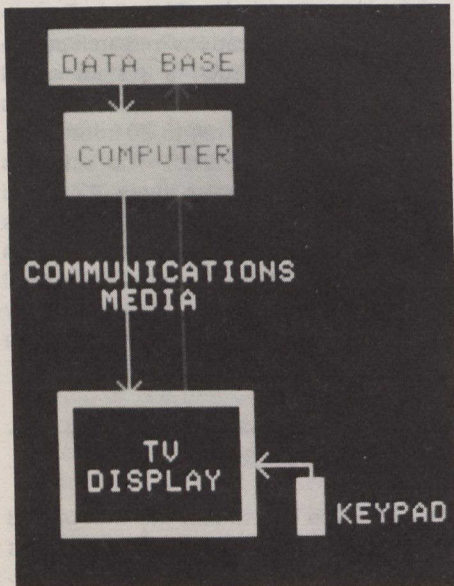


## Telidon projects to increase in Canada and in United States

The federal government, along with a number of organizations, has announced projects that would enhance the use of Telidon, Canada's two-way television technology, within Canada and the United States.



Electronic graphic shows how Telidon system works.

The government has approved 52 applications to develop Telidon across Canada as part of a \$9.5 million Telidon industry investment stimulation program.

Under the one-for-one terminal subsidy program, the government will pay half the costs of Telidon terminals for the projects. The 52 companies are expected to install 8,400 terminals, more than doubling the number of terminals now committed to field trials.

About a quarter of the funds are allocated to tourism, 20 per cent to the agricultural and fish business, 15 per cent to education and training, 10 per cent to home services and 7 per cent to Telidon page creation services.

The applications include one by the Saskatchewan Wheat Pool to provide farmers with grain price information, one by New Brunswick Telephone Company Limited of Saint John to give Atlantic fishermen information on prices and regulations and one by Toronto General Hospital to develop a computer-aided diagnostic service.

### CBC system

The federal government and the Canadian Broadcasting Corporation (CBC) have signed a memorandum of understanding

to ensure that broadcast Telidon services will be introduced to the Canadian public in English and French within the 1982-83 broadcast season. The \$6-million trial, called project IRIS, will be funded by the Department of Communications with all goods and services to be provided by Canadian industry.

During the three-year project, the CBC will conduct intensive in-home teletext trials in Montreal, Toronto and Calgary beginning this September. The trial will provide viewers with means of using their television sets to receive news and information in the form of Telidon pages and graphics.

The CBC test will employ 700 terminals rotated among 1,400 homes. The CBC and the Department of Communications will also locate user terminals in CBC regional offices and a number of public locations across Canada. In addition, teletext signals will be distributed by way of satellite by the CBC and will be accessible to anyone with a privately-owned teletext decoder.

### Incentives for special uses

The federal government has announced that certain disadvantaged groups who wish to initiate Telidon projects may be eligible for assistance under a federal initiatives program.

The \$1-million program will aid non-profit groups who want to make use of

Telidon for special applications. Those eligible under the program include consumer organizations, women's groups, natives and the disabled. Preference is being given to projects that demonstrate innovative and practical applications of Telidon in meeting the special needs of these groups.

The federal government is also investing \$750,000 in a project to be undertaken by Vidéotron of Montreal to develop and test a device that enables a cable-TV subscriber to switch from one type of service, such as cable TV to another, such as Telidon, pay-TV or home computing.

The company has developed a decoder called the System for Information on Demand (SID). The device is technically an interface between the TV set and the cable. It will function as a cable TV converter enabling the user to switch channels, control the reception of Telidon information services, deliver "pages" of information at the user's command, store software for personal computers, and permit access to remote locations for alarm services.

Vidéotron is already distributing an electronic newspaper with *La Presse* of Montreal as part of a project called Intervention in which Telidon technology is being used.

### Available at shopping centres

In October, London Free Press Holdings Limited of London, Ontario announced that it was setting up a Telidon-based in-



Fifty-two Canadian companies will install Telidon equipment in 1982.