## THE HUFFINGTON POST <br> association with the times of india grour

(http://www.huffingtonpost.infindia)

'Email' Anniversary: V.A. Shiva's EMAIL Copyright Issued August 30, 1982 (INFOGRAPHIC)

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August 30,2011 marks that 29 th anniversary of the term "email." On this day in 1982 , the U.S. Copyright Office awarded V.A. Shiva Ayvadurai (http://www.vashiva.com/) a copyright for his "EMALL" communication system.

Shiva, an MIT alumnus and professor, began work on a standard template system for drafting an sending electronic mail in 1978 , when he was just 14 years old. The comp Shiva to redesign the doctors' paper memo system as an electronic communication system.

The two words, Electronic and EMALL juxtaposed together for me originally brought images of vaporizing paper and somehow transporting it across electrical wires, like the transporter in Star Trek. That is how NEW those two terms next to each other were in
Shiva writes on his wessite (http://www.vashiva.com/inventing email.asp), where he has posted an infographic about his work.
Shiva modeled his simple, generic user interface after the memos he'd seen in use at the university. "A typical MAIL had the title of MEMORANDUM, with 'To:', 'From:', Date:', Subject:', 'Ce:', Bcc:', 'Attachment', elements. This was the meaning of MALL," Shiva also writes on his site (http://www.vashiva.com/inventing email.asp
The system was called EMAIL when it was implemented at UMDNJ in 1980; Shiva copyrighted the term two years later.
Statements by Facebook's top staffers seem to indicate that email is on its way out. The social network's Coo Sherv1 Sandberg said in June 2010 (http://www.huffingtonpost.com/2010/06/17/facebook-coo-email-1s-pro n 615816 .html that email is "probably going away. 'I hhttp://wwwhiffintonpost
http:/ / w would now be able to set up Facebook email address. However he called emil "slow" messaging system (http://www.huffingtonpost.com/2010/11/15/facebook-email-addresses-
n_783697.html \#1826058title=Email_SetUp), which he said was "modeled more after chat" and less after emal
Shiva, however, doesn't think email is going anywhere. He wrote the following in an email to The Huffington Post
"[F]rom my view EMAIL is here to stay, it may be integrated, connected to other communication systems, but it is here to stay, and it will grow even more as people learn how to use it more effectively. We have not scratched the surface
using EMAIL, and that is yet to come.
In response to Zuckerberg's statements about email, Shiva wrote that Zuckerberg's messaging system builds off the foundation that email laid. "What's ironic is that [Mark Zuckerberg] is launching @facebook, with EMALL (in an integrated fashion, EMAIL nonetheless), to go head on with GMAIL," Shiva wrote.
Visit Shiva's website (http://www.vashiva.com/inventing email.asp) to read more about the history behind his electronic memo systen. Check out Shiva's infographic (below) to view a visual timeline of his achievement and the growth of email.

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