

## Control Units

Are consumers willing to pay for videotex control units? Do they prefer buying or renting them? At what cost? What type of control is preferred? What relationship do home computers and video games have to videotex controls?

What's the best strategy for a control unit manufacturer to pursue? A videotex service provider?

Answers to these issues are provided in this section.

### How NEHST Consumers Evaluate Control Units

The NEHST questionnaire shows consumers three different kinds of videotex control units:

- A - **Handheld keypad:** Does information, advertising, banking, and shopping at home services, but **not** electronic mail. You attach it to your TV set. This unit is small enough to hold in one hand.
- B - **Keyboard without screen:** Does everything the keypad can, **plus** electronic mail because it has a control with letters and numbers, like a typewriter.
- C - **Keyboard with screen:** Does everything the keypad and keyboard without screen does, **plus** has its own built-in TV, allowing you to use home services at the same time other family members are using your regular TV to watch programs. Also, you can use it in a different room than the one where your regular TV is located, placing it on a table, a desk, etc.

The control units are described solely as videotex controls and not home computers, to avoid any biases on the part of consumers who may react negatively to home computers, but not videotex controls.