

Telidon looks to sales in U.S. and Australian markets

Telidon, Canada's two-way television technology, is making headway in both the United States and Australia.

The American Telephone & Telegraph Company of New York has announced that it has adopted technical standards that favour the Canadian interactive television system.

Samuel Berkman, AT&T's chief of information management, said at a news conference at the Videotex '81 trade show in Toronto that the Canadian system was "inherently compatible with the company's standards".

The decision by AT&T is considered important by videotex manufacturers because that company controls 80 per cent of telephones in the United States and is expected to be a major participant in the videotex market in the U.S.

The standard announced at the trade show is a sophisticated version of the Telidon system, offering better picture quality, clearer colour and more animation. Canadian manufacturers will easily be able to adapt their technology to meet the new standard, said Mr. Berkman.

AT&T expects to begin manufacturing its own terminals in another year but Mr. Berkman said that "the early development work that has gone on in Canada will give your manufacturers the edge, at least for now".

All the videotex systems now available offer basically the same services: they bring news, advertising, banking, shop-

ping, education and other information into the home over telephone lines, cable or broadcast systems.

Major breakthrough

Federal Communications Minister Francis Fox said the announcement by AT&T was a major breakthrough for the Canadian technology that would open the American market to Canadian manufacturers.

About 20 Canadian companies are manufacturing Telidon equipment or providing related services. Communications officials have estimated that the market for videotex systems could total more than \$12 billion a year in North America by 1985 with the Canadian market accounting for about \$1 billion annually.

"All the major players in Canada now have an opportunity — if they move quickly enough — to make big sales, not only in the United States but around the world," said David Carlisle, president of Infomart, Canada's major manufacturer of Telidon.

Following the announcement, Mark Norton, president of Norpak Limited of Ottawa, said his company will begin shipping 5,000 terminals to the United States by the end of this year.

California's Apple Computer Incorporated, one of the two largest home computer manufacturers in the world, recently announced that it will be marketing in the U.S. a Telidon attach-

ment designed and manufactured by Norpak. Apple's Canadian and European subsidiaries will sell the same product in Canada and overseas. The company has sold more than 200,000 personal computers world-wide since it began operation in 1976.

Those users who want the Telidon attachment will be able to add it themselves simply by slipping it into an empty slot inside the machine. New models in retail computer outlets will have the Telidon capability available as an extra. The Telidon interface card, as the attachment is called, should be ready before the end of the year. Norpak expects to produce about 25,000 of the cards beginning this summer. Once the attachment is ready, Apple users will be able to gain access *via* telephone lines to information banks that are now being created by several groups in North America.

First sale in Australia

Norpak Limited and Hemton Corporation of Ottawa have also signed a joint \$3-million agreement to sell Telidon components to an Australian manufacturer, marking the first time the Canadian system has broken into that market.

The Australian manufacturer, Consolidated Electronic Industries of Melbourne, will build the Canadian parts into a new line of videotex products that will be marketed throughout Australia. For Norpak and Hemton the sale is the largest either company has made outside North America. Norpak will be selling equipment to the Australian company for about 1,500 home terminals.



Telidon units like these are being manufactured by Norpak Limited.

Killam awards announced

The Canada Council has approved awards totalling over \$1 million to 29 Canadian scientists and scholars in the fourteenth annual Killam competition.

The Killam awards are made possible through a bequest of the late Dorothy J. Killam and a gift made by Mrs. Killam before her death. They are intended to support scholars engaged in research projects in the humanities, social sciences, natural sciences, medicine and engineering and interdisciplinary studies within these fields.

The recipients are chosen by the Killam selection committee, which comprises 13 eminent scholars representing various academic disciplines.