COMPANY OVERVIEW

The Ontario Educational Communications Authority, a provincial Crown corporation, operates the TVOntario Network under a mandate to provide educational opportunities to the people of Ontario through the employment of electronic and other media.

Over the years, the principal material product marketed by the Authority has been the rights to use television programs produced by TVOntario. Print materials related to these programs are also sold.

During the past five years, TVOntario has been laying the foundations for the provision of educational services that employ computers and computer communications. A significant part of that development has been participation in a three-year field trial of NAPLPS videotex and teletext technology and applications.

In April 1982, TVOntario entered a new phase of Telidon-based activity with the establishment of a videotex service (*Edutex*) and a teletext service (*Edutel*) for the use of secondary schools, youth employment centres and public libraries.

EXPERIENCE

As a result of its early involvement with NAPLPS, TVOntario personnel are familiar with a wide range of NAPLPS technologies and applications. TVOntario was the first to:

- Operate a teletext system based on Telidon.
- Develop educational applications of Telidon.
- Operate a videotex service based on NAPLPS, making full use of the colour range supported by NAPLPS, and serving users supplied with terminals capable of decoding NAPLPS features.

The videotex service, Edutex, is based in a Digital Equipment VAX host computer operating under VMS, and features the Infomart NAPLPS System Software — Version Two. Users access the service via Bell Canada's packet-switched network, *Data*pac. In order to produce database materials efficiently at the NAPLPS level, TVOntario has developed its own page creation software, Createx C.

PRODUCTS AND SERVICES

TVOntario offers two product lines:
Database Materials: Database materials have been produced with educational applications in mind. They include:
- Information on career development and job search
- Sequences that graphically illustrate processes or topics
- Informal branching "games"

Createx C Page Creation Software:
Createx C, as the name implies, is a page creation software written in the language C.

- Linked with a NAPLPS decoder, it can be implemented on a variety of systems, including Digital Equipment PDP 11s operating under RT-11, and microcomputers operating under CP/M. It makes possible the creation of videotex materials using NAPLPS colours and features.

FUTURE DIRECTIONS/ TARGET MARKETS

Over the next two years, TVOntario intends to:
- Explore the potential of satellite delivery of videotex materials.
- Diversify its database offerings.
- Exploit the possibilities of the NAPLPS standard, using Createx C software.

Markets that stand to benefit from TVOntario's product lines include educational institutions and service operators across the U.S. and Canada.

FOR MORE INFORMATION

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