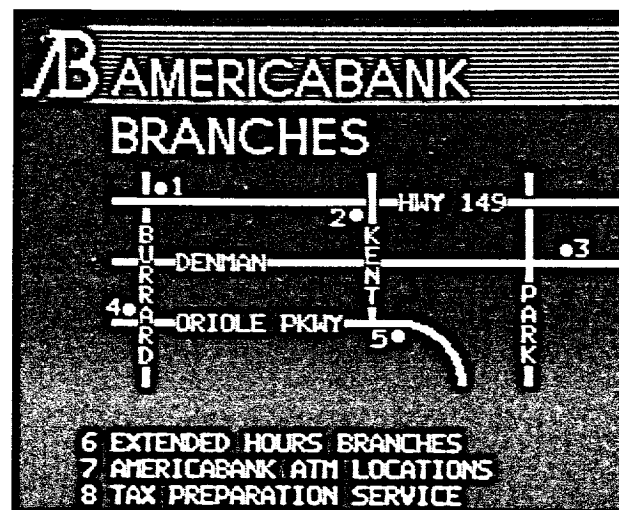


A QUICKLY CHANGING ENVIRONMENT



There are almost one million bank-at-home terminals now operating in the U.S. A recent market study by Communications Studies and Planning International estimates the number could reach 15-25 million by 1985. While the opportunity for profit is enormous, financial institutions are facing fierce competition from non-banks to operate gateway services and exploit the far-reaching revenue possibilities of being a service provider and gateway operator. Already, large corporations such as J.C. Penney, Consumers Distributing and Sears Roebuck are offering videotex services which include financial reporting, stock portfolios, home budgeting, checking and deposit services from anywhere in the country. Clearly, the new technologies are radically changing the banking environment.

Don't lose control. Make your bank the single source for all your customers' information and service needs and generate a new income stream, through videotex-based services.

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working conditions for
conditioned pressurized cab,
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2 Farming index 3 Main index

As a gateway operator, an enterprise can offer a comprehensive package of services for consumers, market the front-end capacity as a switch to other financial services and lease the remittance-processing service to other banks.

Videotex is a highly successful advertising and merchandising medium. Leading advertisers and information providers will want to be associated with videotex, particularly because users represent up-scale, affluent consumers.

Videotex is a rapidly growing and competitive industry. Now is the time to gain the needed experience for the burgeoning home videotex market in the '80s.