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### **THE EARLY BIRD**

And while videotex is being used profitably — right now — for a wide variety of applications, there is more to it than that.

There is a growing conviction that those who do not gain early experience and familiarity with videotex may find themselves very quickly relegated to a communications backwater. The conviction is backed by market research studies which point to a very quick and widespread growth of videotex throughout North America, Europe and the Far East, and by the fact that the growth of computer communications generally has sky-rocketed beyond even the most optimistic predictions of 24 months ago.

Companies gaining early experience with the medium will also have the advantage of position as videotex begins its spread to living rooms throughout the continent.