

## COMPANY OVERVIEW

For over half a century, the member companies of Telecom Canada, formerly the TransCanada Telephone System, have cooperated to serve Canada's telecommunications needs.

Using the latest in digital switching, fibre optics transmission, and satellite links, Telecom Canada provides customers with nationwide voice, data and image products and services. Telecom Canada operates the world's longest all-digital network, and is in the forefront of the digital revolution sweeping the telecommunications industry.

Telecom Canada's member companies provide a wide range of voice services.

## EXPERIENCE

Several Telecom Canada members have conducted research into the market possibilities offered by videotex. For instance, Bell Canada's VISTA trial, conducted under subcontract to Infomart, provided on-demand access to tens of thousands of pages of information supplied by more than 100 information providers.

At the same time, the Manitoba Telephone System has been operating the world's first commercial application of NAPLPS technology through its Grassroots service. Manitoba farmers use Grassroots to obtain a wide variety of agricultural information, including market trends, prices, commodity reports, weather conditions and much more.

Other videotex service trials are under way or have been completed by Alberta Government Telephones, B.C. Tel, Saskatchewan Telecommunications, NBTEL, Newfoundland Telephone and Maritime Tel & Tel.

## PRODUCTS AND SERVICES

On a national scale, Telecom Canada members have developed an intelligent network concept called *iNet 2000*™. This concept evolved in recognition of the need for more universal access to on-line information and other computer-based services.

The *iNet 2000* service offers a single point of access to satisfy all business information needs. It creates a user-oriented information environment through features such as:

- Electronic directory of service
- Automatic access to connected hosts
- Integrated electronic messaging
- Individual user profiles recognized by the network
- Summarized billing

*iNet 2000* can be entered from virtually any location in the country. Standard alphanumeric or NAPLPS videotex terminals can gain access via Telecom Canada's *Datapac*™ data network, the direct-dial long-distance network and dedicated circuits. Because *iNet 2000* can access *Datapac*, it can link to other packet-switched data networks in the United States and throughout the world.

The *iNet 2000* service simplifies the process of gathering, using and communicating information. It offers a

full shopping list of vendors and information, eliminating the need for the user to perform many administrative functions.

Since the network recognizes the individual user, its operation can be tailored to suit specific needs and levels of expertise. Managers, executives, salespeople or anyone else requiring simple but effective access to information can make the connection with *iNet 2000*.

## FUTURE DIRECTIONS/ TARGET MARKETS

A one-year field trial of the *iNet 2000* concept was launched in the Canadian marketplace in 1982, and a market trial will begin in 1983, pending regulatory approval. Some of the planned enhancements for the trial include system interworking and shared-screen capability.

Telecom Canada expects approximately 1,500 users from across Canada to participate in the market trial.

## FOR MORE INFORMATION

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The logo for Telecom Canada features the word "Telecom" in a bold, italicized sans-serif font, followed by a stylized graphic of several vertical, slightly curved lines of varying heights, and then the word "Canada" in the same bold, italicized sans-serif font.