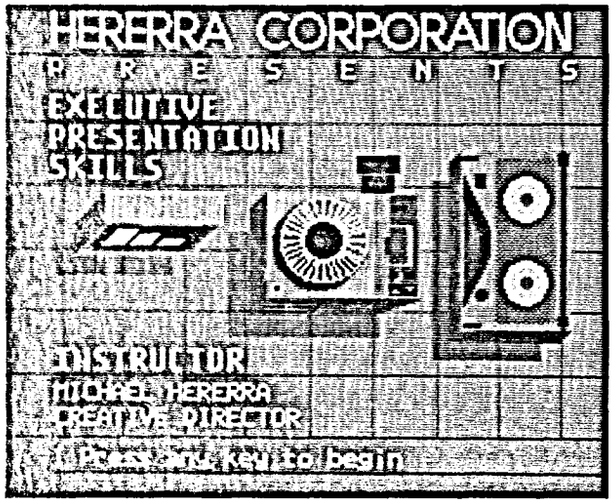

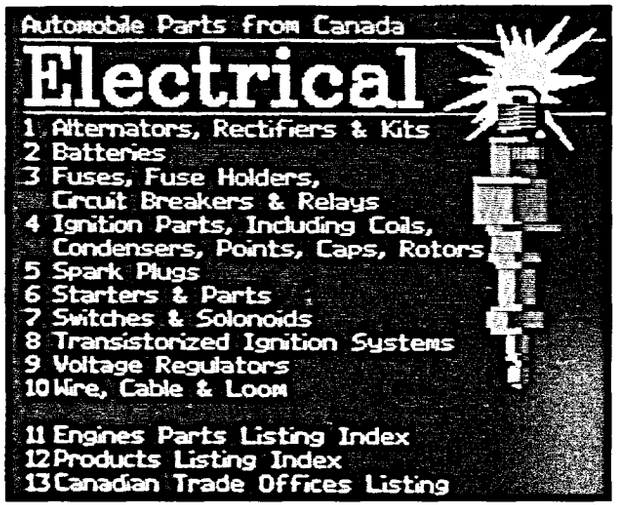

INTERNAL TRAINING AND INFORMATION

Videotex systems are being used as effective components of in-house training and information programs, complementing other technologies of the automated office.

A bank in England, for example, has installed a system which instructs employees on teller operating procedures, insurance sales and security.

IBM has developed an in-house network incorporating the NAPLPS protocol which it uses as an internal information network, but also as a testing ground for expanded services. The videotex network, for example, enables IBM-owned retail outlets to provide a "value-added service"; store managers use the service to request technical information, order merchandise or review inventory. The data also includes such features as an electronic software catalogue, facts on employee life insurance policies, division bulletin boards, corporate news, a personnel directory and internal electronic mail.

TRADE SHOW SIZZLE

Telidon-based units, either operating on a stand-alone basis or connected to remote data banks, are increasingly being used at trade shows, public exhibitions, conventions and displays to provide powerful merchandising packages.

Traditional exhibition media, whether video-tape, videodisc, or audio-visual, usually allow for only a canned, one-way message to be delivered. Because Telidon allows users to select specific information, it is far more flexible and information can be tailored to meet the needs of individual spectators. Combined with other media, such as videodisc, Telidon-based technology is emerging as an impressive new high-impact medium.