

While many Telidon systems require information to be transmitted from a data bank to a user, some operate as stand-alone systems, in which all of the pages are stored at the user terminal. These stand-alone systems are ideal for such purposes as audio-visual presentations, replacing traditional 35 mm slide presentations with sophisticated electronic productions at exhibitions, displays, shopping malls and similar publicly accessible places.



SIMPLICITY: THE KEY

The simplicity of the system — a user can master it instantly with no previous computer experience — and its elegant graphics capability remove many of the shortcomings of other computer communications media. Because the user has the power to select what information he or she wants, it is much more flexible and powerful for many purposes than one-way-only media such as print and broadcasting.

Videotex can be an instant slide show, with slides being created layer upon layer before the viewer's eyes in thousands of tints and hues. It has proven to be especially valuable for many types of advertising, precisely because the user can select and home in on the specific information he or she wants or needs. And it can be available 24 hours a day, seven days a week. Information can be instantly and painlessly updated, so that data are never outdated.

Join us for a glance at how Telidon technology and systems are being used today, effectively and profitably, by many businesses and organizations.

