It is the transference of a name from two individuals that has profound implications and responsibilities. It is the naming of a school, one that will last in perpetuity, a name. In 2004, Andy and his wife, Erna, gave a name to USC Viterbi. That sequence of 1’s and 0’s is not what’s in a name. Yet that sequence of 1’s and 0’s is not what’s in a name. It is truly remarkable how in the very short time since its naming, what we do and what we’ve accomplished—this unique partnership between USC Viterbi and the Chevron Corp.—has been the catalyst for something that’s better than we ever could have imagined.

Viterbi has touched the lives of millions of people, students and faculty who have studied, worked, and expanded a legacy through the students, faculty and alumni who will be associated with the name. It is a name associated with the academic excellence and inventiveness of its namesake, Andrew and Erna Viterbi. Aspiring students and faculty who have studied, worked and invested here have been inspired to create their own unique legacies and to take important research.

The translated code will appear in the form of a 10-character URL (www.10char.com). The web address online—you’ll be greeted with a special video message from the namesake of our school. To be entered for a chance to win, watch the video and answer the prompt at the video’s end. The winner will receive a free dinner with Andrew Viterbi himself.

Good luck!

Adam Smith, Editor