



AN INFORMATION POWERHOUSE

Telidon - NAPLPS page creator systems can produce high-quality text and graphics efficiently and simply. With Telidon - NAPLPS equipment, full colour advertisements with complex, stunning graphics can be prepared in less than an hour. Time-sensitive information such as in-store specials can be provided right up to closing time. Complete designs or just some of their elements can be instantly duplicated or stored for re-use. Electronic mail order catalogues can be prepared faster and instant updates can give your service a virtually unlimited lifespan.

Market surveys show that consumers will welcome the convenience and the range of services videotex can deliver. Home shopping is rated by consumers as the second most popular home videotex service (after bank-at-home services) and a convenience they would pay for. Surveys show that 66 per cent of consumers will opt for videotex services.

DELIVERY FORM	
IF YOU CAN'T COME TO BLOOMINGDALE'S BLOOMINGDALE'S WILL COME TO YOU	
NAME _____	
ADDRESS _____	
CITY _____	STATE _____
ZIP _____	TELEPHONE _____
DELIVERY DATE _____	
1 WOMEN'S FASHION	
2 ENTER ACCOUNT NO. FOR AUTO ORDER	
3 MAIN INDEX	