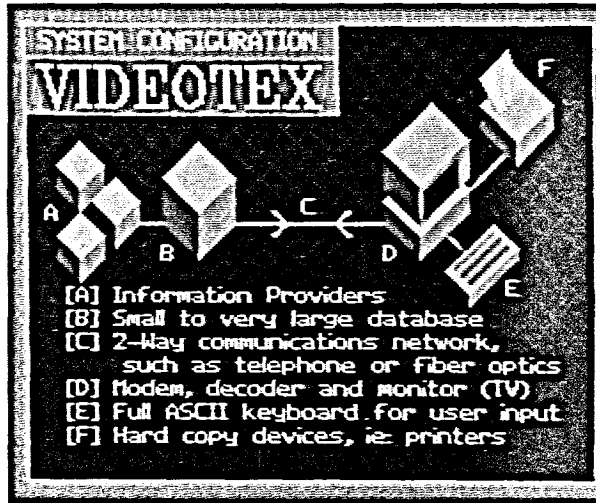


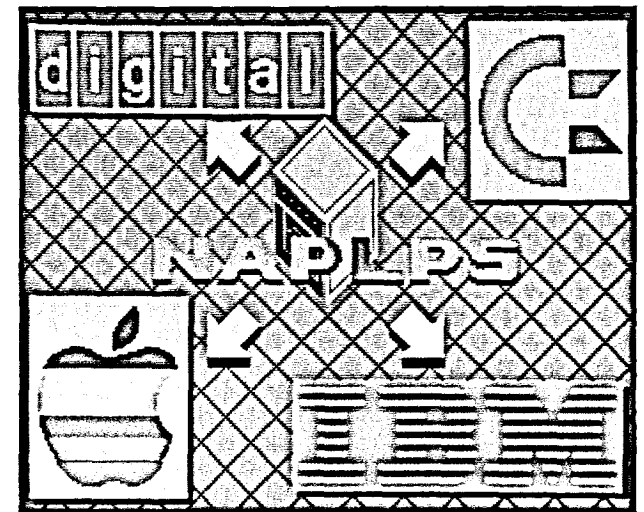
VIDEOTEX - UNLEASHING THE POTENTIAL OF THE PERSONAL COMPUTER

Videotex is a remarkably powerful, flexible and, above all, inexpensive new technology that is changing the face of the whole computer communications industry. And now, it is transforming the capability and range of the personal computer.



WHAT IS VIDEOTEX?

Essentially, videotex is a protocol for creating, storing, transmitting and retrieving computer text and graphics. Videotex uses standard transmission links to transmit information, in both text and stunning colour graphics to a television set or computer monitor. With videotex, a user can retrieve any one of thousands of "pages" of data at the punch of a few keys, from data banks next door or half a planet away. Data is sent by telephone, cable, or satellite — it makes no difference, technically, which — and is displayed at the user's command on a terminal, which can be either a personal computer or a slightly modified home TV set, with a decoder attached.



In North America and many other parts of the world, the accepted videotex standard is known as NAPLPS. The NAPLPS standard, based on technology developed in Canada, is known in Canada as Telidon.

The North American standard for videotex, NAPLPS, is destined to become the graphics and text communications protocol for a vast majority of applications, replacing text-and-number-only codes such as ASCII in applications where graphics are required, just as colour TV transmission standards replaced black and white about 20 years ago. Moreover, the designers of Telidon - NAPLPS have incorporated the standard ASCII coding system as part of the protocol, so that letters and numbers respect the ASCII convention. And hardware that can handle ASCII characters (modems, phone lines, TV cables, local networks) can also handle NAPLPS pictures.