

**COMPANY:** GATEWAY (sm) TIMES MIRROR VIDEOTEX SERVICES

3100 S. Harbor Boulevard  
 Santa Ana, CA  
 92704

**CORPORATE INFORMATION:**

Gateway (sm) TIMES MIRROR VIDEOTEX SERVICES was established as a wholly-owned subsidiary of the Times Mirror Company.

**Related companies:**

Times Mirror Company  
 Videotex America (joint venture of Times Mirror & Infomart)

**VIDEOTEX SERVICE:** GATEWAY

**MARKET INFORMATION:**

Number of Users: not available  
 Type of users: residential  
 Market projection: Target subscribers are from 160,000 households in the initial roll-out area  
 Initial System: Orange County, CA  
 Market Area: U.S.  
 User charges: \$19.95 / month

**TECHNICAL ENVIRONMENT:**

Terminals supported: NAPLPS  
 Network: Existing Telephone system  
 Central Computer: DEC VAX-1170  
 Videotex Software: ITSS-Z (Infomart)  
 Page Capacity: unlimited  
 Graphics: NAPLPS

**MAJOR DATABASES & SERVICES:**

Gateway database includes a wide variety of data aimed at the residential consumer market including Canadian products such as the Electronic Gourmet (tm).

**ADVERTISING POLICY:**

Advertising space and sponsorship available. During 1st year of operations, advertising sold in annual package. Advertisers solicited from national and local producers of consumer goods and services.