A Common Standard

ONE STANDARD
In North America, the technology of videotex has been standardized, a factor which allows different videotex systems to be compatible. In North America, the standard is known as NAPLPS (North American Presentation Level Protocol Syntax).

The NAPLPS standard has been adopted by AT&T, IBM, Times Mirror, Knight Ridder and other communications companies. In Canada, which helped develop the NAPLPS standard, it is known as Telidon.

AN INEXPENSIVE SOLUTION
The only equipment needed to receive videotex is a terminal and a keypad or keyboard. Even newcomers quickly become comfortable with the medium. A menu instructs the user how to proceed to one area of information or another.

To generate videotex-based information, a terminal, keyboard, encoding device and electronic graphics tools for creating displays are required.

Most trained graphic artists take little time to adapt to the videotex format.