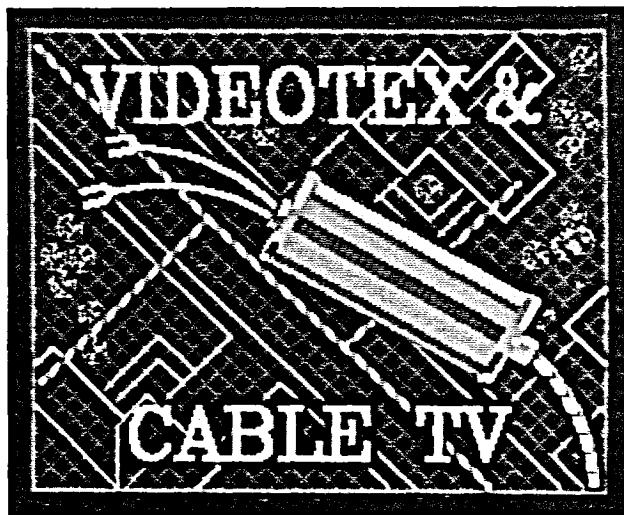


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# VIDEOTEX AND CABLE TV



You're a cable system operator, and you're thinking towards the future.

You know the potential of cable. You know you run the only communications network that rivals the telephone company on the local level. You have commitments to the community that licensed you, to your subscribers, and to your shareholders.

Perhaps you think it's time to move in the direction of videotex or teletext. Perhaps a newspaper in your community is showing interest in a joint-venture cable magazine. Perhaps your local city council is requesting you to begin providing two-way services.

Or perhaps you just want to improve your service to your customers.

If you've been investigating enhanced cable services, you've probably already discovered that Canada, the most cabled country in the world, has been developing some very interesting technologies. This brochure will tell you about them.

So read on. You'll find out about enhancements to your system that can cost you only a few thousand dollars, but which will be concrete steps along a real growth path towards full videotex and teletext. You'll also learn why Canada's consistent, standards-based approach is the wisest way to work.

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