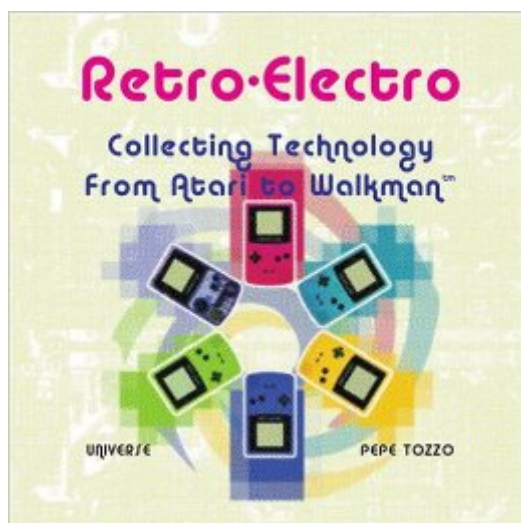


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# Retro-Electro: Collecting Technology From Atari To Walkman



## Synopsis

The latest trend on E-Bay and at flea markets is the buying and selling of old technology—transistor radios, video games, the Betamax video recording system. While made of plastic, wires, and metal that earlier seemed to have little of the romance of the antique, this trend proves that these objects from the sixties, seventies, and eighties have acquired status as collectibles. Addictively browsable, this is the essential guide to what technology from the last half of the 20th century is collectible. This is the only book to survey the trend, catalogue and depict the full range of objects, and gauge the correct price levels. Even those who have not built a collection will be fascinated by the spirited product histories of the original Atari console, the Walkman, and the Betamax (which proves that every age has its Edsel—the product technically superior but destined to fail in the marketplace). Collectible Technology mourns all the gadgets from adolescence ever thrown away. It will start you wondering how much the brand new Ipod will be worth in a few decades. The book includes an impressive guide to where to buy these collectibles and which websites to use.

## Book Information

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## Customer Reviews

Pepe Tozzo's Retro Electro sounded so cool that I preordered it sight-unseen. A good book on the topic of technostalgia is long overdue and I was eager to see what this self-described "only book to survey the trend" would contain. I now wish I had seen and browsed it beforehand. It's a neatly designed little book with some very nice pictures, but it is just falls too short of my expectations. There are only one or two items per page in this 8.8 x 8.6, 160 page book and the

layout favors large, attractive photos over descriptive text. So in the end there were not as many items as I would have liked to have seen and the descriptions are sometimes not very substantial. I am more interested in obscure facts about the design, creation, function and uniqueness of these things. There are informative and enlightening entries here, but again, more in-depth information on a greater selection of items would have been nice. Also, in a world where collector prices change faster than ink dries, any attempt to print price guides in a hardbound book form seems pointless. So the price guide feature doesn't thrill me. There are way too many memorable electronic gadgets from our consumer past that are conspicuously absent. Missing are the giant Sylvania entertainment consoles of the 70s, Egg shaped 8-Track players, the Donut Phones, Soundburger (Mr. Disc) portable record players, quadraphonic headphones (yes, they exist) and various other classics. Heck, one could devote several pages to the dozens of groovy Panasonic portable radios and 8-track players of the 70s, but there are no "Dynamite" 8 track players or "Panapets" here... just the Toot-A-Loop is represented. I'm not particularly excited that items from the 90s and current decade are represented.

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