

HOME MANAGEMENT SYSTEMS INC.

COMPANY OVERVIEW

Home Management Systems Inc. was established in Winnipeg in May 1982 to develop content for the emerging videotex industry. One year later, the first system, the *Electronic Gourmet™* provided 13,000 pages of recipe, menu and wine information to Grassroots subscribers on the Infomart system in Winnipeg, Manitoba.

EXPERIENCE

The distribution network for all Home Management Systems products can be telephone, cable or broadcast. Although HMS products are primarily designed to be implemented in an interactive videotex environment, most can also be adapted to a teletext service. As future home terminals have the logic and storage capability of personal computers, the user interface can be enhanced.

Home Management Systems' experience has shown that the HMS products enhance any videotex service, increasing usage, broadening the user base to include all members of the family, adding subscribers and generating needed advertising revenue.

PRODUCTS AND SERVICES

System Design

HMS products include a unique system design which supports a dynamic search capability, adapting the technology to the way people think, and search for, and relate to information. The user of

HMS products is not bound by a rigid hierarchical file structure, with predefined relationships between information.

All HMS products are based on the same design, with pages of text and NAPLPS graphics dynamically generated as required. This provides the videotex system operator with a compatibility across the product line and ensures ease of installation and maintenance.

Sponsorship information is also maintained in a similar dynamic fashion. An electronic mail capability is designed into each product, with HMS providing management of the electronic mail network between users of the system.

Content

The HMS product line focuses on the decision-making, information reference and retrieval needs of the modern home and family. These include information related to:

- Meal planning
- Travel
- Household repairs
- Household hints
- Entertainment

The full *Electronic Gourmet™* system provides over 13,000 pages of information on 1,300 recipes, 300 menus, over 3,000 wines and hundreds of helpful tips and suggestions to simplify meal planning and entertainment. An *Electronic Gourmet Club™* gives members quick access to:

- An electronic bulletin board

- Assistance from HMS
- Exchanges of messages between club members

Sponsorship

A company becomes a sponsor through the purchase of one or more HMS advertising packages. Each package includes:

- Advertising space on a predetermined number of electronic pages on a system.
- The creation of special sponsor pages.
- The opportunity to make special offers to the users of the system.
- The opportunity to buy additional services to promote products, experiment with direct marketing techniques, and conduct market research to test the impact of new marketing strategies.

Electronic Publishing

HMS also provides an electronic publishing service to adapt existing information or develop new services using the HMS database storage and retrieval system.

FUTURE DIRECTIONS/ TARGET MARKETS

Having created a powerful system to manage and retrieve information in a flexible manner from very large databases, HMS is applying the system design to other content for the home market. At the same time, the network of distributors of HMS products is growing rapidly. By the end of 1984, a series of new electronic information reference systems will be available on most major videotex services in North America.

FOR MORE INFORMATION

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