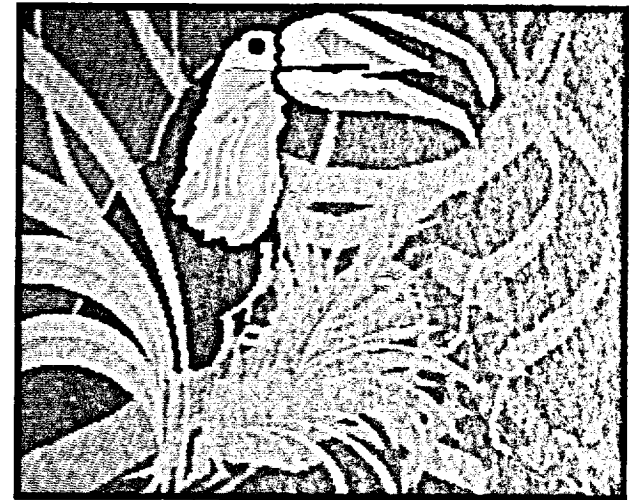## THE CONSUMER IS READY

Most people in North America already have two of the three pieces of technology required to receive videotex — the TV set and a communications link such as a telephone line or a cable TV outlet. To receive and interact with videotex services, the only additional equipment required is a decoder with a keypad or keyboard. Telidon – NAPLPS decoders sell for a few hundred dollars, and the cost is following the downward curve traditionally associated with consumer electronics technology.

Recently, innovations in technology have made it possible for many personal computers to act as Telidon decoders with the addition of appropriate software and hardware, so that the vast and growing personal computer population can easily enhance existing systems to provide for Telidon capability. The IBM PC, Compaq, Hyperion, Apple II, Apple IIe, Commodore 64 and others are among the personal computers for which Telidon – NAPLPS capability can be supplied.

CREATING THE SIZZLE

For the information provider, whether it's a government tourist service, travel agent, hotel chain, resort complex or any enterprise with a product or service to sell, Telidon – NAPLPS offers an information creation system so simple, it can be learned in a few minutes. Text, charts, graphs and stunning illustrations can be created quickly.

Videotex information providers generally use what is known as a page creation terminal to generate the text and colourful Telidon graphics. Computer based, the terminals are easy to operate and allow infinite creativity in design and content. A choice from among thousands of colours is possible — shapes and designs can be created, moved, changed, copied, made larger or smaller, or rotated — and colours can be changed with a few easy-to-learn controls. Finished pages (a "page" is a screenful of information) can then be stored in a data bank for retrieval by a videotex user. Stored information can be changed, edited, deleted or updated quickly and easily. Even flashing and animation are possible.

Canadian manufacturers offer a number of state-of-the-art videotex information provider systems.

A small information provider, such as a resort hotel that wants to advertise its services on an established videotex system, or use videotex as an electronic replacement for audio-visual presentations, would likely contract out for page-creation services using, for example, one of several Canadian firms which have built up expertise in the field.