



### **WILL VIDEOTEX CATCH ON?**

Most emphatically, yes. Videotex was first used on a widespread commercial basis in Great Britain. In 1978, Canadian developments led to the invention of Telidon, a superior videotex technology which offers stunning graphics capability and a simple, elegant coding system which cuts down dramatically on the transmission time required to send and receive information. Since then, the technology has been tested, refined and put through a number of pre-commercial trials and commercial services in Canada.

It was the Telidon system that drew the attention of some of the major computer, communications and publishing giants in North America — AT&T, Times Mirror, CBS, IBM, Honeywell, NCR, Cox Communications,

Infomart, Knight Ridder and Apple, all of which are active in developing the technology. Some of them are already planning or have introduced full commercial videotex services.

The service in South Florida, to name one, is operated by Knight Ridder. There are plans by Times Mirror/Infomart to extend videotex to other market areas, as many as 20, in the near future.

Other services are springing up across the continent. Market surveys report that videotex will become extremely popular, first appealing to up-scale, affluent customers, then spreading to other consumers.

And while much of the excitement is centred on consumer services delivered through the living room TV set, a whole raft of special-purpose business and organizational applications is emerging, from shopping mall advertising and information systems, to audio-visual display units, to business-oriented information, to education and training applications to many others.

One of the reasons for the growth of videotex, even for small, special purpose applications, is that the technology is surprisingly inexpensive. Videotex is poised for take-off as a universal medium.

