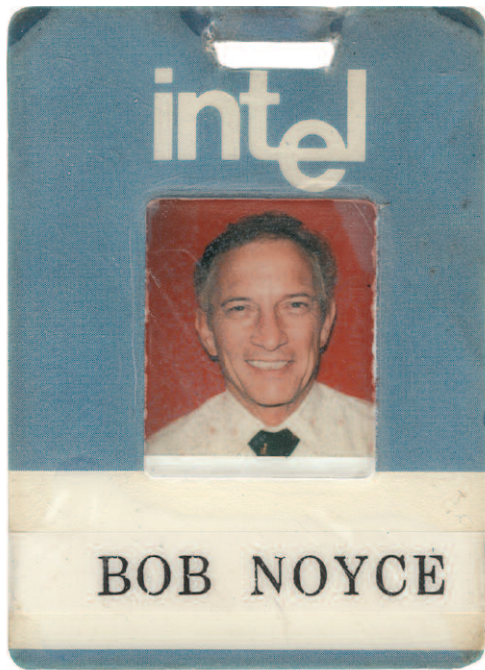
A hallmark of Intel is the egalitarian culture that Noyce and Moore established—a culture that included instilling a sense of company ownership through stock options at all employee levels. The two men's own first stock certificates were issued as part of the company's original funding.



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At work in the first building Intel constructed in Santa Clara are Jean Jones (left), Intel's first administrative employee, Noyce, and Intel co-founder Gordon Moore (right).

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Bob Noyce employee badge Intel Corporation.



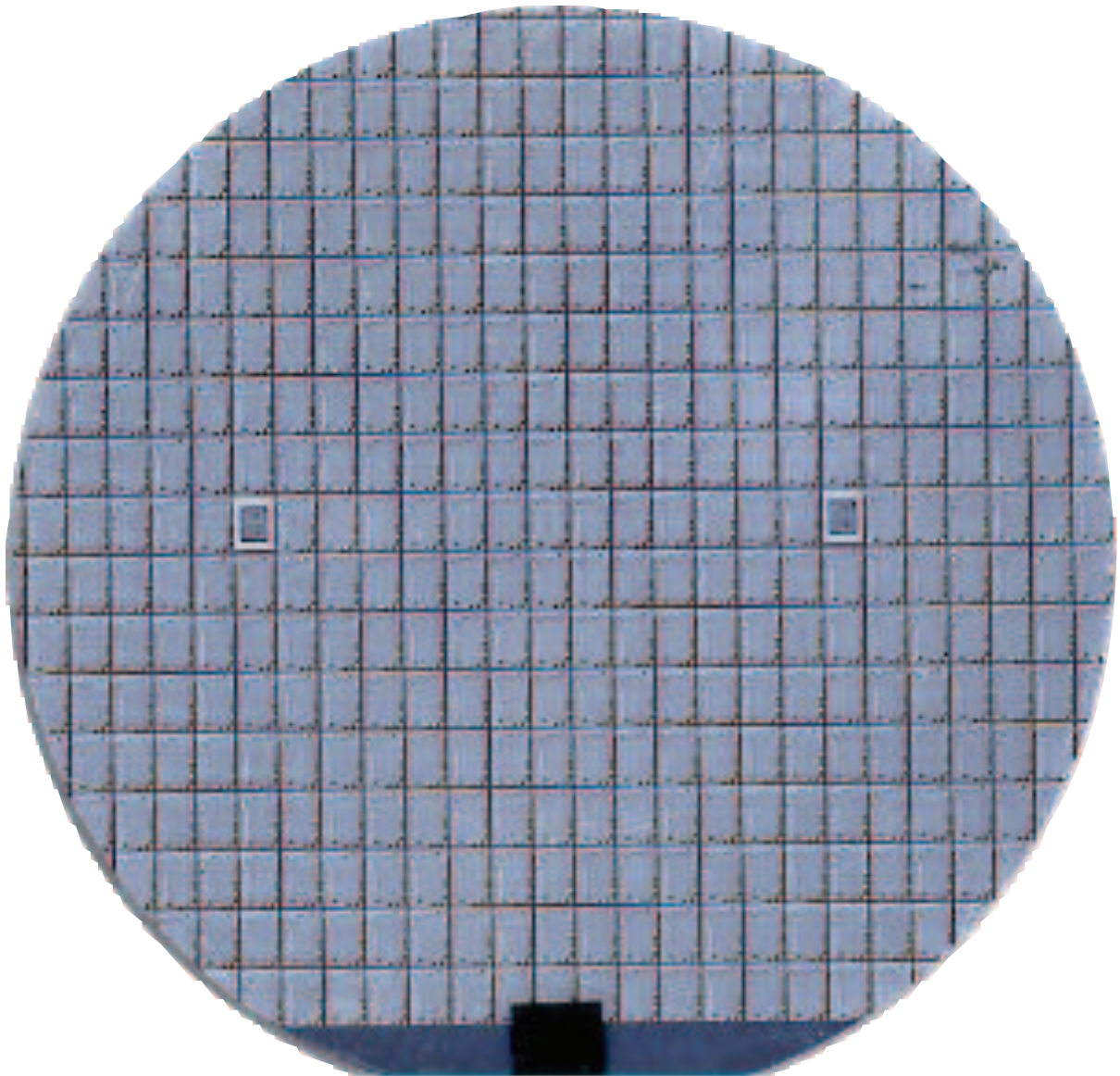
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Noyce often played an ambassadorial role for Intel in countries outside the United States. He traveled to Japan so much that the company had business cards printed for him in Japanese.



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Bob Noyce and Gordon Moore founded Intel in 1968 with plans to design, manufacture, and market semiconductor memory chips. They hoped to usurp the dominant computer memory technology of the day—handmade, bulky magnetic core memory. In 1969, Noyce (left) and Moore (standing) witnessed the signing of Intel's first customer order, from Hamilton Electric.



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Noyce and Moore challenged Intel engineers to develop Intel's first memory products using two virtually untried technologies: bipolar and metal-oxide semiconductor (MOS). The 3101 bipolar device—a faster but more costly chip—hit the market first.

Each of the tiny rectangles on this 2-inch silicon wafer is a 3101 chip, Intel's first product.



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Noyce once said that Intel's original objective "was to get the cost of semiconductors down to the point where they would displace magnetic [core] memory." Intel accomplished this goal with the launch of the 1103 metal-oxide semiconductor (MOS) memory chip in 1971. Forerunner to the 1103 was Intel's first MOS device, the 1101, examples of which are shown here in their original shipping box.