



This is  
Telidon

Software  
Suppliers

Cableshare

## Cableshare Incorporated

### INTRODUCTION

Cableshare Inc. became involved in Telidon technology in 1979 when it developed an over-the-air Telidon broadcast system for T.V. Ontario. Since then Cableshare has developed a series of business presentation and advertising oriented products based on Telidon.

Cableshare's broad computer expertise extends to computer communications, package business systems for large distributed companies and facilities management in our London, Ontario head office computer centre. Sales offices are located in Toronto, Calgary, Philadelphia, Los Angeles and London, England.

### PRODUCTS AND SERVICES

The **Picture Painter** is a system that combines superbly crafted hardware with Cableshare's world-leading computer graphics technology. The result is a stroke of genius that allows almost anyone to actually design and edit videotex graphics. At last, a simple-to-use system with all the capabilities of much more expensive picture creation systems. An electronic drawing board and its touch-sensitive pen become your brush and pallet. A full keyboard adds text, at high speed, to complete the picture. A television screen becomes your canvas and instantly displays your professional masterpiece.

The Picture Painter improves the quality of your graphics as it reduces the time and money you spend. This system has full compatibility with Cable TV, Electronic Advertising, audio-visual presentations and other information provider systems.

Now anyone can create videotex graphics. A few hours with the easy-to-follow instructions will raise anyone's efforts to an art.

All common elements such as circles, squares, and special graphics are kept in the memory of the system for your immediate use. More complicated and irregular graphics are achieved by simply tracing the shape with the touch-sensitive pen. As well, a complete and regularly updated art clip file will be available to all Picture Painter users.

Whatever your subject, the Picture Painter will provide colorful graphics with a touch of the pen. Its programming provides the capability to scale up, scale down, highlight, crosshatch, blink on and off, automatically center, choose any color combination or type size, and more. Features can actually "grow" into position. The "pen" will create any shape you desire...in any position you desire...in any color you desire. If you want to make a change, another touch of the "pen" will alter your graphic instantly.

**Presentation Theatre**- A combination of large screen presentation hardware and computer graphics technology catapults your company into the presentation future.

Starting now, you can produce the best business presentations ever. And, compared to conventional slide-show methods, you can prepare them in an instant.

Cableshare's Presentation Theatre completely eliminates these time-intensive functions: artwork, typesetting, colour-masking, photo production, photo processing, slide dyeing and slide mounting. The picture painter, described above, provides visuals which will thrust you far beyond your competition. If you are making a presentation to a prospective client, you can personalize the visual messages to include the names of those in the audience and their company logo.

You will show graphs that have moving features. Bars, lines, type and other features will actually "grow" with action; entertaining, involving and commanding the audience's attention. This is all accomplished without the annoying buzzing and clicking of slide projectors.

You will show product illustrations, maps, charts, plans and trends. Your presentation will be fast-paced and action-packed. Your audience will pay closer attention, understand your message and retain the important details.

As well, at the touch of a button, your presentation can be augmented by videotape or videodisc which can be shown on the same large screen.