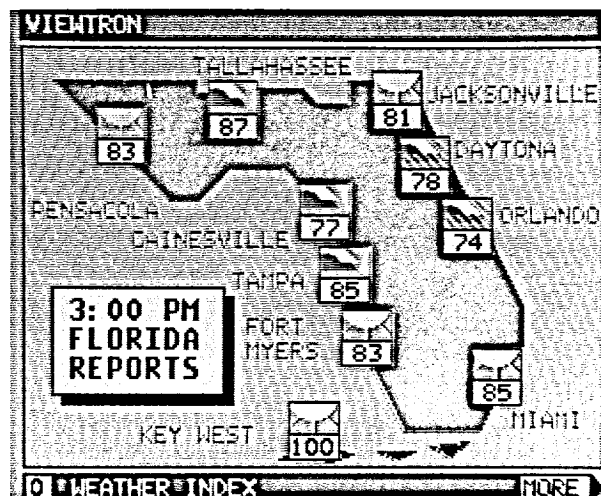


## A NEW MEDIUM OF HUMAN COMMUNICATION

Videotex opens up the possibility of a vast array of exciting services: electronic mail, the electronic newspaper, shopping and banking at home, education, entertainment, specialized information services, and thousands of special-purpose applications. The list ends at the frontier of imagination itself.

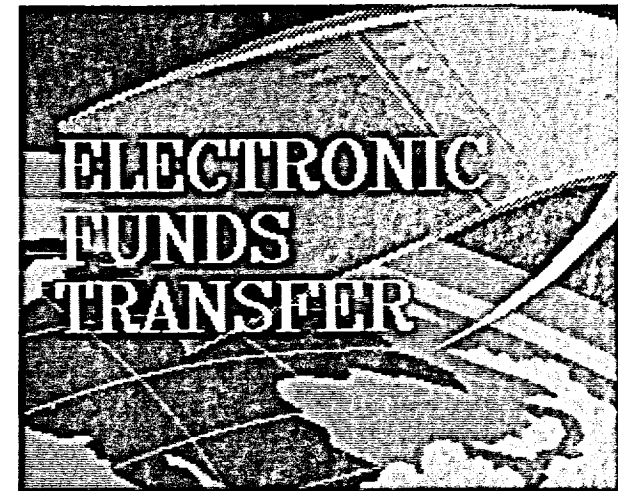
And the usefulness of videotex is not limited to the transmission and reception of graphics and text over distances. The same technology, and its inherent advantages — low cost, ease of use, and superb colour graphics — make it ideal for a myriad of stand-alone applications.



### VIDEOTEX: POISED FOR LIFT-OFF

Hundreds of companies, including some of the biggest players in the communications and publishing industries — AT&T, CBS, the Times Mirror Group and many others — have already embraced the NAPLPS videotex standard and have begun or are planning major new commercial initiatives based on the technology. Examples:

- The Times Mirror Group of Los Angeles operates the most comprehensive videotex project in the United States, providing information to hundreds of homes in the Los Angeles and Orange County areas of California as a prelude to full-scale commercial services in 1984.
- Viewtron, a full commercial videotex service, went on-line in October 1983 in South Florida. Knight Ridder, the newspaper chain which offers the service, plans rapid expansion to other market areas.
- Commercial Telidon service in Manitoba, Canada, providing information to the farming and agribusiness communities, has been in operation for two years under the name "Grassroots" and is expanding to other areas.



The system, operated by Infomart, provides up-to-the-minute information on commodity prices, markets, weather, financial information and a host of other services on terminals by Electrohome.

- Key Com, a partnership of Honeywell and Field Publishing, is inaugurating Chicago's first major videotex service in 1984.
- Major banks such as ADP and its home banking interchange, CitiBank, as well as the Bank of Montreal are actively planning to introduce bank at home services using NAPLPS systems. Initial trials are already underway.