AN AID TO INTERNATIONAL TRADE

When Canada's Department of External Affairs wants to promote Canadian products and services at international trade shows it uses an interactive videotex system based on Telidon-NAPLPS technology.

The system is particularly adaptable for use in many countries, as data can be made available in German, English, French, Japanese or other languages. Because it's so easy to use, even for those unfamiliar with videotex, it is especially valuable in exhibition environments.

The system is known as the Avcor Information Display System. It gives visitors a chance to obtain specific information on Canadian firms interested in exporting.

The information can also be reproduced instantly in letter-quality report format.

The system combines the portability of microcomputers with the graphic capabilities of videotex. It can also monitor and store vital information on any visitor tapping the keyboard for follow-up by Canadian firms.

Information on each company in the database is displayed in colourful graphics and text.

The system features a modelled response questionnaire known as Telimodel which draws criteria from a specific database to respond to user requests.

The modular nature of the software offers a complete opinion poll program with immediate statistical analysis of market research data on visitors which can quickly be printed and forwarded to exporting firms.

The system is now being further developed by Avcor Limited of Toronto to include voice response and recognition.

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