GENESYS GROUP INC.

COMPANY OVERVIEW

Genesys Group Inc. offers a range of its own GENESYSTEM™ videotex turnkey system, operates videotex database management facilities, develops software for videotex and teletext applications, and designs complete videotex systems.

Founded in 1975 to provide engineering and software professional services, Genesys Group was one of the first firms to contribute to the development of videotex host computer software in Canada. It has continued to build on its videotex and teletext expertise, with the primary objective of developing business applications. In 1979, it was contracted by the Canadian Department of Communications to design the videotex host computer software and develop its major components. The interfaces necessary for games, teleshopping and many other applications were defined by Genesys Group.

EXPERIENCE

Genesys Group operates videotex systems in a wide range of applications, including:

- **Transportation**: Genesys Group implemented and operates the videotex display system being used by OC Transpo, the Regional Transit Authority for Ottawa-Carleton, and uses videotex monitors in major shopping centres and transit points

to give riders up-to-the minute bus schedule information. The information is generated dynamically and is updated every minute.

- **Telebanking**: Genesys Group is installing a major videotex telebanking system for Empire of America in Buffalo, New York. The proposed system will include approximately 50 corporate clients and over 300 terminals in public places. Future plans also call for support of a large number of ASCII-type personal computers to introduce home banking to clients.
- **Tourism**: Genesys Group operates a tourism videotex information service in the Ottawa area called InfoVision. Users can instantly obtain information on restaurants, shopping, coming events and things to do in and around Ottawa from terminals in hotel lobbies and other public places.

PRODUCTS AND SERVICES

Videotex: As a software supplier Genesys Group can supply the following business applications:

- Teleshopping
- Telebanking
- Real estate services
- Classified search and find
- Private newsletter and wire services
- Cable feed systems
- Convention centres
- Shopping malls
- Tourist information

These application packages can be delivered either as stand-alone software for DEC hardware or can be integrated into existing application packages on a variety of hardware (IBM, Sperry-Univac, H-P, Perkins-Elmer).

For the corporate office the Genesystem turnkey system provides stand-alone private videotex services, including:

- Messaging
- Management information reporting systems
- Teleconferencing
- Convention centre systems

As a system consultant and service operator, a comprehensive service for large closed-user group systems is also available. The areas include:

- System installation, training and maintenance
- Facilities management

In the area of turnkey systems, Genesys Group's small yet powerful integrated systems are designed to make effective use of the videotex host database management software. These systems, which are based on the powerful and reliable range of DEC systems, can be configured with a variety of disk and central processing combinations to handle the specific needs of the application.

FUTURE DIRECTIONS/TARGET MARKETS

Genesys Group aims to continue growing in the videotex/teletext industry. It will concentrate its efforts in the U.S. and Canada, with an emphasis on business-oriented applications.

FOR MORE INFORMATION

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