

COMPANY OVERVIEW

Marconi Baird Inc. is a Canadian-owned and operated information management company specializing in content for use in the videotex system. Its head office is in Toronto.

The company was one of the first in North America to devote most of its resources to videotex, particularly content.

It was the first to:

- Introduce videotex city guides to North America.
- Design corporate in-house staff training applications.
- Use videotex in major economic comparative models between Canada and the United States.

Although Marconi Baird is a small, entrepreneurial corporation, it nevertheless has undertaken more research and development into user trends than any other company in Canada.

This extensive research, which enables it to assist clients to an unusual degree in organizing their information requirements for the videotex environment, has been gathered from participation in three of Canada's major databases during critical field-trial periods. One of the databases, NOVATEX, has enabled Marconi Baird to research the needs of international clients.

Marconi Baird specializes in services to the business community, especially in the areas of banking, finance and tourism, where its experience has been most extensive.

Marconi Baird's background has been firmly planted in the electronic media for over 25 years. It knows how information is best formulated for various groups. It prides itself on the organization of such information (database design) and on the continuing and expanding user acceptance of its years of practical experience in this complex field.

EXPERIENCE

Marconi Baird's clients include:

- The Government of Canada
- The Province of Ontario
- The Royal Bank of Canada
- Thomas Cook Travellers Cheques
- Rothman's of Pall Mall
- The Canadian Federation of Labour
- Bell Canada
- Dylex Limited

These major corporations and governments have chosen Marconi Baird for the wide variety of videotex services it provides. Marconi Baird creates some 6,000 videotex pages in the course of a year.

Its creative output has been chosen for demonstration purposes in London, England, and at Videotex '81 (Toronto), Videotex '82 (New York) and Videotex '83 (New York).

PRODUCTS AND SERVICES

- Consultation
- Database management
- Page creation
- Application design
- Information management
- Innovative in-house specialized materials for training and senior management referencing

FUTURE DIRECTIONS/ TARGET MARKETS

For the past three years, Marconi Baird's emphasis has been on the Canadian market.

Now, with this experience and three field trials behind it, Marconi Baird is ready to serve clients in the United States, Europe and the Pacific Rim countries. In the event of major contractual agreements, Marconi Baird would be willing to investigate establishing an office in your area.

FOR MORE INFORMATION

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