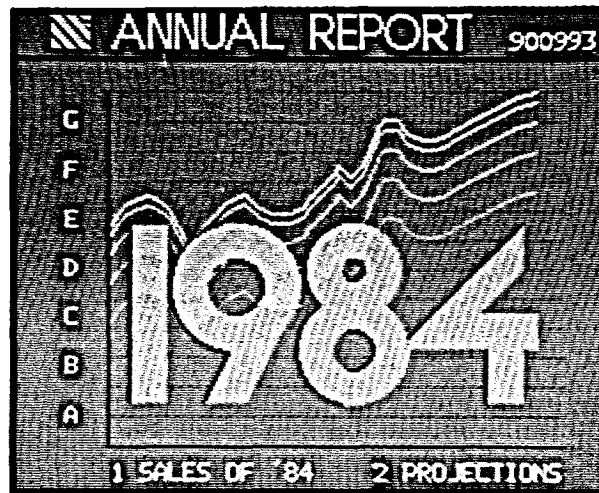
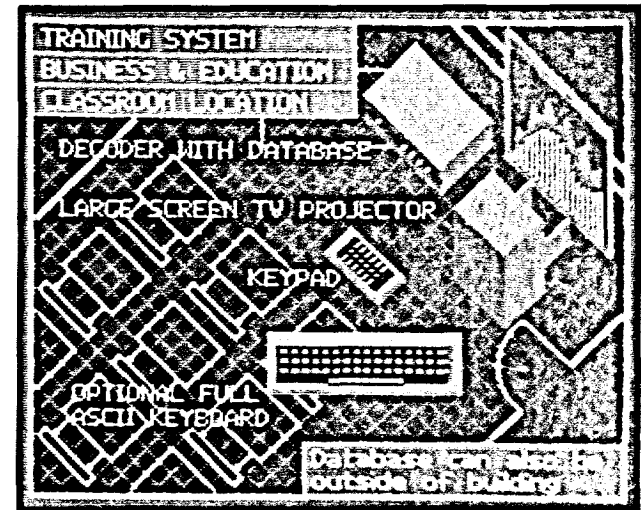


THE BUSINESS INTEREST



Businesses throughout North America are looking to videotex to solve a range of communications, sales and marketing and other information problems and to increase their competitive edge. Here is how some of these are exploring the creative use of the new medium, using it to address particular problems, achieve specific objectives. So at the same time that the activities of larger companies such as Infomart, Videotex America, AT&T, Knight Ridder and others are stealing headlines, the power and flexibility of the medium is such that it can provide substantial profit and cost-effective opportunities for even the smallest of businesses.



BLOCKBUSTER PRESENTATIONS

Few businesses can get by these days without good audio-visual presentations. Whether created for a briefing at the board room, as part of product marketing, or for internal training and motivation programs, the A-V show has become a ubiquitous business communicator.

Telidon represents a new approach to the traditional audio-visual presentation. Using a TV screen for small groups, or projected on a video projection unit for large gatherings, the computer graphics are astounding and pack a dramatic, electronic punch. Synchronized sound completes the package.