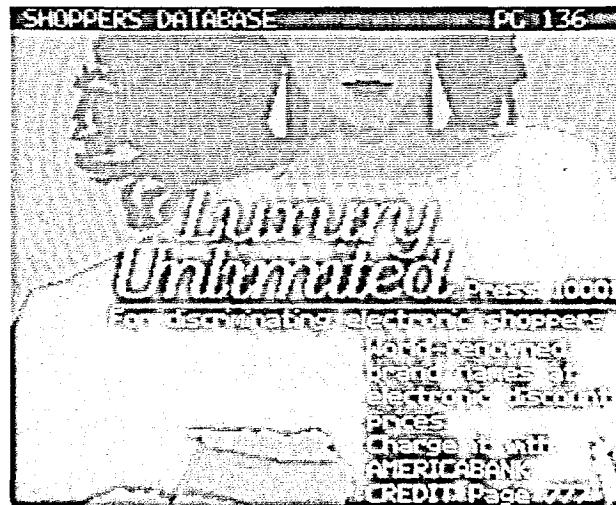


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### **THE INFRASTRUCTURE IS ALREADY HERE**

In North America, almost every household already has two of the three pieces of equipment required to receive videotex services - the TV set, and a communications link, such as a telephone line or cable TV outlet. All that is required is the addition of a videotex decoder with a keypad or keyboard. The infrastructure which makes possible the use of videotex as a universal communications medium is already in place.

And now, the personal computer itself has become videotex compatible, opening the doors to services not only through the home TV set, but through the expanding number of home and business computers. The addition of appropriate hardware and software packages, many of them supplied by Canadian firms, provide NAPLPS capability to such computers as the IBM PC, Apple II, Apple IIe, Compaq, Commodore 64 and others.



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### **THE CASE FOR VIDEOTEX TODAY**

Quite apart from the usefulness and productivity of videotex now, is the advantage early entry into the field will provide tomorrow. Even if an initial system is small, and is used for a dedicated purpose, its flexibility and standardization allows for planned development and expansion as requirements change, as new possibilities for the medium are explored, and as videotex continues its inexorable spread throughout the business and home markets of North America. Those who are quick to become familiar with the characteristics of this new medium will be well placed to plan its future development and seize the inevitable opportunities the medium provides. Those who ignore it, do so at their peril.

And the opportunities are here, now. This brochure outlines some of the ways videotex can be and is being used today.

Videotex has proven to be a highly efficient, cost-effective tool for hundreds of applications. Telidon units are delivering advertisements and information at shopping malls and stores; they are being used as an exciting replacement for standard 35 mm audio-visual slide shows. They are being used within organizations for training, or for internal communications. Schools and universities are using them as effective new teaching tools. Retail outlets use on-premises terminals as a powerful merchandising medium.

The list of possible applications ends at the frontier of imagination itself.

Modest initial systems provide early experience and familiarity with the medium so that future expansion becomes easy to carry out and administer.