COMPANY OVERVIEW

Infomart is one of Canada's leading electronic publishers. Through videotex, it provides instant access to useful information and services to mass audiences at affordable prices.

Formed in 1975, Infomart is a partnership of two of Canada's largest publishing and communication companies — Southam Inc. and Torstar Corporation. In Canada, it employs over 200 people, with offices in Toronto, Ottawa and Winnipeg.

In the U.S., Infomart has joined with Times Mirror Videotex Services of Los Angeles to form Videotex/America. This company operates videotex systems in the U.S., where it is Infomart's exclusive agent for videotex software and services.

EXPERIENCE

Infomart has been a major participant in the development of Canada's electronic publishing industry. During the last few years, it has gathered a wealth of experience in all key aspects of this new industry and has played a significant role in establishing NAPLPS's position as one of the world's most accepted videotex technologies.

PRODUCTS AND SERVICES

Infomart is active in all the essential aspects of electronic publishing. It operates systems, develops systems software and creates database content.
System Operation. Infomart's NAPLPS based operations include:
- **Grassroots:** An advanced videotex service for agribusiness and the first commercial NAPLPS system in the world.
- **Cantel:** The Government of Canada's videotex service providing government information through public access terminals across the country.
- **Teleguide:** A major commercial videotex service that provides a comprehensive visitors' guide to Toronto using hundreds of public access terminals throughout the city.
- **Private File Service:** Infomart's database search service for corporate and public sector clients. It is the most sophisticated information-retrieval software package, able to store, search and manage textual data.

Software Development. Advanced electronic publishing systems require specialized computer software to provide the services demanded by the marketplace.

Infomart's experience as a system operator has provided invaluable lessons in what software capabilities are required. The result of this expertise has been the design of Infomart NAPLPS System Software — Version Two. It has been designed from the ground up to be the most effective videotex system available.

The Version Two can support a very high transaction rate to perform update and retrieval functions efficiently. These include on-line links with other computer systems for:
- Electronic messaging
- Reservations
- Teleshopping
- Telebanking
- News wire feeds

The software also allows system operators to optimize the performance of their system based upon their own data traffic balance.

The Version Two comes with a complete package of functions, including security and statistics features to protect the operator's investment and assist in planning the growth of their service.
Creative Services. Infomart's third electronic publishing activity is the provision of complete services for the design and development of NAPLPS databases.

Infomart has large consulting and page creation groups in all three Canadian offices. Using a unique combination of computer and creative skills, Infomart offers information

providers a full range of services, including:
- Content selection
- Database design
- Production
- Maintenance
- Updating

FOR MORE INFORMATION

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