

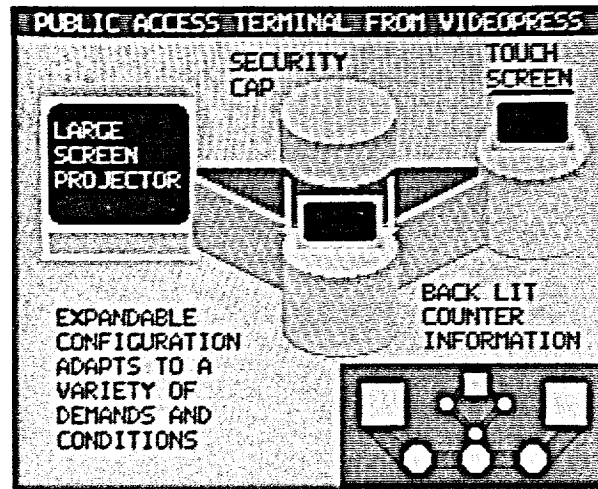
Mall Gate Directory

Welcome to our Shoppers Information system. It is as easy-to-use as your telephone. Simply press the number beside the choice you want and the system does the rest. To proceed,

Press 1 Store Locations Map
 Press 2 Today's Sale Directory
 Press 3 Bargain Gift Suggestions
 Press 4 Public Facilities Map

But that is just the beginning. Throughout the mall at strategic locations is a series of touch-sensitive screens that take the mall information system to its logical — and state-of-the-art — conclusion. If a customer knows the name of a store, but doesn't know its location in the mall, he or she merely presses the screen (the system guides the user through its easy interactive steps), and a map is drawn, showing the location of the store in relation to "here."

The system allows for even more sophisticated interactions. Suppose you are looking for a gift for your grandmother. You have a maximum of \$20 to spend and you know she likes plants and flowers. Enter that information on the system, and it will offer gift suggestions such as vases, indoor plants and the like, all for under \$20, and tells you in which stores they can be bought.



The system, which uses a Telidon decoder, microcomputer and local data bank, is supplied by Cablesare, a London, Canada company, which configures similar systems to other retail businesses. Because the system incorporates information creation facilities, the system manager can create, update or change data swiftly and easily as required. Of course, retail sales and advertising applications such as this require exceedingly high-quality graphic presentations, one of the reasons why a system based on Telidon technology was chosen.

THE ELECTRONIC CATALOGUE

Several retailers have already begun exploring the use of NAPLPS videotex technology as a replacement for catalogue shopping, among them Sears and J. C. Penney.

As with paper-based catalogues, they can demonstrate product information with text and colour graphics. But the massive distribution costs inherent in paper-based catalogues are simply non-existent. Product and price changes are instantly available to the consumer. Moreover, the system is interactive, so consumers can place orders directly from the videotex terminal, no matter where it is located.

Even now, Sears reports that more than 10 per cent of total sales are carried out through on-line shopping. Combining the technologies of videodisc and videotex, retailers and other sales oriented companies now have a powerful merchandising tool. And as videotex continues to develop as a mass consumer medium, electronic catalogues are destined to expand enormously.