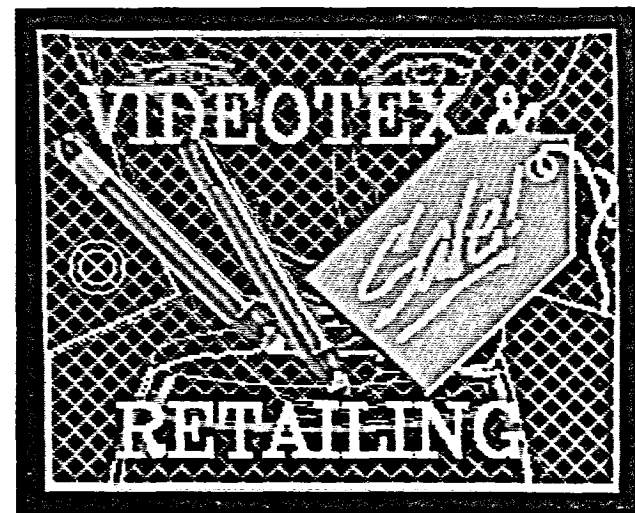


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VIDEOTEX: NEW TOOL FOR THE RETAILER



This is an age of change and opportunity. An explosion in communications technologies is revolutionizing the traditional patterns of how we do business, how we relax and how we shop. Advanced electronic technologies such as videotex and teletext are bringing new services to consumers and creating vast potential for the "leading-edge" retailer and advertiser.

Videotex is emerging as a complete merchandising medium, helping to advertise and sell products faster, more efficiently and less expensively. Because it is direct and responsive to the user, videotex is a highly effective means of communicating to and transacting business with your customers.

As a stand-alone system or in combination with videodiscs, home computers, direct-to-home satellite broadcasts or cable and pay television services, videotex and teletext can provide a completely integrated merchandising system.

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