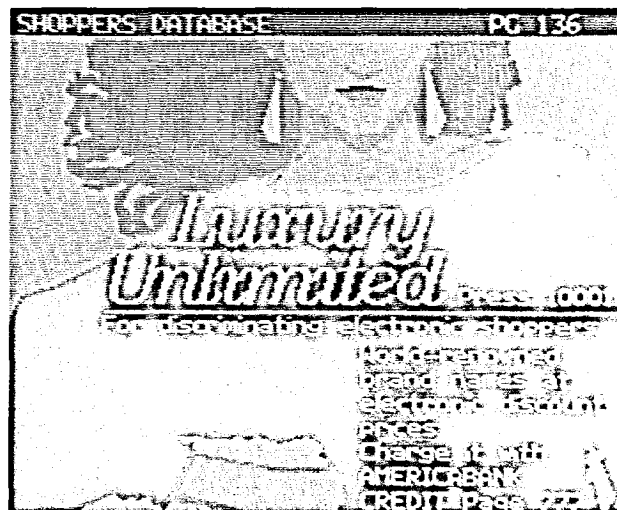


Personalized Shopping List ©

Thank you and welcome to:
the Johnsons, Account Number 324fby657
Following the list that you supplied to our
databank, and after carefully checking
the advertised prices within your local
shopping area, we recommend the following
stores for your best deals this week

Carrots	The Greenery, Ocean Dr.
Kwis	The Greenery, Ocean Dr.
T-bones	ShopCity, Lincoln Blvd.
Can'd peas	ShopCity, Lincoln Blvd.
Spices	Fenn and Company
Muffins	Mother's, Fairmount Ave.
Trout	Oceans Three, Harbour Rd.

Press 1 to order & arrange delivery
Press 2 for itemized list, Press 3 to exit



VIDEOTEX MERCHANDISERS: INDUSTRY LEADERS

Direct marketing is growing rapidly, with profit increases from 17 to 30 per cent over the last two years. Today's videotex merchandisers are leading the industry. They include Sears, J. C. Penny, Dayton's, The Bank of America, Kodak, Mattel, Black & Decker, Sony, Chevrolet, Coca Cola and Saks Fifth Avenue.

The Conscious Consumer Comparison			
Small, luxurious, four-wheel drive vehicles: American Motors' Cherokee Chief, Ford's Bronco II and Toyota's Land Cruiser.			
Statistics	AHC	Ford	Toyota
Length(in)	165.3	158.4	184.0
Width(in)	69.3	65.0	70.8
Height(in)	64.1	68.8	69.5
Wheelbase(in)	101.4	94.0	107.5
Track, front(in)	58.0	56.5	58.5
Track, rear(in)	58.0	56.5	57.9
Curb Weight(lbs)	1209.5	1427.9	1935.0
Base Price(\$)	11,590	11,790	17,498
Price tested(\$)	14,856	15,412	17,498
Press 1 for more details on cars listed			
Press 2 for complete 4WD directory			
Press 3 for Consumer Index for 80's			

These merchandisers are reducing personnel costs and using videotex as a staff trainer, a merchandising expert or an inventory manager. Find out why.

Videotex can improve sales by expanding market share, increasing visibility, and building consumer loyalty.

Videotex allows shorter planning horizons. It links sales presentations to inventory planning so the buyer can enter an order and have it confirmed immediately. Since pages can be created quickly and changed at any time, electronic mail order catalogues can be produced faster than their paper counterparts, at a fraction of the cost, eliminating the colour separation, printing and distributing processes. Instant updates provide flexibility in pricing and promotion and give the catalogue a virtually endless lifespan.