



Bulletin Board

FOR SALE: New soft ice cream machine & electric grill, call 6-9pm, 555 1231

FOR SALE: WASHER, spin dry, good cond \$150. evds. 555 2111

WORK WANTED: Mobile welding, top quality, guaranteed, 5551112

WANTED: We buy old postcards, stamp collections & cons. Profes dealers 9-9.11-Sat 555 5453

Press GO for more

Sponsored by Quality Food Stores Ltd.

Expanded Services Index

- 1 Dean Whitter Financial Services
- 2 Electronic Catalogue Viewing
- 3 Personal Account Inquiries
- 4 Hardware Service Guide
- 5 Consumer Advice & Reports
- 0 Exit to Gateway Index



Videotex is a non-intrusive medium. Videotex subscribers choose the advertising they want to see, and consider these pages an important source of information. The retailer's message is received by users when they are most receptive.

Videotex can deliver new audiences. A new kind of audience is investing in videotex. Piggy-backed on a wide range of information and services, retailers and advertisers can reach new high-quality markets.

Videotex can increase in-store traffic. In-store point-of-sale terminals provide a highly visible cost-effective promotional medium for in-store events and sales, product information and demonstrations, store locations and hours.

Videotex can promote store and product loyalty. Providing "how to use" tips, consumer rating reports and product demonstrations helps establish a retailer as consumer-friendly.

Videotex is ideal for staff training. The simple-to-use technology can help brief sales staff, run seminars, send corporate-wide messages or carry out an internal information program.

Videotex is ideally suited for local advertising. National TV or print advertising can be tagged with a videotex page number for information on local outlets and dealer specials. Local ads can be sponsored on community videotex networks.

Electronic publishing and delivery systems are beginning to outperform conventional print media. Videotex is the path for advertisers and retailers to expand their market and increase operational efficiency.