

COMPANY OVERVIEW

Avcor is a division of Southam Communications Limited, a leader in business communications for over 100 years. Its diversity is reflected by interests in daily newspapers, trade magazines, radio and television broadcasting, cable TV and satellite communications.

Avcor has been a leader in the audio-visual industry for more than a decade, working with North America's leading communicators in both the public and private sectors.

Avcor has fully integrated services at its two facilities in Toronto, and uses all forms of visual presentation. It has extensive expertise in the use of computer-generated and videotex graphics and text as a dynamic presentation medium.

EXPERIENCE

Avcor has led the market in practical applications of microcomputer-based videotex systems.

Avcor Interactive Display (AID) systems:

- Promote Canadian companies at international trade fairs.
- Provide information in many languages.
- Provide trade show visitors with fast and easy access to the latest information on Canadian companies in either an electronic medium or via an instant print-out tailored to the visitor's specifications.

- Collect information on visitors' opinions and business requirements, and provide this information along with follow-up data to Canadian companies.

AID systems are also being used as electronic retail store clerks by mass market retailers. Coles Book Stores employs AID systems to promote, describe, merchandise, and manage microcomputer software products offered for sale in the store.

PRODUCTS AND SERVICES

Avcor's products and services provide the bridge between traditional and emerging communications technologies. Avcor uses all forms of visual presentation, including:

- 35 mm slides
- Videotape
- 16 mm and 35 mm film
- Film strip
- Computer graphics
- Videotex
- Teleconferencing

The Avcor *Graphics Service Bureau* provides expert frame-creation design and consultation for videotex, business graphics and graphic art applications.

Avcor's High Resolution 35 mm Slide Service processes videotex graphics into high-resolution 35 mm slides. The finished product contains none of the imperfections and jagged edges of lower-resolution graphics.

Avcor's *JORDAN Software* is an extensive line of microcomputer-based videotex software. It includes a low-cost software package which allows the Commodore 64 microcomputer to operate as a videotex-compatible terminal. JORDAN software is also available as a frame-creation package for the IBM Personal Computer in conjunction with a medium-resolution videotex terminal. Employing the latest state-of-the-art software and hardware advances, it is also fully compatible with Avcor's High Resolution 35 mm Slide Service.

JORDAN AID software provides hard-copy output, data entry and collection, multiple languages, communications and full reporting functions. It is ideal for:

- Market research
- Trade fairs
- Mass retail environments
- Training
- Promotion

FUTURE DIRECTIONS/ TARGET MARKETS

Avcor will continue its aggressive development of videotex software and computer graphics systems.

JORDAN software products are scheduled to convert other popular microcomputers into videotex-compatible terminals at extremely low cost.

AID systems will implement the latest technologies of voice response and recognition. This technology offers

videotex systems extended capabilities to reach mass audiences in many languages.

Avcor will continue to lead the way in enhancing the image quality of videotex graphics. This will create new areas of activity in the integration of high-quality graphics with text for hard-copy output in a variety of media.

FOR MORE INFORMATION

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