

WEATHER IN PICTURES: A NEW CABLE TV FEATURE

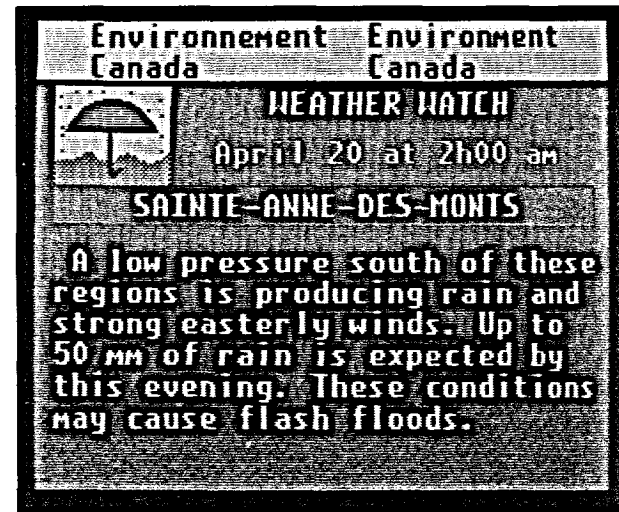
One of the most popular services being carried on cable TV in the Province of Quebec is the weather forecast.

It wasn't always that way.

The service, carried into 800,000 homes and viewed on a dedicated weather channel, used to appear only as text.

Now, Environment Canada has developed a system which presents the information in a full-colour NAPLPS graphic format, using symbols to depict weather conditions over various regions of the province as well as the rest of Canada.

Viewer reaction has been encouraging. Phone calls and letters to the various cable companies in the province demonstrate a preference for the graphic presentation, as users are now better able to interpret and to remember the information.



In fact, text is hardly used at all except as a title for each page of information to help identify the region and forecast range - be it one, two or five days. In addition, space at the bottom of each page can be used for advertising purposes.

In all, 24 symbols have been created to depict various meteorological possibilities. For example, an illustration of the sun means it's going to be a sunny day, an open umbrella represents rain, freezing rain is depicted by a drop of water with an icicle attached to it, and so on.

In addition, daily temperature ranges are colour coded. Red figures represent the daily maximum and blue the minimum temperature. Because of the graphics capability of videotex, storm warnings can be easily highlighted.

For further information, contact:
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Crown Assets Disposal Corporation

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GOVERNMENT SUPPLIERS USE VIDEOTEX TO SEARCH FOR BUSINESS OPPORTUNITIES

One of the problems facing government suppliers is to know what contracts are open for tenders at any given time and which ones have been awarded.

Frequently, if they rely on the mails to bring them this information, it is too late to act upon.

That's why the Canadian Department of Supply and Services recently decided to make its Bulletin of Business Opportunities available in a NAPLPS videotex.

Through terminals located across the country, potential suppliers now have instant access to this information.

The system, developed by Infomart, is simple. Users search the needed information by department or product.

In addition to its convenience, the system is far less expensive to operate than print- and mail-based systems.

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