

Telidon: the World's Premier Videotex System

Often described as the symbol of Canada's participation in the information age Telidon, a videotex and teletext system, should be of particular interest to electronics and computer oriented Hong Kong.

Claimed by the Canadians to be the most advanced videotex system (a system which integrates a computer with a television set and permits two way communication) in the world, Telidon was developed using a different system of creating images than its international rivals.

In the early days of videotex, most systems built their graphics out of coloured squares. The pictures looked crude with curves and diagonal lines represented by a series of steps.

Telidon, however, uses a highly efficient coding scheme, the Picture Description Instructicon, which describe images in terms of basic geometric elements such as points, lines, arcs, rectangles, and polygons. Telidon terminals can handle non-Latin characters, ideographic symbols or cursive scripts as well as the widest range of videotex attributes such as colour, motion, overlays and display resolution.

Another advantage of Telidon is that from the outset it has been made with future compatibility in mind so that as new development take place in the computer and electronics industries the system can continue to be used and Telidon pages will not become outmoded with old and new equipment being used together.

While early models of competing systems can have their images upgraded with methods such as Dynamically Redefinable Character Sets, these require more data storage and longer transmission times than Telidon while still not producing as good results.

Telidon is designed to be independent of transmission media, television sets and data banks. Reception and transmission is possible with a wide variety of equipment and over many different carriers such as telephone, cable TV, optical fibres, broadcast television and, in the future, laser beams and radio. There are also

portable and stand alone systems for special uses.

Systems are available at a variety of prices and can be selected for specific uses and situations. Telidon is flexible enough to be used in all sorts of situations including armchair shopping, public displays sales seminars and the "Office of Tomorrow."

Designed to be user-friendly, the system is easy to operate and requires the minimum equipment. Although Telidon's alphanumeric computer language is so advanced that it has a picture potential 10 times greater than any existing computer set, it is simple to learn and so is accessible not just to large businesses but to the small user with a simple message.

The Telidon system was not developed in isolation as for many years Canada has been a world leader in the fields of telecommunications having had to develop new, cost-effective systems to enable Canadians to communicate across vast open spaces.

A proliferation of high-technology companies developed, many of them now

internationally famous, and once the limited domestic demand had been fulfilled they started looking further afield and developing systems with a broader international appeal — Telidon being the most successful to date although it was primarily developed by Government scientists backed by government funds.

Other high-technology breakthroughs could be on the way as the government of Ontario — Canada's major centre of manufacturing — has thrown its weight, and a considerable amount of money, into research and development of new tools for the electronic age.

A special programme has been set up by Ontario's Board of Industrial Leadership and Development (BILD) involving a network of technology centres designed to nurture specialized technology industries in a number of urban centres. Projects include a robotics centre in Petersborough, a computer-aided design and manufacturing center in Cambridge, a food processing plant in Chatham, a micro-electronics centre in Ottawa and a resource machinery centre in Sudbury. ■



The Telidon system in action.

Canadian Tourism Promotion: Hong Kong

The trend continues.....more residents from Hong Kong and ASEAN are visiting Canada each year. In 1983, over 95,000 visitors from this region travelled in Canada, an 8 percent increase over last year. In fact this region produces more visitors to Canada than the Netherlands, Australia and Mexico. A further 10 percent increase in visitors is forecasted in 1984.

One of the marketing programs to be implemented in the region to assist in realizing this forecast is the execution of the largest Canadian tourism promotion ever held in Hong Kong which will take

place at the Furama Hotel, June 12-13, 1984.

In co-operation with Cathay Pacific Airways and Canadian Pacific Airlines, approximately 100 senior travel representatives from ASEAN, 50 from Hong Kong and 50 from Canada will meet at a seminar and trade show to discuss the future marketing of visitors from this region to Canada.

For further information on participating in this promotion, contact Arthur Fraser, Trade Commissioner (Tourism), Commission for Canada. ■