

new Telidon systems. The recipients are required to purchase at least an equal number of terminals and to pay for content development, communications charges, salaries and other operating costs.

The Department of Communications has committed \$10.5 million to the program which is expected to lead to the purchase of more than 8 000 Telidon terminals by 1984 for use in 52 projects across Canada.

Seven Toronto area organizations signed agreements with the federal government under the program for funding totalling \$2.6 million. The agreements were signed with the following companies:

- Infomart will purchase equipment to help create the public access videotex system, Teleguide, which will have 2 000 terminals in public locations by April 1983;
- Faxtel Information Systems Limited will buy equipment to be used in the development of Marketfax, which allows users to analyse the performance of stocks and bonds;
- TVOntario will receive funds to support the expansion of its service and to develop a career guidance system;
- Sheridan College will buy equipment for new programs to train students for careers in the videotex industry;
- St. Clair Videotex Design Incorporated plans to develop Telidon applications for the advertising industry;
- Key Publishers Company will purchase equipment to be used in creating pages for advertisers and for its Teleguide service; and
- Toronto General Hospital plans to

provide Telidon-based consulting and diagnostic services.

In Montreal another three organizations have signed similar agreements with the federal government to further Telidon related projects. The University of Quebec, the Vidéotron group and Marlimage will receive more than \$1.3 million in grants.

The University will receive funding for its Project Agora which will provide an electronic community newspaper to 188 homes, 20 community centres and university laboratories in Montreal. The service will provide information in English, French and Italian to serve three special interest groups: the disabled, the Italian-Canadian community and the computer scientists at universities in the city.

The Telidon services provided by the Vidéotron group will allow more than 500 users to have selective access to more than 2 000 pages of information. In the near future when the system is totally interactive, they will be able to "converse" with each other by using their Telidon terminals.

The Marlimage company offers videotex page creation and related services on a commercial basis. It will use the government funds to expand its services by buying Telidon equipment including five page creation terminals.

#### Agricultural service

The federal government has also announced that the Manitoba Telephone System (MTS) will be given almost \$1 million to extend its Grassroots project and to develop a telecommunications monitoring system. Grassroots, which has been in

operation for more than a year, is the first commercial Telidon system in the world. It provides the agri-business community in southern Manitoba with 20 000 pages of specialized information, including current market prices, feed costs, grain futures, bank rates and weather forecasts.

MTS will now provide the service to the public and businesses throughout the province. It plans to add interactive services such as telebanking, teleshopping, electronic mail and computer-aided instruction. The telephone company has agreed to develop the first Telidon-compatible display phones.

A London, Ontario company, Videopress will also receive \$1.08 million in federal funding for the purchase of equipment to be used in its electronic advertising and information system. The Videopress system, developed as a joint venture by *The London Free Press* and Cableshare Incorporated, will be sold to owners and operators of shopping malls in Canada and the United States. The system uses a combination of touch-sensitive Telidon terminals and large-screen television monitors to display Telidon pages. Videopress booths provide the public with local news and weather, listings of community events, maps of shopping centres, entertainment information and advertising.

#### Innovative uses promoted

The federal government, under another Telidon incentives program, is funding projects by a number of non-profit groups which will develop Telidon services for consumers, the disabled, Inuit, native people and women.

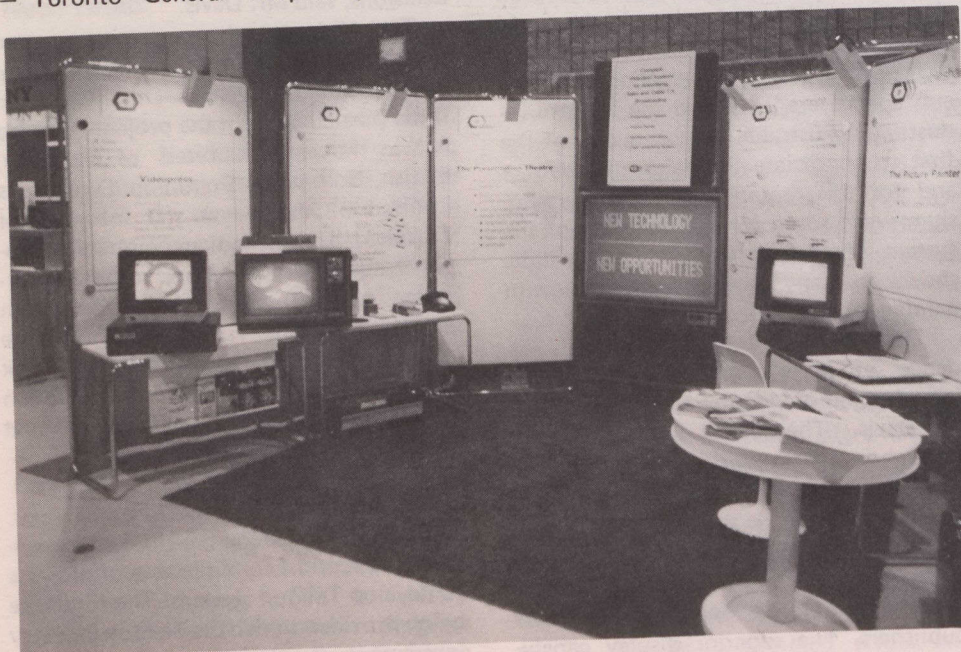
The Department of Communications has allocated \$1 million to the program to help such groups demonstrate innovative and practical ways to use Canada's two-way computer information system for special interest applications.

Twelve groups that have qualified under the program have proposed a number of new Telidon uses, ranging from consumer ratings of automobiles to native language information services and legal advice for women.

The organizations that have qualified for the grants are:

- the Advisory Council on the Status of Women of Saint John, New Brunswick has proposed a bilingual service providing information of interest to women;
- the University of Quebec in Montreal will also receive money under this program for Project Agora;
- the Automobile Protection Association

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Booths set-up by Videopress provide shoppers with information.

Department of Communications