

# UNITED AUDIO-VISUAL RESOURCES

## COMPANY OVERVIEW

In the early 1980s, United Audio-Visual Resources made its commitment to the NAPLPS industry by becoming representatives for the major Canadian NAPLPS manufacturers. Together with its sister companies, AVEC (in Ottawa) and AVSR (in Toronto), United represents:

- AEL Microtel
- Adeum Electronics
- Cablesare Inc.
- Celtic Technology
- Electrohome
- Formic Videotex Systems
- The Genesys Group
- Norpak Corporation

United is the founding member of "the Videoexperts", a cross-Canada equipment sales and rental network. This network was established to satisfy the requirements of United's customers, wherever they are located.

## EXPERIENCE

United's owners have over 30 years of experience in the audio-visual and video broadcast equipment field. By participating in both national and international tradeshows, United has acquired the knowledge to help its clients solve their communications problems today and plan for those in the future.

## PRODUCTS AND SERVICES

As United represents the major NAPLPS manufacturers, it has available a full line of NAPLPS equipment. This enables United to select hardware best suited to its clients' needs, whether decoders, terminals or graphic computers.

In cooperation with Adeum Electronics, United designed its own stand-alone presentation unit — the Infohut. The Infohut houses an RGB monitor and decoder, while the user accesses the information through a ruggedized keyboard. This ruggedized keyboard is extremely durable and easy to use.

United recently opened a new department entitled Videotex Services. This department has the in-house capabilities to transfer NAPLPS graphics to different media. The staff of this department has the expertise to train and consult on all the equipment United supports.

## FUTURE DIRECTIONS/ TARGET MARKETS

1983 saw the opening of a joint venture between three Ottawa-based companies. Ottawa's *Info Vision* is the first commercial NAPLPS venture in the Ottawa-Hull area. With display kiosks located throughout the area, users can access up-to-date information on what is happening in Ottawa.

Ottawa's *Info Vision* is unique compared with other ventures of this type (e.g. Teleguide) in that its advertisers pay to be placed on the database displayed in the kiosks.

United is currently supplying all of the hardware and the kiosks, and the Genesys Group is managing the software. The positive response to *Info Vision* in Ottawa has led United to direct its marketing towards these types of special projects, as *Info Vision* can be a success story anywhere in North America.

United is also spending a great deal of time educating its staff members about the dynamic NAPLPS technology. This knowledge has enabled them to go after special NAPLPS projects to supply the equipment and the expertise to make a project a success.

Aside from Ottawa's *Info Vision*, United has worked on, and seen the success of, the Inuit world communication project. It is currently dedicating itself to making a similar success of the CHIP pilot project of the Canadian Department of Energy, Mines and Resources.

## FOR MORE INFORMATION

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