



VIDEOTEX – THE RACE IS ON

A new technology which unleashes a vast potential for the personal computer is now here. So valuable is its potential, that personal computer giants such as IBM and Apple have moved quickly to offer it. So vast is its promise, that some are calling it a brand new medium, unlike print, TV or even traditional computer communications. Communications leaders such as AT&T, CBS, the Times Mirror Group, Infomart and others are pouring millions of dollars into developing its potential.

It's called videotex. Already, it is a growing force in today's computer communications marketplace. Many observers feel that videotex is at the same take-off point where personal computers were four years ago, and that before the end of the decade, it will have become an integral part of business, institutional and home systems. Hardware or software suppliers which fail to find themselves in the videotex running — and quickly — could well find themselves out of the race. For good.

This brochure outlines some of the major trends in the merging of videotex and personal computer technologies.

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