and stock market reports are used over and over again as information changes. In such cases the basic design is created and stored electronically. It can then be automatically updated as new information is received.

Pages are obtained by the user on switching to a particular channel on a TV cable or by dialing the required data bank on the telephone. These pages are in the form of an electronic code which passes down the telephone line or TV cable. This code must then be translated before text and images can be seen on the television screen.

Decoding of the pages is performed by the Telidon terminal, a small microprocessor which can sit conveniently on top of a television set or may even be built into it. The terminal contains a computer memory which gives temporary storage to the electronic pages. In this way, transmission media are used only for short bursts and left free for other traffic.

The pages that are displayed on the screen can be selected by keyboard or hand-held key pad. In addition to selecting pages the key pad or keyboard communicates through the Telidon terminal to the data bank for electronic shopping, banking and other transactions.

The Telidon pages are arranged in the data bank according to one of several schemes and can be located by, for example, the use of key words or rapid scrolling. Another common form of storage is the Information Tree.

The first page, or trunk of the tree, contains a list, or menu, of information headings. In the case of a city directory it will list the headings; Hotels, Restaurants, Cinemas, Theatres, etc. If the user wishes to visit a restaurant, he or she will press the page number shown beside that listing and enter a branch of the Information Tree.