



**NAPLPS – WORLD'S MOST
ADVANCED VIDEOTEX TECHNOLOGY**

NAPLPS is the world's most advanced videotex system. Developed in Canada in the 1970s, it is now being used by all of the major North American communications and publishing companies offering consumer-oriented videotex services. In Canada, we call it Telidon, and Telidon and NAPLPS (North American Presentation Level Protocol Syntax) are identical.

Although other videotex systems exist, NAPLPS has become the North American standard because it is so obviously superior to competing systems. Its graphics capability allows the creation of stunning high-resolution graphics and drawings, using a choice from among thousands of colours in its palette. The NAPLPS protocol to create, store and transmit information uses a fraction of the storage and transmission requirements of other systems. As communication over long distances becomes more and more common, the NAPLPS parsimonious coding techniques are of tremendous cost-saving value.

Now that a North American standard has been adopted, the communication of graphics information becomes as simple and as standardized as the ASCII system has become for the transmission of text and numbers.