



A SINGLE STANDARD

Videotex has been standardized. The North American Presentation Level Protocol Syntax (NAPLPS) has been chosen as the North American standard for videotex. Drafted by the working groups of the American National Standards Institute, the Electronic Industries Association and the Canadian Standards Association, NAPLPS is known in Canada as Telidon.

A PERSONAL TOUCH

Because of the rapid penetration of personal computers into homes and offices, many homes already have in place much of the equipment necessary to receive videotex services. Several Canadian firms have introduced videotex software for personal computers. These companies are making important sales across North America and Europe and marking a new direction for the industry.

High technology investments involve risk. And profit. Banks which ignore the potential of the NAPLPS videotex standard may quickly find themselves out of step with an increasingly valuable technology. Telidon - NAPLPS technology has emerged as the North American standard. And Canadian companies, having gained early experience and familiarity with Telidon, are the most advanced in the world and best equipped to provide advice, systems and services.

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