

Computer photos simplify aptitude tests

International Test Corporation of Vancouver has developed a system that uses computers to add pictures to aptitude tests and make questions easier to understand.

"Such a presentation reduces stress on examinees, allows them to complete tests more quickly and makes scores more meaningful," said George Woods, president of the company.

The system can also help to train students, since it allows them to answer a question until they get it correct.

The British Columbia Motor Vehicle Department is considering using the system to test new drivers. Such a system might

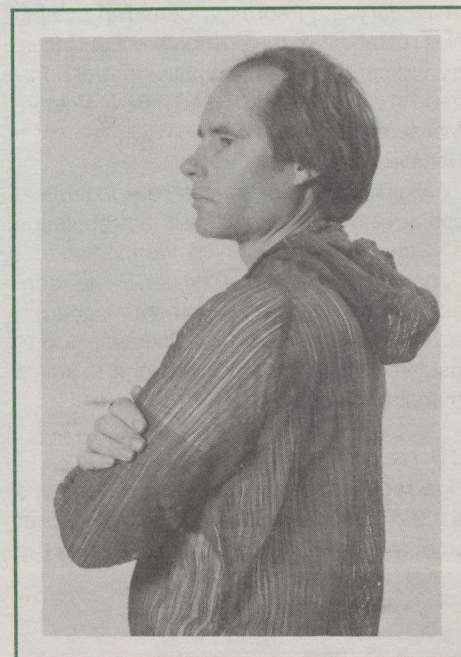
connect a supervisor's station with as many as eight test stations. The software leads students through sample questions that are reinforced by laser videodisc images.

When the test is completed, the results can be printed or stored on computer disc for addition to the data base of a main-frame computer.

International Test Corp. is currently developing a computer test for aptitudes and occupational interests that provides a review of jobs for particular scores.

The organization is affiliated with I.P. Sharp Associates Limited of Toronto, Ontario a computer software and services company.

Jacket fights bites



A unique "Skeeto-Ban" jacket, developed by Draft Enterprises Limited in Petersburg, Manitoba, is proving to be an effective method of repelling insect bites. The light weight mesh-fibre jacket, when impregnated with the accompanying 95 per cent DEET repellent, is "guaranteed" to act as a shield against mosquitoes, black flies, gnats, fleas and most other biting and annoying insects.

Electronic panel posts product prices



Richard Taylor (left) discusses the new price display panel with Ray Goodman.

Telepanel Inc. of Markham, Ontario has developed a liquid crystal display (LCD) panel that replaces the paper label put on a supermarket shelf to display a product's price and price per unit. The electronic price display is linked to the store's microcomputer and shows the same price as that registered at the check-out counter.

A prototype LCD panel is currently being tested by Loblaw's Supermarkets Limited in a North York superstore and Telepanel's president, Richard Taylor, hopes the trial will lead to sales to food chains throughout North America.

Commenting on the display, Ray Goodman, vice-president of Loblaw's Supermarkets in Toronto, said "the biggest advantage for the consumer will be consistent pricing". For the store, he added, there may be many potential advantages, including the ability to post price changes at the shelf more quickly.

To change a price on the Telepanel display, the store manager simply enters it into the personal computer controlling the check-out scanners. It is instantly displayed on the Telepanel on the shelf immediately below the product.

Armchair shopping

Cableshare Inc., based in London, Ontario is negotiating an agreement with the large United States retailer, J.C. Penney Company, which will provide for the development and world-wide licensing of Cableshare's cable television service that allows subscribers to shop from their homes.

The system, initiated by the firm last year, is considered by many to be one-and-a-half years ahead of its competitors.

Cableshare's president, Terrence Pocock said the system offers a wide range of products and services, including manufactured goods, groceries, travel and home banking. Using a touch-tone telephone, consumers are able to call up video pictures of the products they are considering while accompanying dialogue provides full information about each item. All product selection, pricing and ordering is done with the telephone keys. Goods can then be delivered directly to the customer's home.

Mr. Pocock hopes to launch the service in selected US markets this year.

Eric Christensen, Globe and Mail