



MORE PEOPLE VISIT CAMPGROUNDS, WILDLIFE PARKS

Among the great attractions in Canada are the nation's wildlife, parks, campgrounds and fishing areas. In Ontario, provincial parks and campgrounds are developed and maintained by the Ministry of National Resources. The Ministry felt that many of its park facilities were under-used, and began investigating ways to attract more visitors.

It wasn't a question of poor access to these areas, but many residents and visitors simply knew little about them or didn't even know they existed.

Now visitors seeking a wilderness experience can obtain this information on NAPLPS videotex terminals located throughout the province at public places such as shopping centres, hotels, bus terminals, airports and government buildings.

Information in colour graphics and text is displayed on these terminals at the user's command through a service called Teleguide, a privately-operated NAPLPS videotex network developed by Infomart, a Toronto-based company.

Not only has the Ministry been able to reach more people, but there has been a sharp increase in traffic to many of these sites.

Because of the Telidon-NAPLPS format, even first-time users find the system convenient and easy to understand.

Most questions are answered at the touch of a button; the information and graphics appear on the screen. Viewers can obtain, for example, a picture of the facility, route information, and information about accommodation and points of interest. Once they have obtained that information, they can return to the Teleguide main index and check the weather forecast.

If they require more details, a phone number is provided.

For the Ministry, the system provides many advantages. Videotex allows it to reach a greater number of people; updated and new information is easily accommodated; and the number of written enquiries has been reduced, thus saving the time and funds.

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VIDEOTEX, CRUISING AT 35,000 FEET?

Airline pilots in Buffalo, N.Y., are using state-of-the-art videotex technology to receive up-to-the-minute weather and flight information - and they're delighted with the system.

The pilots contact the weather information service, provide the route and receive detailed weather information for any area in the United States and Canada on a home TV screen.

With only a television, a videotex decoder and a telephone, the pilot can receive all the information needed to design a detailed flight plan. The visual format eliminates much of the guess-work and interpretation required under the traditional method of phoning the weather office and taking the information down by hand.