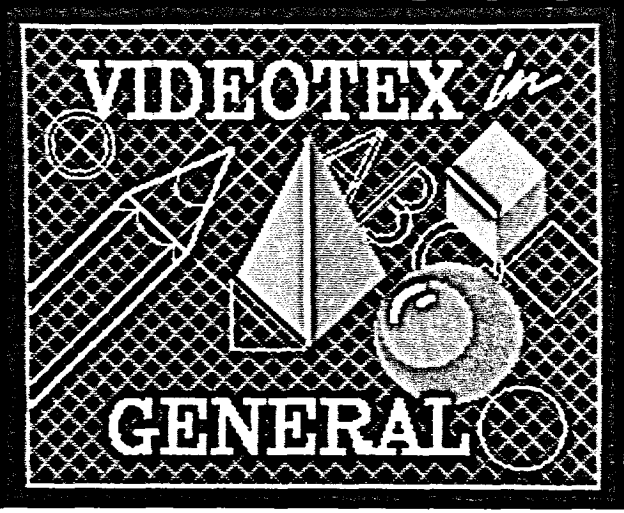


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**VIDEOTEX -  
A THOUSAND  
AND ONE  
APPLICATIONS**

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A few short years ago, the words Telidon, NAPLPS and videotex were unknown. Today, they represent the newest and in some ways the most far reaching wave of the computer communications revolution.

Videotex has the power and potential to change the way we learn, shop, bank, and receive information. Now, having undergone extensive development and market testing, it is coming on stream fast as a major new computer communications medium. Consumer services using videotex have begun, backed by some of the largest players in the industry — AT&T, CBS, IBM, Knight Ridder, Times Mirror, Honeywell, Infomart and others. And throughout the continent, businesses and organizations are finding thousands of uses for the technology.

Some applications, such as the recently launched Viewtron service in Florida, require significant corporate investments. But so powerful and flexible is this new medium, that hundreds of companies and organizations are using it to increase sales, improve profitability, present information in new and comprehensive ways, communicate to selected targets, and simplify information management.

Many of these applications may require little more investment than a standard personal computer.