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**INCREASE MARKET SHARE**

Videotex can be easily integrated into existing transaction formats, ATM and POS operations. Germany's Verbraucherbank is a classic success story. In 1972, the bank moved to self-service ATMs to boost a sagging market share. By 1980, its profits had increased by 30 per cent over the previous year. Since 60 per cent of ATM transactions occurred outside of regular hours, the bank decided to add videotex home services in 1980. Over the first two years it reported a 150 per cent increase in self-serve accounts and a steadily broadening deposit base.

