



Paper Trail Publishing



-Why is it that old technologies are not going away?

For a glimpse of what teenagers are into these days, all you have to do is visit Abbot Kinney Boulevard in the Venice neighborhood of Los Angeles. On weekend nights, the...

...half-mile shopping drag is packed with style-conscious kids who traipse past coffee shops, ice cream parlors and boutiques, often while taking selfies.

Yet one of the most popular destinations for these teenagers is a white, single-story building with big pink letters on the roof that spell "Vnyl." The store sells vinyl records, and the kids who gather there are often in awe.

"I'd say half of the teens who hang out in my store have never seen a record player before," said Nick Alt, the founder of Vnyl. "They will walk up to the turntable, and they have no concept where to put the needle." But once they figure out that the needle goes into the outermost groove, those smartphone-toting teenagers are hooked.

Whenever a new technology comes out, we often believe it will make an older technology obsolete. As a reporter who has been covering technology for more than a decade, I've made such proclamations, saying that the iPad would kill the Kindle.

I later realized the error of my ways, and now own both, that eBooks would be the death of print (I later reversed myself, several times), and that driverless cars will make driving passé and allow us to nap in the front seat (this has yet to be disproved). But what I've come to realize is that while the new thing gets people excited, the old thing often doesn't go away. And if it does, it takes a very long time to meet its demise.

Just look at film cameras. You would think they have been vanquished from the planet, but millions of people still use them. In 2012, more than 35 million rolls of camera film were sold, compared with 20 million the year before. Eastman Kodak more than doubled its production of still films between 2015 and 2019 because of the huge rise in demand. The company is making a resurgence (again).



Other types of physical media have also held on. More than 571 million print books were sold in the United States in 2014. About 55 million newspapers still land on doorsteps every morning. As for those vinyl records, more than 40 million LPs were sold in 2021, the highest count in more than 30 years, according to the Recording Industry Association of America. (Records are also one of the few growth areas for the beleaguered industry.) So why does old tech survive and, in some cases, undergo a revival? For some consumers, it's about familiarity (e.g., newspapers and print books), while for others, it's about nostalgia (e.g., record players and film cameras). For example, I've been taking photos for over 25 years, and what made me fall in love with photography was the dirt, grit and grime of film. And as much as I love my digital cameras, I've...

...been taking photos for over 25 years, and what made me fall in love with photography was the dirt, grit and grime of film (I used to shoot with Tri-X 3200 for the film nerds out there). And as much as I love my digital cameras, I've been shooting with film again to capture some of that visceral quality I no longer get with pixels.

The resurgence of old tech doesn't stop with physical media. Check out the next page to see what other vintage technology people still use to this day!



5 Other Examples of Vintage Tech People STILL Use Today

USB Flash Drives



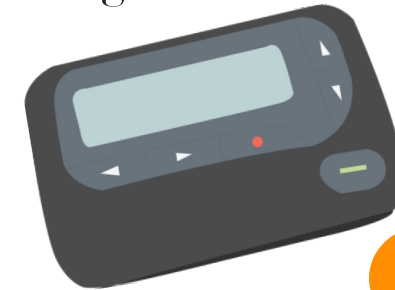
1

Flip Phones



2

Pagers



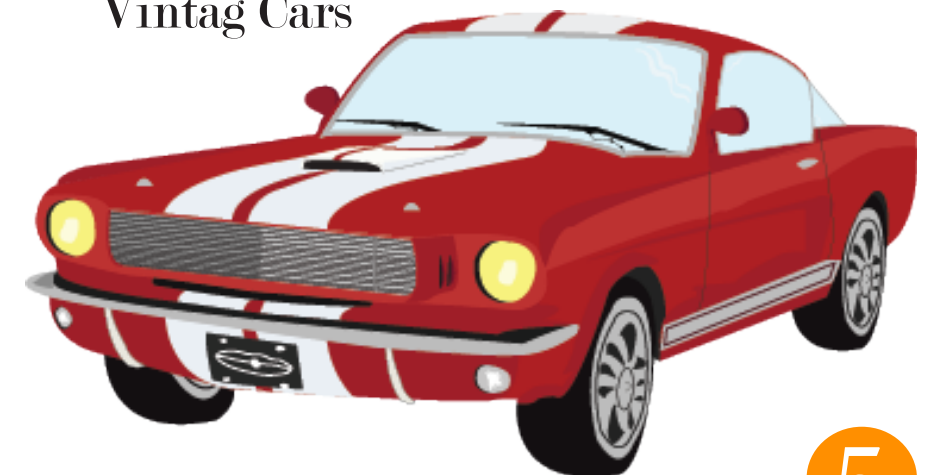
3

Landlines



4

Vintag Cars



5