

FAXTEL INFORMATION SYSTEMS LIMITED

COMPANY OVERVIEW

Faxtel Information Systems began business in July 1981 with the goal of launching a financial and business videotex service with the most economical and functional colour graphics software for statistical interpretation. Currently, Faxtel employs 12 people and has sales in excess of \$1 million. Faxtel chose to use NAPLPS as a protocol because of its rapidly growing support, its graphic superiority and telecommunications efficiency. Faxtel's direction since the beginning has been business information in easy-to-use graphic presentation form.

MARKETFAX, Faxtel's first service, is used by 100 security firms, investment funds, institutions and investment managers for graphing and analysing stock market trends on the New York, American, Vancouver, Toronto and commodity exchanges. Primarily its market focus has been Toronto and Montreal.

EXPERIENCE

MARKETFAX is a proven sales aid to security brokers and an invaluable timing device for investment institutions.

In 1982 Statistics Canada representatives passed by Faxtel's booth at a show and, immediately impressed by the **MARKETFAX** system, asked if something similar could be done for Statistics Canada information. Shortly thereafter, Statistics Canada and Faxtel announced **TELICHART**, a NAPLPS graphic

service of Canadian statistical information which includes statistics on subjects useful to business such as:

- Economics
- Labour
- Social data
- Energy
- Manufacturing
- Trade
- Transportation, and
- Population.

Many existing **MARKETFAX** clients use **TELICHART**. In addition, **TELICHART** is attracting media use. For example, the business section of the Toronto Star newspaper regularly uses charts from **TELICHART** for special articles and day-to-day features.

PRODUCTS AND SERVICES

Faxtel licenses its service and software to companies wishing to operate a business service or for a corporation's internal use to display its own data in meaningful colour graphics. Faxtel also sells subscriptions to its services on its own host computer in Toronto as well as overseas. Faxtel's service is now compatible with IBM personal computers with the purchase of a software disk. Otherwise, terminals can be purchased through Faxtel. Faxtel will implement complete turnkey operations on request for business applications.

FUTURE DIRECTIONS/ TARGET MARKETS

Faxtel is currently working on graphics for use in corporate presentations. It has used computer graphics instead of film or slides with great success for a number of national sales meetings for group product managers. Current clients include First Choice Pay TV, Nestle's Food, Croydon Furniture, Pillsbury Foods and the Ontario government. The need for better presentations and Faxtel's experience in data presentation services has led it naturally into this field. **MARKETFAX** and **TELICHART** are the main focus, with growth to be achieved by more data, better software and expanding its market base, primarily in the U.S. and Europe, during the next year.

FOR MORE INFORMATION

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