

# TELETHOUGHT

## COMPANY OVERVIEW

Telethought's aim is the development of superior content for use in videotex systems to ensure that the final product meets the requirements of the end-users.

Telethought has provided content research, database design and management, and graphic production for many different clients with very different needs. It has developed substantial content for all three of Toronto's NAPLPS systems — Teleguide, Vista and Videopress — as well as stand-alone systems.

Though most of its initial achievements have been with domestic systems, Telethought plans to pursue the international market with greater intensity. Recent research trips to Great Britain and the U.S. have been the first steps towards serving foreign videotex services.

Telethought's personnel have backgrounds in journalism, graphic design, mass media, conventional video production, and computer operation and programming. Their experience and capabilities go beyond using the products of one company or another.

## EXPERIENCE

Recent major projects include:

- An exclusive agreement to provide Key Publishers with videotex-related consulting and production. At the time, Key was involved as a major information provider for the Toronto Teleguide system.

- An ongoing consulting assignment to provide management and technical liaison to Videopress, an in-mall videotex system operating in four Canadian shopping centres (including Toronto's Eaton Centre).
- Two substantial stand-alone NAPLPS databases created for the Ontario government, including the electronic information system used by its Ministry of Natural Resources at the Toronto Sportsmen's Show.

In addition, Telethought has been a major user of Cableshare videotex and frame creation equipment, and has played a significant role in its development.

## PRODUCTS AND SERVICES

Telethought has developed an extensive line of content packages which can be easily modified for any kind of videotex system. Among the packages it can supply are:

- Transit guides
- Entertainment listings and reviews
- Store/mall directories
- Educational material (including a complete metric information/conversion guide)
- Catalogues
- Quizzes and contests

Telethought can also:

- Develop made-to-order content packages, whether for a stand-alone application or one or more existing NAPLPS systems.

- Assist, on a consulting basis, new database systems in creating and developing user-oriented content.
- Service existing systems. Services can extend to libraries of computer graphics and providing accessories such as low-cost computer diskettes.
- Supply training on hardware and software which continues where the manufacturers' support leaves off. Telethought can give practical training on how to get the most out of a system.
- Assist firms and advertising agencies that wish to exploit videotex as a method for reaching the public with their messages.

## FUTURE DIRECTIONS/ TARGET MARKETS

Within the next two years, Telethought plans to offer many content services in a manner which will provide new sources of revenue for system operators. This will involve an increase in export marketing, as well as solidifying its domestic base.

Telethought will also be exploring ways to involve the growing number of home-computer owners in the videotex marketplace.

## FOR MORE INFORMATION

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