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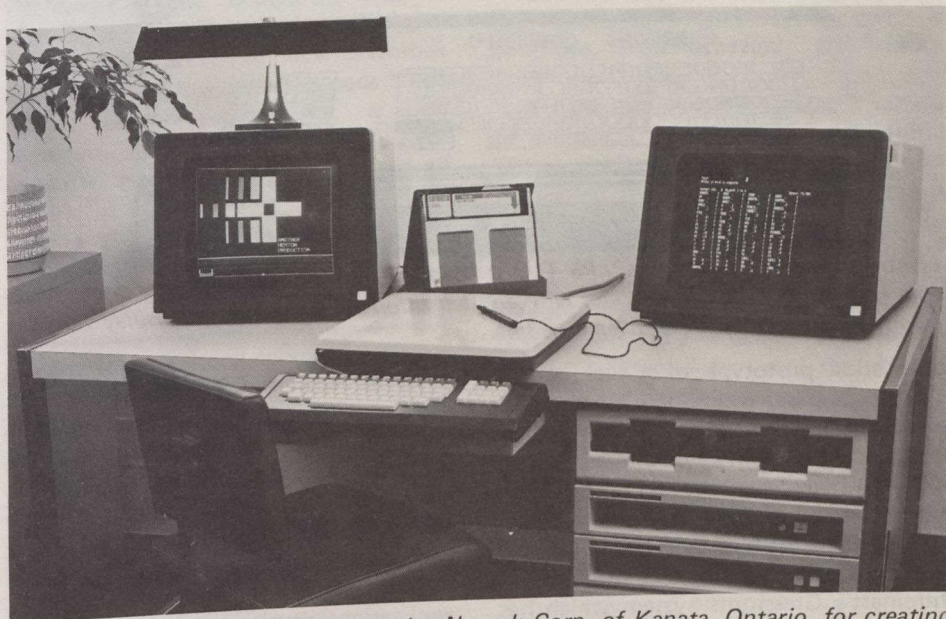
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Videotex '83: sparkling showcase of Canadian high-tech products



Information Provider System made by Norpak Corp. of Kanata, Ontario, for creating and editing pages, is one of the most popular systems in the world.

Videotex '83, held in New York in late June, attracted more than 1 400 delegates from across the world to what was considered the industry's largest and most important exhibition to date. Nearly two dozen Canadian firms were represented, mostly from Toronto or from Canada's Silicon Valley — the Ottawa suburb of Kanata — and their presence demonstrated the significant and continuing Canadian presence in this burgeoning market.

The conference focused on industry developments and new products as videotex moves into the crucial commercial phase. With the North American Telidon-based videotex and teletext standards firmly in place, the focus has shifted now from hardware to software and its applications.

Among the speeches and panel discussions, one entitled "The Other Standards" confirmed the Telidon-based North American Presentation Level Protocol Syntax (NAPLPS) as the *de facto* videotex standard in North America and explored the business aspects of various

conversion packages for non-compatible systems.

Several international communications and electronics firms have jumped on the videotex band-wagon but at the show many were using Canadian technology and equipment. Others announced agreements with Canadian firms.

Iris, the national teletext service of the Canadian Broadcasting Corporation (CBC), generated wide interest. Also, CBC and the United States broadcasting stations NBC and CBS, as well as Time Inc., were using teletext decoders from the Canadian firm Norpak, as did International Business Machines. The Japanese giant, Panasonic, used Canadian-generated pages from Infomart to demonstrate its system. Infomart is a joint venture of Torstar Corporation and Southam Inc. to provide an information data base through videotex.

New technology

Several Canadian companies used the occasion to announce new technology. Electrohome Ltd. of Kitchener, Ontario



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