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**THE ULTIMATE COMMUNICATION TOOL**

But the analogy to paper falls down when we explore the powerful characteristics of videotex more closely.

**IT IS AT ONCE:**

- a highly sophisticated replacement for traditional audio-visual presentations, equally at home in the board room and at exhibitions and trade fairs, where the power of videotex can be used to create stunning briefings, promotional material, sales-oriented presentations, other training packages, or high-impact presentations tailored to the user's needs;
- a powerful graphics medium in which high-resolution creations using a choice of thousands of colours become simple and inexpensive to execute;

