CYBER JACK

The Adventures of

Robert Clardy and Synergistic Software

by ***Robert Clardy***

Produced by:
Brian Wiser & Bill Martens

Apple **P**ugetSound **P**rogram **L**ibrary **E**xchange

Cyber Jack: ***The Adventures of Robert Clardy and Synergistic Software***

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PRODUCTION

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About Robert C. Clardy

Robert C. Clardy has been a computer game developer and programmer for home desktop computers and video game machines during the entire lifespan that those devices have existed – over 20 years from the late 1970s through the 1990s and beyond. His experiences encompass birth pains, growth pains, triumphs, failures of the industry, and the many businesses that sprang up and thrived or died during those years.

In early childhood, Robert developed a habit of regular change, always pursuing some new experience or adventure while leaving the familiar behind. This habit encouraged a lifelong fondness for adventures, whether those are in books, movies, games, or software. More importantly, it also encouraged adventures with new business models as well as committing to new computers and industries which did not exist even a short time before.

In 1979, Robert quit his stable and secure-career job with Boeing Aerospace, founded Synergistic Software, and devoted his life to writing software for the Apple II as well as other new home desktop computers as they appeared. Robert wrote adventure games first, but later, the search for change encouraged him to also write utility, business, and educational software.

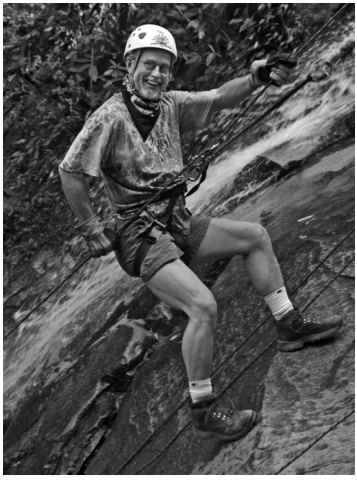
Robert learned about, programmed, and produced software for many desktop computers and video game machines, as they were released and had their brief time in the sun. Synergistic's computer software development included systems such as the Apple II, Apple IIGS, Atari 800, Atari ST, Commodore VIC-20, Commodore 64, Commodore Amiga, Macintosh, and the IBM PC, along with video game systems such as the Super Nintendo and Sega Genesis.

Synergistic Software was well-known for their variety of games, including: *Dungeon Campaign, Wilderness Campaign, Bolo, Crisis Mountain, Odyssey: The Compleat Apventure, Apventure to Atlantis, Microbe*, and many others.

Beyond Synergistic's own published games, Robert adapted, produced, and programmed noteworthy computer titles published by other companies such as: *Aargh, New York Warriors, Sidewinder, Thexder, War In Middle Earth, Spirit of Excalibur, Conan: The Cimmerian*, and many others. Memorable arcade game adaptations include*: Donkey Kong Jr., Jungle Hunt, Pole Position*, and *Pitstop II*.

Robert's years running Synergistic Software spanned the birth, growth, and total explosion of an industry that had not even existed before that time. Companies and industry giants came and went during the 20 years that Synergistic participated in every aspect of the industry, with many of the major business players of the time. He produced software not only for his own company, but also for other major publishers such as Atari, Activision, Blizzard, Electronic Arts, Epyx, Sierra On-Line, Mindscape, Sony Imageworks, Time Warner, and Virgin Games.

In 1997, Robert quit his long time job with Synergistic Software and started new ventures in a virtual office world that was just then becoming practical. Email, Skype, and sharing files online permitted a business that included principles from around the world, working together to produce products that were marketed online to a download-centric audience. Again, this was a new frontier of technology businesses that Robert surfed and enjoyed.



That pursuit of new experiences colored the rest of Robert's life as well, as he sought out personal adventures in the real world. While never the most extreme at anything he tried, Robert has always been comfortable with where he was, what he did, and the sheer exuberance that comes from trying new things and finding he truly loved every minute of it. If there is a motto for his life, it would have to be, "That was fun, what's next?"

CONTENTS

Acknowledgements ix

Preface xi

Focusing on Imaginary Computers:
Not Growing Up During the IT Revolution 1

The "Rocket Scientist" 9

The Lone Programmer:
Struggling to Create an Electronic Dungeon Master 13

Taking a Sabbatical 21

A.P.P.L.E. – A Gaggle of Geeks 25

The Greater Apple Community 31

Becoming a Software Publisher: Not Just Games Now 35

Moving the Home Office into a Real Office 43

Synergistic Office Rules 51

Becoming a Manager: Where's the Gel When You Need It? 57

Tricks of the Trade: Getting the Most from the Hardware 63

The Greater Apple Community – Part 2 73

The Move to Contract Programming: Working with Attila the Hun 77

Contracting in the Wilderness 81

The Mastertronic Years 87

Testing and Testers 95

The Struggle to Just Play a Game 99

The Studio Life – A Team of Teams: Joining with Sierra On-Line 103

A Hiatus from My Sabbatical 115

A Software Life Away from Gaming 127

Navigating the Murky Waters of Partnerships 139

Other Adventures Away from the Computer 151

Becoming a Cyber Jack 161

Appendix: Software Credits 167

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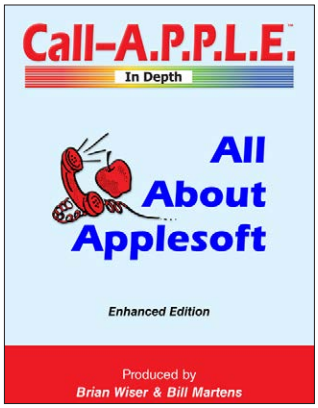

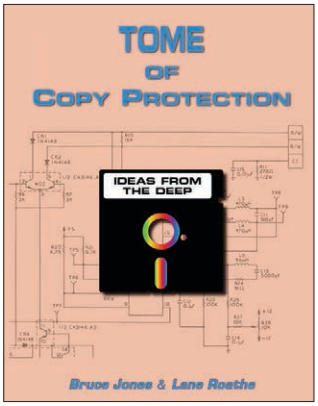

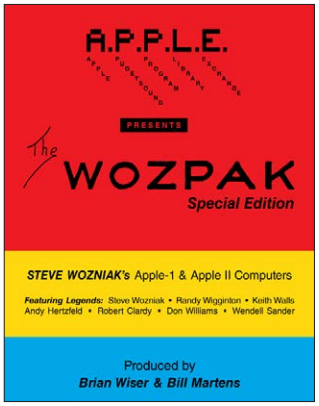

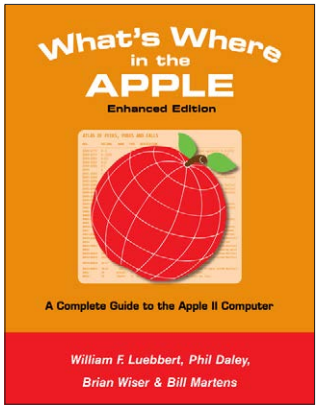

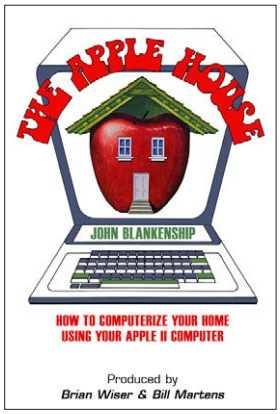

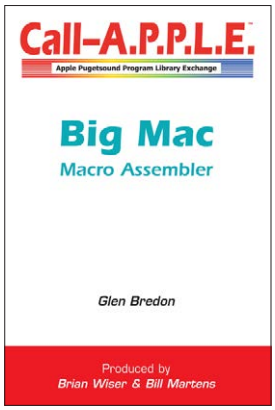

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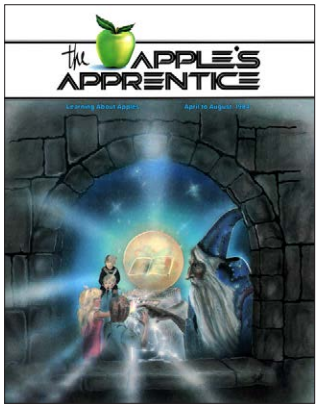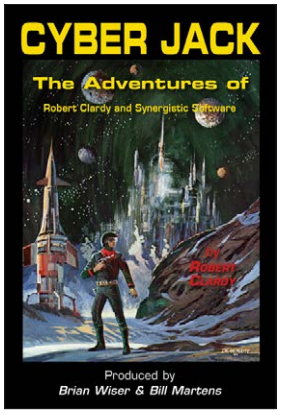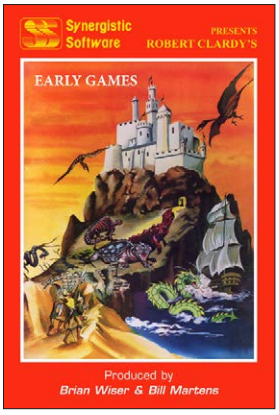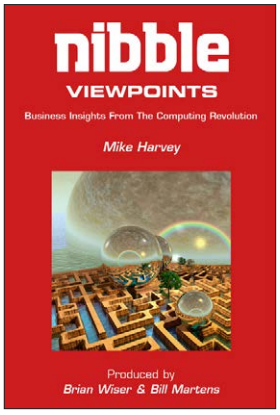
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