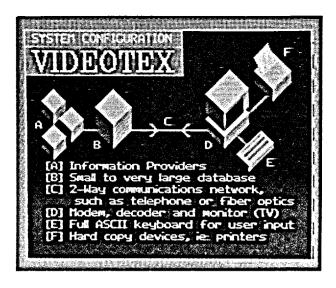
## VIDEOTEX -A PRIMER



Essentially, videotex is a protocol for creating. storing, transmitting and retrieving computer text and graphics. Videotex uses standard communications means - telephone, satellite or cable - to transmit information both in text and in full colour, high-resolution graphics, to a television set or computer monitor. With videotex, a user retrieves any one of thousands of "pages" of data at the touch of a few keys from data banks next door or thousands of miles away. Data can be displayed at the user's command on a terminal, which can be either a personal computer or a slightly modified home TV set, with a decoder attached. Alternatively, the user can store data on local storage media for later recall or processing, or output the data to printers or to 35 mm slide production facilities.



## **ELECTRONIC PAPER**

Consider the analogy to paper. A large publisher uses the same medium for a daily newspaper with a circulation of 200,000 as your neighbour does to tack up a hand bill on a telephone pole announcing a yard sale. Likewise, videotex, while expanding rapidly as a mass consumer medium, can also be used profitably for hundreds of applications, some requiring modest investment and little time or effort.