



A CONSUMER'S DREAM COME TRUE

Videotex subscribers are family members, professionals, homemakers, farmers, students, tourists, the handicapped, the elderly, in-store and home shoppers. They use videotex terminals or personal computers to access news, weather and sports reports, video games and entertainment, stock exchange information, educational courses, travel information, ticket reservation services, home banking and bill paying facilities, in-house computing, merchandising information and armchair shopping services.

These consumers choose videotex as a one-stop information and shopping centre. Here's why.

- Videotex offers a complete system for the home or office. Users can obtain any type of information and a wide variety of transactional services. And the number and range of services is sky-rocketing.
- Videotex is inexpensive. Major electronics firms, including Canadian companies, are gearing up now for the mass production of consumer-priced integrated videotex terminals. In addition, the major personal computer models, with appropriate hardware or software, can operate as videotex terminals.