

Novatex

from
Teleglobe
Canada 

Corporate Applications—

Space will be available in the database for use by multinational organizations for private, in-house applications. Videotex has been used successfully by a number of organizations for domestic in-house services; Novatex will provide the opportunity for international expansion of these applications. For example, applications may include:

Company Management

- Financial Information
- Monthly and annual reports
- Statistics
- Corporate news

Marketing Support

- Stock control and availability
- Stock ordering facilities
- Maintenance and technical data with illustrations
- Technical and service inquiry facilities
- Sales force coordination and feedback
- Market research

Intersite Communications

- Message facilities
- Presentation materials and graphics, teleconference support material

Training

The colour graphics and interactive characteristics of the technology are particularly appropriate for training programs, e.g. field force training.

Note: Private users will have access to the public sectors of the data base at the normal public charges.

Public Business Applications—

The Novatex data base will include a wide spectrum of data directed towards the general business user. It will include continuously updated business news services, performance and price of top stocks, international commodity and monetary information as well as statistical and other data relating to international trade.

THE ADVANTAGES OF NOVATEX

Concise information

- Significantly reduces time required for information research

Instant 24-hour access

- Saves time. Aids decision-making.

Regularly updated

- Ongoing instant availability of current information which is so necessary to the process of decision-making and planning.

Logical information structure,

Centralized information source

- Third party data banks can be accessed from the same terminal.

Simplicity of usage

- As easy to use as a pocket calculator. No specialized training is required.

High quality text and graphics

- Faster comprehension of business data (user). More effective presentation of information (information provider)

Cost effective

- Little or no capital investment (information provider). Cost compares well with all-text data base (user).

Interactive

- Information can be retrieved and manipulated to suit individual needs.

Messaging

- Provides instantaneous communication with other system users.

FOR FURTHER INFORMATION:

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