



This is
Telidon

Communications

Novatex

from
Teleglobe
Canada 

Teleglobe Canada

INTRODUCTION

Teleglobe Canada is a Crown Corporation with a mandate to bring Canadians affordable and reliable international telecommunications services. Over 200 countries are linked through Teleglobe's network of satellites and undersea cables. A variety of public services are derived from these advanced telecommunications systems. Services that include telephone, telegraph, telex, Globedat, Intelpost, Inmarsat and now, Novatex.

NOVATEX

Novatex is a computerized international business information service based on modified Telidon technology which will become the North American standard for videotex service. Novatex provides decision makers with instant access to data banks of condensed, high-value business information through one convenient source. Novatex offers managers a significant improvement over other information services because it is centralized, up-to-date, pleasingly presented in text and graphics, and easy to use.

The attractive, easy-to-use terminals may be modified television sets, multi-use terminals or dedicated monitors. The Novatex data bank is accessed via a hand-held alphanumeric key pad over normal dial-up telephone or data lines. Telidon technology ensures that text and graphics are received on the terminal screen in superior detail and in full colour.

Novatex will prove useful to virtually any organization doing business internationally. Instant access is provided to a centralized data bank, in textual and graphic form, of information gathered from around the world.

Early users of Novatex are Canadian Embassies and High Commissions in various parts of the world. These include 9 locations in Europe, 3 in the Far East, 2 in South America and 10 in North America. The world capitals of New York, Los Angeles, Paris, London, Rome, Sydney and Tokyo are represented in these groups. These and, to a large extent, other Novatex users can access information supplied by the following departments of the Canadian Government:

- External Affairs
- Industry, Trade and Commerce
- Canadian Government Office of Tourism
- Employment & Immigration Canada
- Agriculture Canada
- Foreign Investment Review Agency (F.I.R.A.)
- Fisheries and Oceans
- Statistics Canada

Novatex will offer users three major types of service:

Major Service Applications—

Information and transactional services of interest to specialist business sectors will be provided online by established information providers in each sector. The information will be of high value and of immediate interest to executives and others who presently must rely on trade journals and specialized publications.

The major value of this service includes ease of use and instantaneous update and will be available to users on a subscription basis.