

### **A POWERFUL CONSUMER MEDIUM**

Market analyses show that videotex is poised for take-off as a widespread consumer medium. It is emerging as a major new force in the rapidly advancing commercial and consumer environment. Those companies which have been quick to recognize its potential and are now planning and introducing services realize that videotex can not only be a powerful, profitable tool today, but is destined to become a universal medium for both home and business use in a very few years.

The large consumer-oriented ventures in videotex services which are capturing headlines generally require major investments and long term corporate commitments. (Knight Ridder has invested \$26 million in the Florida Viewtron service.) But the publicity surrounding these dramatic announcements hides one of the most remarkable characteristics of this new medium: it is so flexible, and its basis is so simple and elegant, that it can be used for hundreds — thousands — of applications from massive consumer-oriented services to small, independent, inexpensive systems.

