

1000 Parts From Canada

# Electrical



- 1 Alternators, Rectifiers & Kits
- 2 Batteries
- 3 Fuses, Fuse Holders
- 4 Circuit Breakers & Relays
- 5 Ignition Parts, Including Coils
- 6 Condensers, Points, Caps, Rotors
- 7 Spark Plugs
- 8 Starters & Parts
- 9 Switches & Solenoids
- 10 Transistorized Ignition Systems
- 11 Voltage Regulators
- 12 Wires, Cables & Looms
- 13 Engines Parts Listing Index
- 14 Products Listing Index
- 15 Canadian Trade Offices Listing

### OTHER TRAVEL APPLICATIONS

While direct-to-the-home videotex service is generating most of the headlines and excitement these days, it is important to recognize that videotex is a medium that offers many more possibilities than the delivery of computer communications services to the home. Some applications require minimal investments. A few examples follow, many of which could be applied to companies and organizations in the travel and leisure sector.

## B AMERICABANK

### CURRENCY RATES

10:15 JANUARY 19, 1984

COUNTRY	CURRENCY	US \$ EQUIV	
		THURS	WED
ARGENTINA	PESO	.04123	.04123
AUSTRALIA	DOLLAR	.9015	.9016
AUSTRIA	SCHILLING	.05083	.05058
BELGIUM	FRANC		
	COMMERCIAL RATE	.01758	.01740
	FINANCIAL RATE	.01723	.01711
BRAZIL	CRUZEIRO	.001018	.001018

1 CURRENCY RATES CONTINUED  
2 DEAK-PERRARA INDEX

- Small, inexpensive stand-alone units, costing about the same as a personal computer, are already in use at exhibits and trade shows, providing powerful sales, promotional and advertising information.
- With video projection units, videotex is replacing traditional 35 mm projectors for audio-visual briefings, "travelogues" and sales.
- Videotex systems, located in shopping malls, stations, airports, hotel lobbies and public plazas are being used to advertise services and provide information.
- Videotex units are being used within stores, banks and other commercial outlets to provide high-impact advertising and promotional messages to on-premises customers. Many of these already include travel information.
- At hotels, they provide information on convention activity and other services.
- Videotex is being used in the office to bring the business manager or executive information such as up-to-the-minute stock, commodities, and money market activities, currency exchange rates and other business information.
- Some companies are using videotex as a training tool, to familiarize new employees with procedures and operations.
- Combined with other technologies, such as videodisc, they are providing a powerful new user-selectable advertising and promotion medium, with full TV production values.