

## Cableshare

Presentation Theatre means better visuals. Better visuals mean better presentations. Better presentations mean more customers, more sales and more profits. Leave your competition behind...just like magic.

**The Electronic Advertising System** is a new medium for presenting advertisements to consumers in public areas such as shopping malls. The system utilizes four foot television screens to display a continuous cycle of advertisements and sponsored information pages such as weather and lottery numbers using Telidon graphics to present attractive, entertaining and informative messages. Each public location can have a number of Telidon terminals with touch-sensitive screens that are easier to use than conventional keyboards. Consumers can obtain specific information about local stores and products by touching the terminal's screen on top of a displayed item; such information is then automatically displayed. The Electronic Advertising System uses the Picture Painter to provide the advertiser with a unique ability to create and change an advertisement and display it to the public within minutes.

**The Cable Advertising System** can display Telidon graphic advertising on vacant channels presently available on some cable television systems in the United States. Each channel can show a cycle of advertising pages interspersed with items of general interest such as television listings, weather or sports news. The utilization of Cableshare's Electronic Advertising System on these channels will provide a new source of revenue for cable television systems in the United States.

### **FOR FURTHER INFORMATION:**

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