

## **COMPANY OVERVIEW**

Videotex Atlantic Limited is a full-service agency for the design, production and management of videotex programming and databases for business and industry. The company represents major videotex software and hardware manufacturers and provides equipment for sale and rental. Videotex Atlantic, incorporated in 1982, is owned and operated by Atlantic Canadians.

Videotex Atlantic is a founding member of a national network of videotex companies. It can respond to the videotex requirements of its clients anywhere in North America.

Videotex Atlantic provides full-colour, NAPLPS-compatible graphics and text for presentations, promotions, advertising and merchandising. Presentations are developed by a creative and informed team of professionals.

Videotex Atlantic provides complete system design and management, including internal and external corporate communications systems and networks. As well, Videotex Atlantic is active in the development of innovative videotex software and hardware for a variety of applications.

## **EXPERIENCE**

The principals of Videotex Atlantic have been involved in the videotex industry since 1980. Strong backgrounds in retail advertising, traditional broadcasting and corporate communications are brought by the creative staff to all assignments.

Videotex Atlantic has developed a reputation for comprehensive, creative videotex presentations in many display formats, including:

- Major videotex presentations for a variety of corporate clients such as Mobil Oil Canada Limited, Novatron Information Corp., and a number of shopping centres and other retail operations.
- The production of tradeshow and convention directories and information databases.

## **PRODUCTS AND SERVICES**

Videotex Atlantic provides creative, management and consulting services. Services and products can be used for:

- Advertising
- Tourist promotions
- Sales presentations
- Cable TV programming
- Tradeshow presentations
- Conferences
- Education and training
- Electronic messaging
- Guides and directories

Videotex Atlantic's creative services feature the design and production of:

- Videotex audio-visual presentations
  - Page creation with full-colour NAPLPS text and graphics
  - Program revision and updating
  - Videotex-videodisc programming
- Videotex Atlantic also provides:
- Custom 35 mm slides using the new technology for fast turn-around.

- The identification of corporate communications requirements and appropriate videotex applications for business and industry.
- Short and long-term management of videotex databases; in addition, client staff can be trained to assume full management responsibility for videotex systems.
- Equipment rental and leasing, as well as sales with full equipment maintenance and technical support.
- A complete selection of videotex equipment from decoders and page creation units to large-screen terminals and public display booths; all the major manufacturers are represented through a network of associated companies.
- All the necessary equipment for a single-screen, stand-alone presentation or a full system for a convention centre, shopping mall or other large installations.

## **FUTURE DIRECTIONS/ TARGET MARKETS**

Videotex Atlantic will continue to service the videotex communications and marketing requirements of business and industry, with emphasis on the retail consumer market. Unique and creative applications in the new technology will be a specialty, as will convention and trade show advertising and information databases. Cable television and teletext/videotex programming will be

an area of emphasis and development. Videotex with audio capability is a major research and development investment for Videotex Atlantic.

## **FOR MORE INFORMATION**

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