



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Electronic Display World Newsletters

NMAH.AC.0868

Alison Oswald

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Electronic Display World Newsletters
Identifier:	NMAH.AC.0868
Date:	1981-1999, 2001.
Extent:	2 Cubic feet (7 boxes)
Creator:	Stanford Resources, Inc. (San Jose, California)
Language:	English
Summary:	The collection contains newsletters from 1981 to 1999 documenting the electronic display world industry. The <i>Electronic Display World</i> is an international, in-depth report on the latest developments in the electronic display industry throughout the world. The newsletters were published by Stanford Resources, Inc. of San Jose, California, a market research and management consulting firm founded by Joseph Castellano in 1978. The first newsletter was issued in March, 1981.

Administrative Information

Immediate Source of Acquisition

The collection was donated to the Archives Center, by Joseph Castellano, former President and CEO of Stanford Resources, Inc., August 2004.

Ownership and Custodial History

Donated to the Archives Center in 2004 by Dr. Joseph A. Castellano, former President and C.E.O. of Stanford Resources, Inc..

Processing Information

Processed by Alison Oswald, August 2004.

Preferred Citation

Electronic Display World Newsletters, 1981-1999, 2001, Archives Center, National Museum of American History.

Restrictions on Access

Unrestricted research access on site by appointment.

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Biographical Note

The Electronic Display World is an international in-depth report on the latest developments in the electronic display industry throughout the world. The newsletters were published by Stanford Resources, Inc. of San Jose, California, a market research and management consulting firm founded by Joseph Castellano in 1978. The first monthly *Electronic Display World* report was issued in March of 1981. The objective of the monthly newsletter was to provide the latest information on markets, analyses and forecasts of the economic condition of the industry, applications and technological developments (such as LED's, CRT's, LCD's, vacuum fluorescent display, PLZT ceramics, electrochromics, electrophoretics), and editorial commentary.

Few market research firms were examining markets from both the supply and demand sides to insure a balanced and more accurate view of the present and future of electronic displays. Castellano determined that there was an increasing need for information on future markets for electronic components which included displays. Little information was available on the growing market for new flat panel displays. Hence, Castellano began developing market research techniques for the fledging electronic display industry that took into account both supply and demand. With the help of colleagues, Castellano formulated a plan to develop a market information services for the display industry. The first initiative of Stanford Resources, Inc. was to prepare a report on the market for LCD's which was titled *Liquid Crystal Displays in Japan*. The popularity and financial success of this report launched Stanford Resources into the display market research field. This approach provided market analysis and forecasting for the industry by an independent observer and prompted Stanford Resources, Inc. to publish an international newsletter devoted strictly to the display industry.

The newsletter was available by subscription only for one or two years. Major corporations that were either manufacturing or using displays were among the subscribers. *Electronic Display World* was published in both print and electronic form until 2000.

Scope and Contents

Newsletters from 1981 to 1999 documenting the electronic display world industry.

Arrangement

1 series.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Information display systems

Types of Materials:

Newsletters -- 1950-2000

Newsletters -- 21st century

Container Listing

Series 1: Newsletters, 1981-1999

Box 1, Folder 1	<i>Electronic World Display</i> , Index to Volume 1, 1981
Box 1, Folder 2	<i>Electronic World Display</i> , Index, 1981-1985
Box 1, Folder 3	<i>Electronic World Display</i> , March 1981
Box 1, Folder 4	<i>Electronic World Display</i> , April 1981
Box 1, Folder 5	<i>Electronic World Display</i> , May 1981
Box 1, Folder 6	<i>Electronic World Display</i> , June 1981
Box 1, Folder 7	<i>Electronic World Display</i> , July 1981
Box 1, Folder 8	<i>Electronic World Display</i> , October 1981
Box 1, Folder 9	<i>Electronic World Display</i> , November 1981
Box 1, Folder 10	<i>Electronic World Display</i> , December 1981
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Box 1, Folder 12	<i>Electronic World Display</i> , February 1982
Box 1, Folder 13	<i>Electronic World Display</i> , March 1982
Box 1, Folder 14	<i>Electronic World Display</i> , April 1982
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Box 1, Folder 17	<i>Electronic World Display</i> , July 1982
Box 1, Folder 18	<i>Electronic World Display</i> , August 1982
Box 1, Folder 19	<i>Electronic World Display</i> , September 1982

Box 1, Folder 20 *Electronic World Display*, October 1982

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Box 1, Folder 23 *Electronic World Display*, January 1983

Box 1, Folder 24 *Electronic World Display*, February 1983

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Box 1, Folder 27 *Electronic World Display*, May 1983

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Box 1, Folder 31 *Electronic World Display*, September 1983

Box 1, Folder 32 *Electronic World Display*, October 1983

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Box 2, Folder 18	<i>Electronic World Display, June 1985</i>
Box 2, Folder 19	<i>Electronic World Display, July 1985</i>
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Box 2, Folder 22	<i>Electronic World Display, October 1985</i>
Box 2, Folder 23	<i>Electronic World Display, November 1985</i>
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Box 2, Folder 25	<i>Electronic World Display, January 1986</i>
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Box 6, Folder 2	<i>Electronic World Display</i> , CD-ROM Edition Vol. 12-19, 1992-1999
Box 6, Folder 3	<i>Electronic World Display</i> , CD-ROM Edition Vol. 12-19, 1992-1999
Box 6, Folder 4	Liquid Crystal Displays Market and Technology Trends Annual Display Industry Report, 2001
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