

TELE-DIRECT (PUBLICATIONS) INC.

COMPANY OVERVIEW

Tele-Direct (Publications) Inc. is a wholly-owned subsidiary of Bell Canada and is the directory publishing and marketing arm of Bell.

Tele-Direct has enjoyed healthy growth and successful diversification and, through affiliations and subsidiaries, is active on three continents.

EXPERIENCE

Tele-Direct has acquired comprehensive experience in NAPLPS videotex. It was among the first active participants in the evolution of the technology and is committed to its future.

A videotex services department was established within the marketing division of the company in 1979. The department had three goals at that time:

- To acquire the skills and experience necessary to use videotex successfully in the commercial area as an electronic publisher.
- To participate in the Bell Canada Vista field trial.
- To position the company to take advantage of any business opportunity related to videotex.

Tele-Direct customers include:

- IBM of Canada
- Bell Canada
- Bell Canada International
- Telecom Canada (TCTS)
- Miracle Foodmart
- The Insurance Institute of Canada

- Cox Cable of San Diego
- The Co-operators
- Encyclopaedia Britannica
- San Francisco Videotex (California)
- Computer Communications Group (CCG)

PRODUCTS AND SERVICES

Tele-Direct began to promote commercial videotex services in 1981. Since then, it has developed and created NAPLPS applications for many major companies.

The services provided by Tele-Direct include:

- **Consultation** — business, technical. Tele-Direct offers a consultation service based on the accumulated knowledge of videotex applications locally and abroad.
- **Training** — page creation, editorial, business. Tele-Direct offers videotex editor training. The candidate will learn all the techniques for page creation, especially the subtleties associated with the graphic and text modes of NAPLPS software. A senior management course will educate executives in all areas of the videotex technology. Included will be practical experience with videotex hardware and software.

- **Application design, conceptualizing, routing.**
- **Page creation** — based upon the client's input, Tele-Direct will create informative videotex pages, and supply a diskette as well as photographs or slides of the completed images. Because of the extreme flexibility of the medium, page content can be modified or updated on very short notice.

FUTURE DIRECTIONS/ TARGET MARKETS

Discussions are under way with several system operators for Tele-Direct, as an information provider, to design an application for electronic yellow pages.

Tele-Direct's long-range target is based on the belief that consumers will require this new technology. Its corporate policy is to position itself eventually to develop wide-scale electronic yellow pages.

FOR MORE INFORMATION

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