



AUTOMATIC SALESMAN?

Recently, two North American auto manufacturers, Ford and Buick, have begun using Telidon as a dramatic — and effective — means to communicate detailed information about their products. The marketing potential of Telidon is only just beginning to be explored, but these examples demonstrate some of the potential.

The systems used by Ford and Buick are located in heavy public traffic areas (one is at an airport) and are used at automobile shows, showrooms and similar venues. Because of the interactive nature of Telidon, a whole new marketing and sales approach can be generated, in which information is tailored to the user's needs in a highly targeted and detailed manner.

With these systems, a user can call up information on detailed features of the product, which is presented on the screen instantly — with full colour graphics. Technical information, comparisons with other makes and models,

manuals, stylistic features, availability and pricing can all be summoned at the user's command. Touch-sensitive screens are employed and users are guided by a simple step-by-step menu-driven approach, with instructions appearing right on the screen. By entering name and address, the user can request follow-up information or ask a representative to get in touch. Built into the system is a complete statistics-generating capability covering frequency and time of use, user profiles, and others, which allows the marketer to continually monitor and evaluate the effectiveness of the medium.