



# NAPLPS

No major manuals to learn, and no lengthy commands to memorize.

NAPLPS is as easy to use as dialing your telephone.


### **A UNIVERSAL STANDARD**

A major attraction of videotex is that it is a completely standardized system, with one accepted standard for North America, the Far East and many other areas of the world. The North American standard is known as NAPLPS, the North American Presentation Level Protocol Syntax, adopted in 1983. In the same way that ASCII has become the agreed upon standard for text and number (alpha-numeric) communications by computer, NAPLPS has emerged as the accepted standard for transmitting text and high-quality graphics (alphageometric). It was designed in such a way as to be a natural outgrowth of the ASCII protocol.

Telidon, the name given to videotex in Canada, is identical to NAPLPS. Because the technology was invented in Canada, Canadian companies have been involved since its inception in the design and manufacture of equipment, the creation of software and content, the provision of turnkey videotex systems or in videotex consulting services. Many companies are just now beginning to explore videotex, but several Canadian firms have already built up enviable expertise over the course of the development and use of the technology and are now recognized — world-wide — as the leaders in Telidon - NAPLPS systems and services.

An agreed-upon standard results in compatibility of systems. NAPLPS videotex terminals can access data banks all over the continent which conform to the NAPLPS standard.

A further important point about NAPLPS videotex: the heart of NAPLPS is actually a unique new way of creating, storing and retrieving information that is coded in a particular way. The coding protocol is designed in such a way as to make it independent of any display technology. This means that videotex systems created today will not be made obsolete with the advent of new, more advanced electronic display technology.