



THE ARMCHAIR MEDIUM

One of the great advantages of videotex is its convenience and ease of use. Even people who are unfamiliar with computer technology or programming can and do use the system without training or assistance. Consumer-oriented videotex systems have step-by-step easy-to-follow instructions enabling the user to retrieve any one of thousands of pages of information on the system at his or her command. And if a transaction takes place, such as an airline or hotel reservation, the system instructs the user so that arrangements once made only by qualified travel professionals, are carried out with the same ease as using an automatic teller machine for banking transactions.

Where commercial services exist, information is available when the consumer wants or needs it, whether it's a Sunday morning or after midnight. Consumers can browse through, say, a selection of travel and tourist advertisements featuring Caribbean resorts, then home in on a particular service for more detailed information, book a room, an airline ticket and rent a car without moving from the comfort of the armchair and without tying up a travel agent through a lengthy search process.