

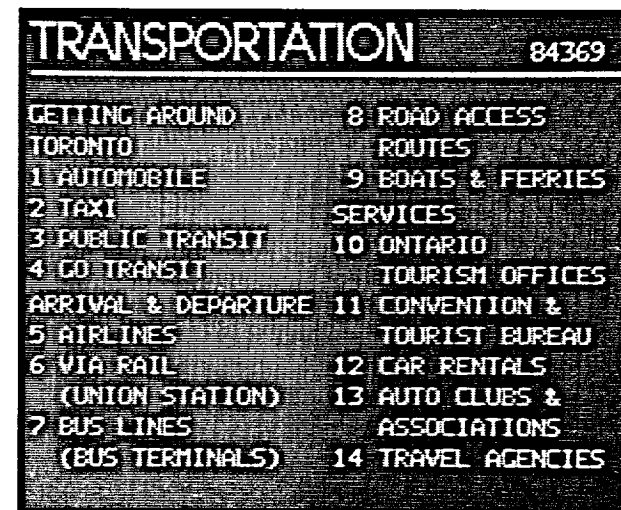
STEP BY STEP

Typically, the first screen displayed for the user on a consumer-oriented service is a menu — an index of information and services. A typical menu might consist of the following items:

1. News
2. Weather
3. Travel, leisure and entertainment
4. Games
5. Educational services
6. Shop at home
7. Bank at home

Selecting number 3, a new page is displayed, giving a further breakdown of possibilities. This might include:

1. Airline reservations
2. Accommodation
3. Movies and entertainment
4. Concerts
5. Travel information
6. Car rental
7. Restaurants



After three or four pages, the user homes in on the precise information or transactional service he or she is looking for. Or he or she can simply use the system to browse. While a newcomer to videotex might use the menu, systems can be designed so that an experienced user may proceed more directly to a particular service or category of information by key-word searches or other computer search techniques. Information that spreads over more than one screen can be accessed simply by pushing a button to call up the next "page". In this way, the electronic equivalents of travel brochures or other advertising and promotional literature are easily accessed.