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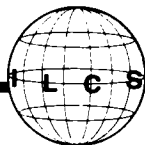
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Liquid Crystals

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**TODAY**

EDITORIAL

A New Beginning for Liquid Crystals Today

Following the formation of the International Liquid Crystal Society in Vancouver in 1990, a new periodical devoted to liquid crystals was established as the newsletter of the Society. Thus *Liquid Crystals Today* was born, and over the past four years it has published feature articles, book reviews, conference reports and various news items relating to liquid crystal scientists, events and developments. *Liquid Crystals Today* has been welcomed by the liquid crystal community, and its popular style has attracted much favourable comment. This success has encouraged the Society to look for ways of enhancing *Liquid Crystals Today*, and establishing it as an interface between liquid crystal technology and the more fundamental aspects of liquid crystal science. Through an agreement between the International Liquid Crystal Society and Taylor & Francis, publishers of the journal *Liquid Crystals*, from 1995 the new *Liquid Crystals Today* will be jointly published in an expanded format by the Society and Taylor & Francis.

The advancement of liquid crystal science and applications is at a critical point. Many potential applications have been identified, and the applied research over the past 20 years has undoubtedly stimulated and encouraged fundamental research, upon which applications are based. It is therefore in the interests of all liquid crystal scientists, basic or applied, chemists, physicists or engineers, that liquid crystal technology and applications

are developed to provide a financial return on the research investment already made, and to provide the driving force for new fundamental science, which ultimately will lead to more benefits for all. There are of course competing technologies for liquid crystal applications, but the wide scope of liquid crystal science is unique in embracing molecular fluids, polymers and biological materials: all of these have considerable potential for devices. A great strength of liquid crystal science as an interdisciplinary activity is the close community which exists, embracing fundamental researchers, applied scientists and technologists from a wide variety of backgrounds. The International Liquid Crystal Society is one manifestation of this community, and, it is intended that an expanded *Liquid Crystals Today* will promote liquid crystal science not only among its practitioners, but also in the wider scientific and technology context, through its increased availability as a commercial publication.

The expanded *Liquid Crystals Today* will provide a forum for liquid crystal science and technology through regular items on Product News and Market Developments, Scientific Notes, as well as Review Articles, Book Reviews, Meeting Reports, notices of Forthcoming Meetings and Positions Vacant. The objective of the new *Liquid Crystals Today* will be to keep liquid crystal technologists in touch with new research, and to keep liquid crystal researchers aware of the latest developments in applications, materials and devices. To achieve this the editorial board will have a strong representation

from liquid crystal industry, and it is hoped that liquid crystal industry will use *Liquid Crystals Today* to promote its products and technology. Contributions under any of the above headings are invited from the liquid crystal community. Suggestions for feature or review articles may be sent to any member of the Editorial Board; these articles should be around 1500/2000 words with figures and illustrations in colour if desired, submission of text on disk or through e-mail is encouraged. The new *Liquid Crystals Today* will carry advertising for products, materials, test equipment, books, and any items of relevance to liquid crystals.

Above all the objective of *Liquid Crystals Today* is to serve the interests of liquid crystal scientists throughout the world. Rapid exchange of information through user-friendly media like *Liquid Crystals Today* will secure for liquid crystals their proper place in the annals of scientific and technological development. The Editors and Publishers invite you to become involved in this exciting venture by sending contributions to *Liquid Crystals Today* and by encouraging your Institution to take out a regular subscription to this new periodical.

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