

# IMAGE BASE VIDEOTEX DESIGN INC.

## COMPANY OVERVIEW

Image Base Videotex Design Inc. was founded in early 1982 to provide a high level of creative and technical support to the NAPLPS industry. Since its inception, Image Base has been active in areas such as applications development, database management, content preparation as well as page design and creation.

Image Base is composed of a group of highly skilled individuals with extensive backgrounds in graphic design, advertising, computer consulting, public relations and marketing. It is a wholly independent Canadian corporation.

## EXPERIENCE

Image Base Videotex Design Inc. has provided service to a wide variety of organizations in both the public and private sectors. Among its clients are:

- Clark & Messenger Human Resource Communications: Image Base provided design, production, consulting and daily management of an employment database.
- The Ministry of the Solicitor General: Image Base wrote, designed and produced an extensive public information package on crime prevention which has been used as both an interactive and a stand-alone display, and has been shown throughout Canada.

- A large resource library involved in creating an international closed-user group database aimed at the design, architecture and construction industries: Image Base is providing consulting, production and management services.

## PRODUCTS AND SERVICES

Image Base Videotex Design Inc. offers a broad range of NAPLPS services including:

- Application development
  - Database design and management
  - Page design and creation
  - Consulting
  - Copy writing
  - Translation - English/French
  - Staff training
  - Transfer of NAPLPS pages to videotape, 35 mm slide and EPS tape.
- For in-house videotex applications, Image Base will work with a client to choose a system configuration that best suits its needs. Once the system is in place, Image Base can provide daily management services or train the client's staff on the most efficient means of creating, implementing and maintaining a videotex database.

## FUTURE DIRECTIONS/ TARGET MARKETS

Image Base Videotex Design Inc. will continue to expand its videotex involvement in the coming years, with particular emphasis on business and closed-user group applications of NAPLPS technology. As new applications and services develop, Image Base will continue to provide the high level of support and service needed to ensure the growth of this exciting new industry.

## FOR MORE INFORMATION

Image Base Videotex Design Inc.  
1011 Pape Avenue, Suite 2  
Toronto, Ontario  
Canada  
M4K 3V9  
Attn: Neil Black or Orest Stanko  
Tel: (416) 421-1958

**Image Base**  
Videotex Design Inc.