INTRODUCTION

Videotex is a relatively new technology. From all indications, it is emerging as a major new computer communications medium which will reach widespread use in homes, offices, schools, business, governments and other organizations across North America before the end of the decade. Already, full commercial systems and services have begun, and videotex is being used for literally hundreds of applications around the world.

Videotex makes possible the delivery of computer-based information, educational material, advertising and transactional services through ordinary telephone lines or cable. Information, in text and colour graphics, is displayed either on a TV set, a computer terminal or a monitor.

Market surveys report that the growth of videotex will be spectacular throughout the rest of the decade, and many market researchers see it as a universal computer communications medium.

The inauguration of large-scale commercial videotex services throughout the United States and Canada by computer, communications and publishing giants such as AT&T, Knight Ridder, Infomart, Times Mirror, Cox Communications and others has led to increased interest in, and knowledge of, the new medium.

TELIDON IS NAPLPS

In North America, videotex has become standardized. A single videotex standard has been accepted for use on the continent. Known as the North American Presentation Level Protocol Syntax (NAPLPS), the standard ensures the orderly development and spread of videotex and provides for compatibility among systems and services.

Although other videotex standards exist, NAPLPS became the agreed-upon standard because of its superiority over other systems. The NAPLPS standard ensures high-quality and high-resolution graphics, incorporates an elegant coding scheme which reduces information transmission and storage costs, and is designed not to become obsolete, even if there are future changes in display technology.

North American videotex began with the invention of Telidon in an Ottawa, Canada research laboratory. Telidon was first demonstrated in 1978 and was immediately recognized as a superior videotex system. Since then, the technology has been refined and accepted as the North American standard. Today, NAPLPS and Telidon are identical.

Because Telidon was first invented in Canada, Canadian companies have built up enviable expertise and capability in Telidon-based technology and services. Since Telidon was first unveiled, an ambitious and aggressive program of technology development, pre-testing, market trials, and commercial services have given Canadian companies more experience in videotex systems than any other companies.

The result: a number of Canadian companies are now recognized as world leaders in videotex technology, systems and services. They have been the choice of businesses and other organizations throughout the continent and around the world for videotex products, equipment, systems and services. Now, they are ready to provide your organization with state-of-the-art videotex products and services, and advice in planning and designing systems and applications.

NAPLPS CERTIFICATION

To ensure that a particular set of equipment or software meets the NAPLPS standard, a test package has been devised. The package consists of more than 150 electronic pages of information, covering all NAPLPS features. Users can call up the test pages by accessing the test database and verify the accuracy with which their equipment or software handles the test pages by copying the pages displayed on their equipment to a hard-copy version. For more information contact the Technology Division of the Department of External Affairs, Ottawa, Canada at (819) 994-4445.