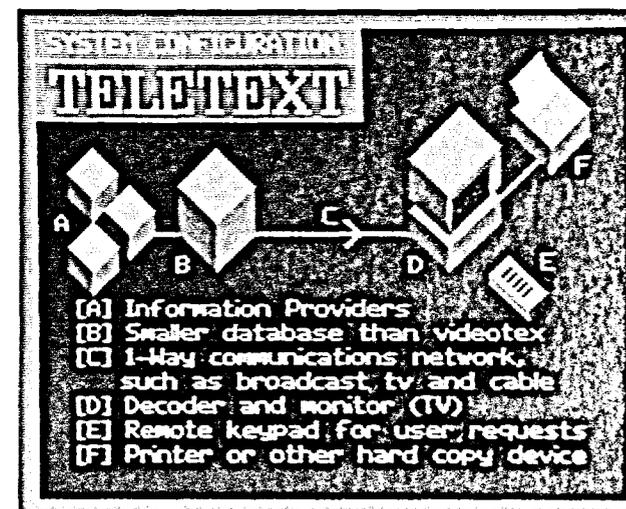


VIDEOTEX – A PRIMER

Interactive videotex provides two-way communication. Using a videotex decoder and a keyboard or keypad, consumers can access product and service information, compare prices, check product availability and in-store specials, query the computer for further information, balance bank accounts and make “armchair” purchases through a TV set or terminal — all this from the comfort of the living room.

Videotex never takes a holiday. It can provide service 24 hours a day, seven days a week.



Teletext is the one-way-communications form of videotex. Information is broadcast on a TV signal, allowing the viewer to check store hours, compare prices, browse through weekly specials and obtain product and shopping information including in-store events. Pages of text and graphics are encoded in the vertical blanking interval of the regular television signal or on a full channel. With a teletext decoder attached or built into an ordinary television set, viewers select electronic “pages” of advertising and product information. A typical teletext “magazine” can contain from 100 to 5,000 “pages” of continuously updated information and advertising.