

BUSINESSDATA PRESENTATION

172456789012 3456789012345678

Audio-visuals,
seminar support,
Company reports

TOMORROW

LOCAL: Sunny in a.m. turning
cloudy and raining by p.m.

LEGEND
 Rain
 Snow
 High Temp
 High Pressure
 Low Pressure
 Cold Front
 Warm Front
 Stormy

ShopCity

A QUICKLY MATURING TECHNOLOGY

Videotex is an embryonic concept that is growing fast. The North American standard first saw the light of day a scant five years ago in the laboratories of the Department of Communications, a Canadian government department which undertakes a broad range of high technology communications research. In 1978 it announced the invention of Telidon, a radically new way to create, store and transmit computerized text and graphic information. The U.S. communications giant, AT&T, quickly recognizing the potential of Telidon as a computer communications medium, adopted the major features of the Telidon protocol and within three years — by 1981 — the technology had been refined and adopted as the North American standard. The original Telidon

FORMULA ONE Racing RESULTS

COMING UP
 WEEKEND RESULTS,
 RUMOURS FROM THE PIT,
 CABLE 10's RACE CALENDAR, AND MORE

protocol was also upgraded so that now, Telidon and NAPLPS are identical. Since then, growth has been dramatic. Telidon - NAPLPS information banks have sprouted up around the continent. Businesses have begun using Telidon technology for a myriad of purposes. Some are simple uses, such as timely and informative internal communications, or the creation of blockbuster audio-visual presentations, briefing aids, or training programs, or as a powerful sales and marketing medium. Major publishing, communications, financial and retail giants are moving swiftly into Telidon - NAPLPS testing and are beginning commercial, to-the-living-room services. It has spread to the educational milieu where boards of education, universities, colleges and educational TV networks are experimenting with the medium and introducing services. TV Ontario, a progressive educational television network, has been using the broadcast version of Telidon, teletext, since 1980.