

## COMPANY OVERVIEW

Teleglobe Canada is a Crown corporation with a mandate to bring Canadians affordable and reliable international telecommunications services. Over 200 countries are linked through Teleglobe's network of satellites and undersea cables. Public services that are derived from these advanced telecommunications systems include telephone, telegraph, telex, Globedat, Intelpost, Imarsat, private Satellite Business services, Globetex, Teletex and Novatex.

## EXPERIENCE

Early users of *Novatex*, a computerized international business information service, were Canadian Embassies and High Commissions in various parts of the world. These include 15 locations in Europe, 3 in the Far East, 2 in South America and 10 in North America.

## PRODUCTS AND SERVICES

*Novatex* is a computerized international business information service based on NAPLPS. *Novatex* provides decision makers with instant access to data banks of condensed, high-value business information through one convenient source. *Novatex* offers managers a significant improvement over other information services because it is centralized, up-to-date, pleasingly presented in text and graphics, and easy to use.

The attractive, easy-to-use terminals may be modified television sets, multi-use terminals or dedicated monitors. The *Novatex* data bank can be accessed via a hand-held alphanumeric key pad over normal dial-up telephone or data lines.

*Novatex* will prove useful to organizations doing business internationally.

*Novatex* users can generally access information supplied by the following departments of the Canadian government:

- External Affairs
- Industry, Trade and Commerce
- Canadian Government Office of Tourism
- Employment and Immigration Canada
- Agriculture Canada
- Foreign Investment Review Agency (FIRA)
- Fisheries and Oceans
- Statistics Canada

*Novatex* offers users three major types of services:

### Specialized business applications:

Information and transactional services, custom designed for specialized sectors, are provided on-line by established information providers in each sector. These services are of interest to executives who at present must rely on multiple sources to satisfy their information needs.

The major value of these applications includes ease-of-use and instantaneous updating from a single source, available to users on an optional subscription basis. One of the most important specialized applications now available is in the securities and commodities area.

### General business applications:

The *Novatex* data bank includes a wide spectrum of data directed towards the general business user. It includes:

- Continuously updated business news services and price performance of top stocks
- International commodity and monetary information
- Statistical trends and other data relating to international trade

The basic subscription fee permits access to this general business information and to messaging and other standard system features.

### Corporate applications:

Space is available in the data bank for use by multinational organizations in private applications for a low-cost fee. *Videotex* has been used successfully by a number of organizations for internal services. *Novatex* provides the opportunity for international expansion of these applications, which may include:

- Company management information
- Marketing support
- Worldwide messaging

*Novatex* has the following advantages:

- Single information source
- Concise information
- Instant 24-hour access
- Regularly updated
- Simplicity of use
- High-quality text and graphics
- Cost effective
- Interactive
- Messaging
- Transactional capability

## FOR MORE INFORMATION

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