



NAPLPS: ONE STANDARD

Fortunately, videotex systems in North America are standardized, so there's no need to worry about the problem of incompatibility.

The North American Presentation Level Protocol Syntax (NAPLPS) is North America's standard for videotex. The NAPLPS standard is based on Canadian-developed technology and, in Canada, is known as Telidon.

NAPLPS is the world's most advanced videotex protocol, capable of producing the high-quality graphics merchandisers require and consumers demand. Only NAPLPS equipment can provide the detail and range of colours to produce sophisticated graphics such as company logos, and product presentations. All of the major videotex services in North America use the Telidon - NAPLPS standard, and, since it provides for compatibility, few videotex operators would consider opting for a system which does not adhere to the standard.

JOIN THE MAJOR PLAYERS

Times Mirror, Videotex America, Knight Ridder, AT&T, CBS, CompuServe, CompuCard, and other major players are operating NAPLPS services throughout the United States and Canada, carrying information, advertising and transactional services from leading merchandisers.

With the start-up of full commercial service in Canada and the U.S., it is clear that videotex is poised for expansion as a major consumer medium. Retailers and businesses which do not investigate and gain early experience with videotex may well find themselves in a commercial backwater. By the end of 1984, videotex service will reach many of the major market areas in the U.S.

