



- 1 Near Shore Forecast
- 2 Offshore Forecast
- 3 State and Area
- 4 Weather Signs
- 5 Main Index

#### **VIDEOTEX: THE RACE IS ON**

Videotex is being used to advertise products and services. To provide shop-at-home and bank-at-home services. To provide pilots with up-to-date weather information. To keep farmers updated on commodities. To inform commuters about bus schedules. To provide training and educational programs. To deliver electronic classified ads. To play games . . . Its range of applications seems to have no limit.

This brochure explores some of the ways in which videotex is currently being used by companies and organizations both large and small. Because Telidon was invented in Canada, and Canadian companies have had more experience in NAPLPS technology than others, the brochure focuses attention on Canadian-designed-and-built systems and services. It features the same companies that some of the largest computer communications and information organizations in North America have turned to in designing and building videotex systems. More importantly, it demonstrates how Telidon - NAPLPS technology is being used productively in many different kinds of applications. Some may be similar to applications your company or organization could profitably explore.

One thing is certain. Videotex applications are beginning to sky-rocket. And although we are still witnessing the early stages of development and implementation, market research studies indicate that it will soon represent a key element in the way all of us receive information and conduct business.