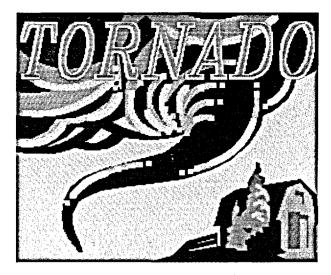## ENDLESS APPLICATIONS

- Boards of education in the Province of Quebec are planning to use systems based on personal computers to provide up-to-the-minute information exchange among community colleges on a shared network.
- Small organizations such as community service groups now find it possible to become information providers — electronic publishers. As electronic publishing becomes more widespread and the penetration of Telidon – NAPLPS retrieval equipment continues, electronic publishing is emerging as an exciting alternative for small groups who need to communicate to a large audience and yet haven't the means to engage in costly printing and distribution activities.

- Many organizations — large and small — have already replaced traditional 35 mm slide and sound presentations with impressive electronic productions for audio-visual briefings, training purposes, sales, presentations - anywhere where 35 mm slides were previously used. One advantage of Telidon – NAPLPS audio-visual presentations, aside from the spectacular way they communicate information, is that the altering and updating of material is simple and changes can be instantly incorporated.
- Telidon has proven to be an attention grabber at exhibitions, trade shows and displays where information in words and pictures has to be communicated effectively. Systems can be designed to operate automatically or interactively at the spectator's command.
- There is a tremendous growth in the use of electronic maps, charts and graphics by television broadcasters, cable outlets or TV program producers, particularly to enhance news and public affairs coverage and to provide special effects. The simple, inexpensive and easy-to-operate text and graphics capacities of Telidon – NAPLPS are proving to be a boon in these areas. And the fact that a whole range of graphic material can be created, stored or retrieved instantaneously fills the need for lightning speed in a field where deadline pressures are a fact of life.

TELESOFTWARE: THE LATEST TREND

The home consumer is not likely to invest the time or energy required to keep track of the rapid changes in software. And he or she is not likely to spend hundreds of dollars for a software package which will only see occasional use.

The key is to retail software via telephone or cable. The NAPLPS videotex standard, because of its Spartan coding protocol, makes downloading high-quality colour graphics and text easy and inexpensive. Small wonder that such companies as Videoway and Nabu Network are investigating the market for telesoftware. And software retailers are beginning to offer telephone-based telesoftware to deliver their products to consumers.