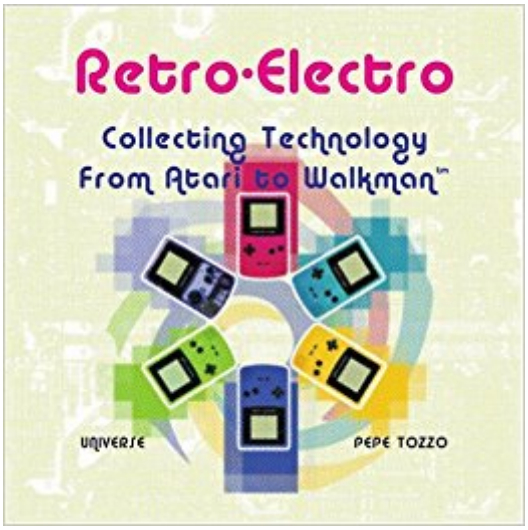
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Retro-Electro: Collecting Technology From Atari To Walkman



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Synopsis

The latest trend on E-Bay and at flea markets is the buying and selling of old technologyÃ¢â ¬â ¢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 Ã¢â ¬Å“antique,Ã¢â ¬Â• 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 EdselÃ¢â ¬â ¢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 decadesÃ¢â ¬Â¦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 lives in Hampshire, England. He began collecting electronic technology in 1995 after discovering his old school calculator in his fatherÃ¢â ¬â„¢s attic. His old calculator collection expanded rapidly before he diversified by collecting other retro-electronic items.

A wonderful look at the electronic marvels we have around the house, along with past playthings long ago left in the dust by ever advancing technologies. My only complaint is that this book barely scratches the surface of what could have / should have been included. Speaking for myself, I would have gladly paid a lot more money to get a book that gave me more to see. As it is, an hour after opening the book, you are done, wishing for more.

It was the BEST. I loved the memories it brought back and taught me a lot. It’s a great book.

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. We can see these kinds of things in retail stores or Sharper Image catalogs today. So I don’t see why they should have such equal billing in this book. Though there is probably a good case to leave out items from the well documented 1950s and earlier, I would rather the book included good old Philco Predictas than Sony Playstations. Sure, there are a few things from the early 90s that are interesting, and yes, a cursory mention about what things today may seem retro later might be appealing, but I didn’t buy this book to see full page spreads of a 2002 IPOD or a 2004 watch. Other items that seem out of place are things like Smartphones, PDAs, Star Trek

Phasers and 2003 Dalek toys. Retro Electronics? Not in my opinion.The page layouts are attractive, the pictures are very nice and there was a strong effort made here to run the whole gambit of electronic collectables. Retro Electro may be more interesting to folks with only a light interest in this subject and it may serve as a good introduction. Also, if you like calculators there are plenty of neat ones in this book.Ultimately, there are many cool items in this book. But for every seemingly out of place item in here there are two old standards or obscure treasures missing, which leaves me feeling I should have gotten more out it.2 1/2 stars

I think the book is great for its purpose, that of summarizing beautiful old technology. It has a lot of beautiful photography and the layout of the book is awesome. While including estimated cost to acquire the technology items may have been helpful at the time of publishing, that information was quickly outdated and probably not that useful today.It’s a great collage of old technology. I love the inclusion of many vintage computers and programmable calculators, which is a hobby of mine.

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