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#### **WHAT DOES IT COST?**

Videotex is not expensive. Since the customer owns the terminal and manages his own accounts, the cost may be lower than today's paper- and people-based transactions.

Videotex costs less than new branches and it allows a bank to build customer and client bases outside traditional geographic market areas. Invest now and begin generating fee income from consumers and advertising revenue from agencies and retailers who sponsor advertising pages on videotex services. The time to position yourself in the market is now.