

COMPANY: INFOMART (Grassroots)

511-1661 Portage Avenue  
Winnipeg, Manitoba  
K3J 3T7

**CORPORATE INFORMATION:**

Infomart was established in 1975 by Southam and TorStar and operates three videotex services out of three Canadian cities: Grassroots (Winnipeg), Teleguide (Toronto) and CANTEL (Ottawa).

**Related companies:**

Infomart Telidon System Software (International Sales operating out of Toronto)  
Southam Communications (major shareholder)  
Videotex America (joint venture with Times Mirror)

VIDEOTEX SERVICE: GRASSROOTS

**MARKET INFORMATION:**

Number of Users: 1600  
Type of users: primarily farm (residential & business)  
Market projection: not available  
Initial System: Winnipeg, Manitoba  
Market Area: available throughout Canada  
expansion into U.S. begins July, 1984 in Delaware, Virginia and Maryland  
User charges: \$15 / month or \$150 annually

**TECHNICAL ENVIRONMENT:**

Terminals supported: Telidon terminals or FC's with Telidon software decoder  
Network: Telephone: direct dial, Datapac, iNET and specialized local phone services such as Agritex (Saskatchewan)  
Cable: available through cable on a trial basis in Thompson, Manitoba  
Central Computer: DEC VAX-11/780 (duplex) operating under VMS  
8 Megabyte /CPU, 768 Megabyte disk storage /CPU  
Videotex Software: ITSS (Infomart)  
Page Capacity: unlimited  
Input format: Standard ASCII formatted data;  
Telidon / NAPLFS pages  
Graphics: NAPLFS