

## COMPANY OVERVIEW

NABU has developed and is actively marketing highly cost-effective methods of delivering software services to the home. The *NABU Data Broadcast System* offers teletext capability and a wide range of computer programs through the cable television (CATV) network. By linking special microcomputers with the cable system, NABU is developing a communications network in which cable subscribers are provided with the microcomputers and accesses to a large central database of programs and information.

NABU employs 800 people and had revenues of \$60 million in 1983.

## EXPERIENCE

NABU evolved from the July 1981 amalgamation of several companies engaged in related aspects of the microcomputer and telecommunications industries, i.e. cable technology and distribution, microcomputer hardware development, CRT screen and keyboard design/manufacturing, software development and retailing of minicomputers.

## PRODUCTS AND SERVICES

The central philosophy behind the *NABU Network* is that the CATV plant is the cornerstone of a broadband communications network that includes not only cable, but microwave and satellites as well. The *NABU* network service is currently available to cable

subscribers in Ottawa and Vancouver.

In its one-way mode, the *NABU Network* offers high-speed transmission of data over unmodified cable plant, microwave and satellite links. A major proven advantage of *NABU's* cable-delivered data services over telephone-delivered data services is the rapidity of transmission.

### Support Systems

The *NABU Network* incorporates a number of highly developed technological systems which are vital to maintaining a constant flow of new information and programs.

- **The Application Development System** creates content for the *NABU Personal Computer*. As the range and sophistication of the applications grow, additional systems will be developed, each with facilities to create new applications.
- **The Information Providers System** supplies data periodically for existing applications.
- **The Application Packaging System** assists cable operators to manage network content and distribution. The system segments each application and assigns it to one or more tiers, and uses the tier assignments for billing information.

The *NABU Personal Computer* has the following features:

- Its architecture is compatible with the newly proposed MSX computer standard in Japan and the U.S.
- Its 64K RAM provides more than enough storage capacity to meet present and future needs.

- The **Three Sound Generators** give the subscriber full, realistic sounds of all *NABU Personal Computer* software packages.
- The separate **Graphics Processor** — with 16K graphics RAM gives the user advanced graphics.
- It has 16 colour graphics capabilities. System expandability extends the functionality of the *NABU Personal Computer* with disk drives, printers and monitors, etc.

The software and information are grouped into various tiers. Each tier is separately priced and can be aimed at different segments of the subscriber market. Current tiers include:

- **Personal Computing Tier:** programs such as stock market summaries and analysis, metric conversion, mortgage calculations and BASIC.
- **NABU Games Tier:** a selection of 12 computer games, revised monthly.
- **Logo Tier:** an easy-to-learn educational language, with support programs that help the novice and children write their own computer programs.
- **NABU Lifestyle Software Tier:** a selection of titles including information access, video games and educational programs.

## FUTURE DIRECTIONS/ TARGET MARKETS

Through every phase, *NABU* will maintain its stake as world leader in this new information age by its commitment to improve its programming continually. That means introducing unique and varied programs tailored to customers needs and setting the pace in original software and hardware.

## FOR MORE INFORMATION

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