



THE NEWEST CONSUMER MEDIUM

Videotex is poised for take-off as a major consumer medium, and home banking is destined to be among the core services of consumer videotex systems.

The trend points to home banking as one service among many delivered by videotex on an integrated system.

Videotex provides a diversity of services for general and specialized markets and every videotex user is a bank's potential customer.

Videotex offers a range of other services limited only by imagination itself:

- Stock brokers and investors use the medium to find out the latest stock prices, analyse trends and buy or sell shares.
- Economists can construct short- or long-term models and analyse them against a range of variables.
- Farmers across North America are using videotex to improve farm and crop management and to maintain up-to-the-minute details on investments. The latest weather information, feed and livestock prices allow for better crop and budget planning.

A screenshot of a videotex interface for American Bank. The screen displays a transfer form with the following text:

A AMERICAN BANK
TRANSFER
ARTHUR B. CORBIN
1 PERSONAL CHEQUING NO. 14-72556
2 SAVINGS NO. 487725
3 JOINT CHEQUING NO. 17-65423
SELECT FROM ACCOUNT [2]
SELECT TO ACCOUNT [1]
ENTER AMOUNT
WITH DECIMAL POINT [235.00]
TRANSFER COMPLETE
1 ACCOUNT STATEMENTS
0 GATEWAY TO SHOPPERS INDEX