

## COMPANY OVERVIEW

Cableshare is an experienced videotex development group. Its broad computer expertise extends to computer communications, packaged business systems for large distributed companies and facilities management at its head office computer centre in London, Ontario. Sales offices are located in Toronto, Calgary, Philadelphia, Los Angeles and London, England.

## EXPERIENCE

Cableshare's first NAPLPS experience was in developing over-the-air broadcast software for TVOntario in 1979. From this early base, it developed a NAPLPS frame-creation unit, interactive touchscreen mall information systems, and interactive videodisc/videotex point-of-sale terminals.

## PRODUCTS AND SERVICES

The heart of all of Cableshare's videotex systems is the NAPLPS frame-creation terminal, the *Picture Painter*. It is a full-function system that allows almost anyone to design and edit videotex graphics. It has four distinct advantages:

- It supports full NAPLPS.
- It operates on a range of computers: DEC Rainbow, IBM PC, PDP 11-23 and ICL PC.

- It has interchangeable decoders to support existing systems (Microtel, Electrohome, Norpak or AT&T based).
- It has two complete operation modes: keyboard for production environments and graphic tablet with full command menu overlay.

The low-cost *Picture Painter* also comes with:

- Extra editing functions
- Easy-to-use palette
- Single-screen operation
- 14 type fonts
- Automatic filing

In addition to being a frame-creation terminal, the same system is the basic authoring system for Cableshare's touchscreen mall information system and point-of-sale interactive videodisc/videotex terminals.

*Touch n' Shop* operates in two ways. The first uses touchscreen terminals: all users have to do is simply touch the topic they would like to learn about. Instantly, a full audio/video presentation or colour graphic frame is shown. Another touch of the finger and the process continues. Whether you are selling a car or explaining the ins and outs of a new income tax form, if your message changes a new computer graphic is inserted, and your presentation is instantly updated.

The second way *Touch n' Shop* communicates is with large-screen billboards. These display hard-hitting billboard-type messages to passers-by, with either full colour computer graphics or live video.

Typical applications include:

**Shopping Centres:** *Touch n' Shop* was first installed in 1981 as a shoppers' information system. Consumers view advertising messages on large-screen projection units and access specific information on store specials, mall promotions and services through touch-sensitive terminals. Other special features do more than just inform shoppers. A gift guide, for example, actually helps the customer shop.

Other features of the system allow remote updating of the database, optional on-line printers for coupons or receipts, and custom action pages for special local applications.

**Point-of-Sale:** In December 1982, *Touch n' Shop* was installed in a future branch location of a large national bank as a customer service terminal. Customers select topics of interest, such as types of accounts, loans, mortgage rates and investment options, and are shown full audio-visual presentations. By inserting a bank card into a credit card reader and entering a personal identification number through a soft keyboard drawn on the touchscreen terminal, consumers can receive a printout of the balance and recent activity on their savings account.

The customer service terminal is also being used by the auto industry to help

sell cars. The potential exists to allow customers to put their own option package together and have it confirmed with list prices from a built-in printer. Benefits of *Touch n' Shop* include:

- Easy to use
- Flexible
- Fast
- Simple authoring systems
- Cost effective

## FOR MORE INFORMATION

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