



### INFORMATION: AN URGENT NEED

Citizens everywhere need timely, accurate and relevant information. And they have a right to it. The task of providing need-to-know information is one of the major problems facing modern governments at every level - national, regional and local.

Increasingly, governments are turning to new technologies such as videotex to help solve the massive problems of effective public communication.

Videotex is already playing an important role in many government information programs. With videotex, an inquirer has only to tap a few keys on a keypad to receive up-to-the-second information on thousands of subjects. The information is prepared on pages with text and full-colour graphics and appears on TV displays. It's available instantly. The tourist, for example, can find his way to the exact park with a vacancy for his camper, with the aid of a videotex-created map.

The farmer has the latest spray rate for his particular herbicide at his fingertips. Not only



that, but he knows what the weather conditions will be in the next 24 hours so he can judge whether it's safe to spray or not.

The unemployed miner is provided with a list of jobs fitting his specifications from a centralized job bank. He's put in touch with prospective employers from coast to coast without the expense of random travel.

And the commuter learns that Main Street is blocked because of sewer construction and is given an alternate route on a map to speed him on his way.

The public is hungry for information. A high percentage of the time of any government body is taken up with answering public enquiries.

### VIDEOTEX: SOLVING THE INFORMATION DILEMMA

With a videotex two-way information system, complete with full-colour graphics, charts and maps, many of these enquiries can be handled automatically at a fraction of the cost of maintaining an enquiry staff or of using other methods.

Videotex can answer the most urgent need of any government department or private citizen. It can provide the public with up-to-the-minute answers on almost any question likely to be asked.

This brochure demonstrates some of the ways governments at all levels are already using this exciting new technology with their publics.

### VIDEOTEX?

Videotex is a way of generating, storing, transmitting and displaying not only text, but high-quality colour graphics as well. One of its most popular and growing uses is as a two-way communications medium.

A person with a keypad, videotex decoder and TV set or colour monitor can access any one of tens of thousands of "pages" of information from data banks. The information is displayed instantly.