



HOW TO JOIN THE VIDEOTEX REVOLUTION

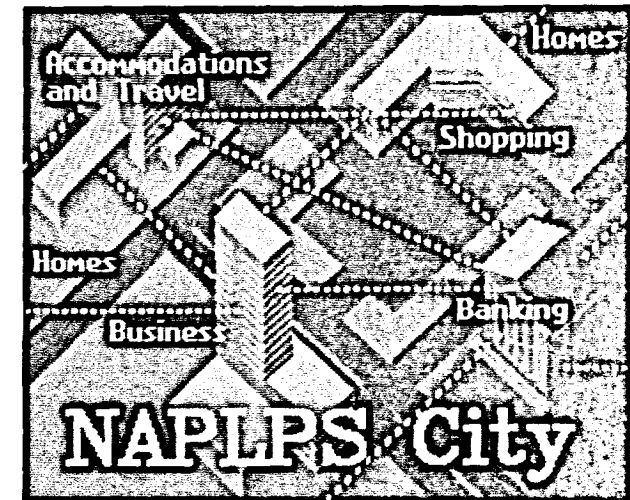
Even small organizations and companies can benefit from videotex.

Take the first step — begin planning your videotex service now. Call on Canadian expertise to help you develop a videotex strategy tailored to the travel market. Set up a small team to evaluate videotex in the light of your sales and service objectives. Use audience research, user profiles and statistics to help match your service to the needs of target market.

Study the hardware manufactured by Canadian suppliers, examine the uses of a page-creation terminal, a point-of-sale display system, decoders and electronic projection systems.

Beginning with just a page-creation system, you can produce powerful advertising and promotional information for public-access systems in shopping malls, banks, hotels and office buildings, an inexpensive entry into the world of videotex. With an on-premises user terminal you can tap new markets, build client confidence and deliver effective advertising and promotional messages. As information provider you can begin to position your company in the growing videotex market.

If your organization is not large enough to warrant in-house information creation facilities, several Canadian companies can provide this service.



Market research on the applications of videotex to the travel business can pinpoint specific applications, as well as developments and trends in the technology. Early entry into videotex-based service may help protect your revenue base and expand your reach. As British and European experience has shown, the market is growing fast and North American businesses and consumers are already becoming proficient in the use of videotex.