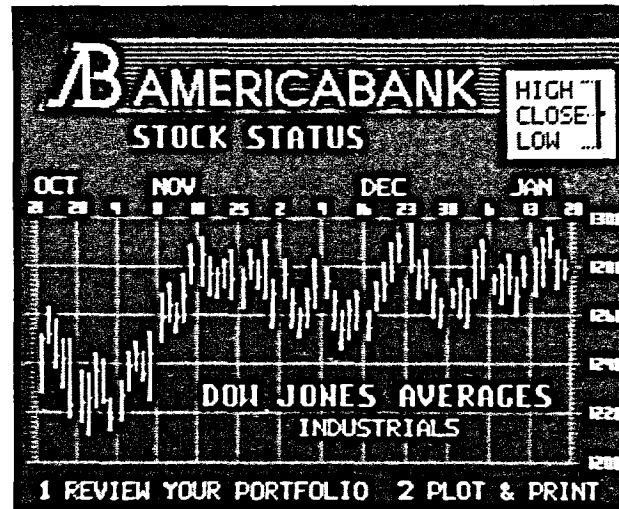


- a two-way medium that opens the door to electronic mail or transactional applications (which is why the banks and retailers are now focussing their attention on videotex);
- a means of instantly transmitting selected information, including graphics and text, half a block or half a planet away;
- a bit-saving protocol for creating, storing and communicating graphics and text which, compared with other systems, cuts down dramatically on storage and transmission costs;
- compared with print or traditional A-V media, an incredible time and money saver in distributing text and graphic information generated at one location to any other location such as field offices, salesmen in the field, or employees and staff throughout the country - and updating information is a breeze;
- unlike the print medium, a means to keep changing information such as pricing and scheduling always current and up to date.



VIDEOTEX - A TOOL FOR TODAY

Hundreds of companies and organizations are using videotex systems now in a wide range of applications - to increase profits, to promote sales, to provide programmed education or training, to improve communications, to attract attention, to market specific goods or services, to deliver selected, powerful messages to target publics, to provide new services never before possible.

It is a rare person who, after examining the power, flexibility and cost-effectiveness of videotex does not see the immediate possibilities within his or her own company or organization.

