

DELPHICRAFT INC.

COMPANY OVERVIEW

Delphicraft Inc. is a small company whose major concerns are the development and marketing of content for videotex databases. Formed in 1982, the company brings together the talents of its principals in the areas of marketing and videotex services. President Collin Craig had 14 years experience in marketing consumer goods and services before joining Delphicraft, and Neil Naft, Director of Operations, worked on the Canadian government's videotex program from 1979 to 1982, directing the public awareness program in Ontario, liaising with the industry and conducting research into potential services.

EXPERIENCE

Database Design:

- **TVQ** — a fully searchable database designed to provide easily accessible detailed information about the film industry.
- **SportsFax** — a detailed statistical sports information package for the dedicated fan. This is an advertiser-supported database which can operate in public locations.

Market Studies:

- **Mall Information Systems in Canada**, prepared for a major U.S. corporation.
- **Public Access Information Systems in North America**, prepared for a major U.S. corporation.

- **The Market Potential for Legal Information on North American Videotex Databases**, prepared for Concord Publishing.

PRODUCTS AND SERVICES

A growing number of database packages for distribution are available or can be designed to order. These include:

- Entertainment
- Sports
- Direct marketing
- Education
- Children's stories

Consulting services to develop videotex applications for clients focus on six major areas:

- **Analysis of Opportunity:** Delphicraft analyses all aspects of the information chain, including the needs of information providers and information users.
- **System Configuration:** Delphicraft analyses clients' requirements and determines the degree to which the system should be centralized, the extent of local processing required, the level of interactivity and the types of peripherals and interfaces needed for the most effective videotex system.
- **Database Design:** Delphicraft analyses many factors in constructing a database, including the various sources of information and the orientation of the users of the system.
- **Page Creation:** Under Delphicraft's supervision and working to its strict guidelines, pages will be produced by the artists whose talents can best be adapted to a client's needs.

- **System Management:** Delphicraft will examine the many factors which must be taken into consideration as the traditional business "make or buy" analysis is applied to this new technology.
- **Marketing the System:** The objective is to get the target audience to use the new system, and to use it properly, changing habitual ways of obtaining and using information. To accomplish this objective, Delphicraft will work with its clients to develop and execute a full marketing plan, with an appropriate budget.

FUTURE DIRECTIONS/ TARGET MARKETS

Over the next two years Delphicraft will become established as an electronic publishing house, syndicating databases to systems around the world.

FOR MORE INFORMATION

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