Telidon Systems

Telidon is a particularly flexible system for it can be used in three basic ways:

• Videotex • Teletext • Stand alone each of which is ideally suited to particular applications

VIDEOTEX is a complete interactive system used as an information centre and for electronic mail, banking and shopping. Telidon pages are transmitted over telephone lines, cable TV or optical fibres. These links also carry the user's instruction back to a central computer. Telidon Videotex systems can be integrated with home alarms, utility metering and stereo sets. With additional equipment, the user can create pages of text which may be stored for the future or sent to friends, interest groups or community newsletters.

Videotex pages will be supplied by information banks and electronic publishers as a community service or by subscription with charges for time and pages used.

TELETEXT is a one-way information system ideal for electronic newspapers, weather reports, TV program notes and community billboards. Telidon pages are broadcast on the unused lines of a TV

picture or via a dedicated television channel. In the former case about 200 pages can be supplied and 20,000 in the latter. Pages may be provided free, as a public service, or paid for by advertisers or subscribers.

The advantage of Teletext is that it is independent of telephone lines and can be received anywhere within the range of the television signal. Telidon can also be used to add graphics to conventional cabletext systems.

Pages are selected by key pad or keyboard but the full interaction of electronic banking and shopping is not possible.

With hybrid systems the user can switch from Teletext to Videotex in response to a catalogue item or advertisment. In this way full two way communications are possible.

STAND ALONE systems can be fully portable for sales, briefings and seminars or larger units for public displays.

Telidon pages are stored on an ordinary audio cassette or desk top computer where they can be transferred to the Telidon Stand Alone terminal. Pages are selected by the user or programmed into a sequence along with music and narration.

Presentations can be made on standard television sets, touch sensitive screens or large format