



The system allows users to transmit graphic, tonal or textual information.

ities, disabled, consumers — to exploit the Telidon potential as a communications medium.

“The Telidon program is an investment in Canada’s high technology future,” said Mr. Fox. Market forecasts by industry consultants have estimated that from one to four million videotex terminals could be installed in Canada in this decade, representing some \$1 billion to Canada’s electronic manufacturing industry.

According to government estimates, ten times that figure could accrue to the whole Telidon industry which comprises: — a hardware manufacturing industry to provide system terminals, computers, communications and associated software; — an electronic publishing or information-providing industry; — a videotex distribution industry; and — a public data base operating industry.

“The federal government and Canadian industry believe the electronic information industry has the potential of becoming a major sector of the Canadian economy,” said Mr. Fox.

The development of Telidon was first announced in August 1978. Since then, the government has committed \$12.6 million to the Telidon program. Canadian industry has committed more than four times as much.

#### U.S. companies pick system

The Times Mirror Company of California recently selected Telidon for a major videotex field trial in the Los Angeles area.

Telidon Videotex Systems, Incorpo-

rated, a company established by Infomart to sell Canadian-developed Telidon videotex systems to the U.S. market, will supply a complete turnkey system under an initial contract worth over \$1 million.

The field trial is scheduled to start late in 1981 and will include 200 terminals to be installed in homes in Los Angeles and Orange counties. The *Los Angeles Times* and other publishing subsidiaries of Times Mirror are expected to be major information providers.

The Times Mirror videotex system will operate simultaneously over both telephone and two-way cable networks.

In addition, Time Incorporated of New York has announced that it will introduce later this year a satellite-delivered teletext service using Canada’s Telidon technology.

Michael Luftman, a public relations officer for Time, said the communications conglomerate picked the Telidon system because it offered greater editorial flexibility and superior graphics than the competing French and British systems.

The planned service will be delivered by satellite. The first field trial will involve distribution to a cable system owned by Time’s subsidiary, American Television and Communications Corporation of Englewood, Colorado, for in-home use. The service will be offered 24 hours a day, seven days a week.

Subscribers to the service would be able to gain access to a wide range of printed information on their television sets, including the editorial content of

Time’s seven magazines, its Washington *Star* newspaper, its Time-Life books, and services from other news organizations.

#### Other sales pending

Telidon has also been sold to other projects in the U.S., Venezuela and elsewhere and more sales are pending.

The major marketing push behind Canada’s Telidon system is being provided by Infomart, a joint venture of two of Canada’s largest publishing/communications companies, Torstar Corporation and Southam Inc. Infomart and its U.S. company are licensed by the Canadian government to promote and develop the commercial potential of Telidon videotex technology worldwide.

In November 1980, the technology became one of three recognized videotex standards by the International Telegraph and Telephone Consultative Committee, the United Nations Agency responsible for setting international telecommunications standards.

Users of the Telidon system are able to retrieve, by phone or interactive cable, information stored in computer data bases and have it displayed on modified TV receivers or business video terminals. Telidon has a capability allowing users to transmit graphic, tonal or textual information to each other or to a data bank. Connected to the TV is a pushbutton unit like a pocket calculator or a keyboard unit like a typewriter for retrieving or inserting information. Telidon equipment is being manufactured by Canadian companies such as Electrohome Limited of Kitchener, Ontario; Northern Telecom of Montreal; SED Systems Incorporated of Saskatoon, Saskatchewan; Microtel Pacific of Vancouver and Norpak Limited of Pakenham, Ontario.

#### Canada-Japan banking pact

Canada and Japan have confirmed an agreement to open their doors to each other’s commercial banks following talks recently in Tokyo, reports the *Canadian Press*.

The agreement allows Japanese banks to set up full banking subsidiaries in Canada, permitted as a result of the new Bank Act, while Canadian banks will be allowed to set up branches in Japan.

At present, Canadian banks have only representative offices in Japan, similar to the status of 11 Japanese banks in Canada.