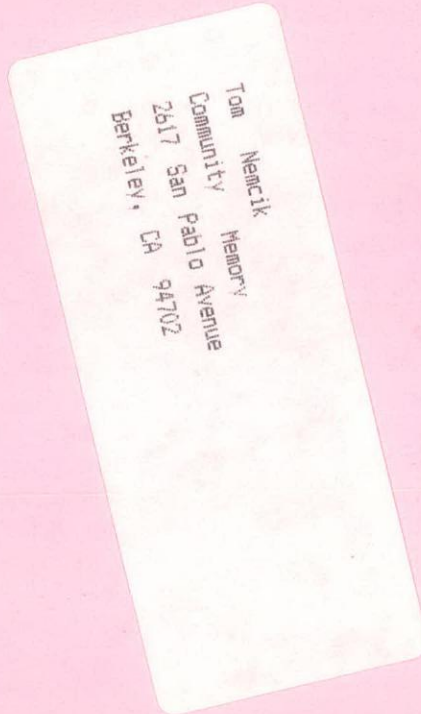


Who Should Attend?

- **ISP's** who want to learn from other successful ISPs
- **System Operators** who want to understand ISP needs
- **Telecommunications Companies** interested in learning more about consumer online services
- **Hardware/Software Vendors** who want to understand problems ISPs have in producing services
- **Anyone interested in the interactive consumer services business**

Attendance is limited to the first 75 registrants. So register early!



VIA ISP Forum
8403 Colesville Road, Suite 865
Silver Spring, MD 20910

ISP FORUM

**Reaching Your Market
With A Quality Service:
An Exchange Between
Local And National ISPs**

October 16, 1991
1:30 - 7:00 PM

Marriott Center City
Minneapolis, MN

Videotex Industry Association



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Reaching Your Market With A Quality Service: An Exchange Between Local And National ISPs

ISPs Attending This Forum Will:

- Learn how to market their service effectively and build its growth
- Gain new insights about how to retain users and market to potential users
- Take the guesswork out of techniques for providing a quality service
- Familiarize themselves with what design variables contribute to a quality service
- Meet other successful ISPs from around North America
- Learn how the differing advertising and promotional roles of Gateways and ISPs work together

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The VIA has reserved a room block at the special low rate of \$129 single/double at the Marriott Center City, 30 South 7th Street, Minneapolis, MN 55402; (612) 349-4000.

To make reservations, call the hotel directly and identify yourself as a participant of the VIA ISP Forum. The cutoff date for reservations is September 25, 1991. Reservations made after this date will be confirmed, on a space-available basis, at the hotel's publicized room rate.

So register early!

Program

- 1:30-1:40pm **Welcome**
Robert L. Smith, Executive Director, Videotex Industry Association
- 1:40-2:00pm **Opening Keynote -- Reaching Your Market With A Quality Service**
Mark Walsh, Vice President and General Manager, Online Services, CUC International; and Chairman of the VIA's ISP Council
- 2:00-2:20pm **Press Perspective On The Videotex Industry**
Wallys Conhaim, Columnist, *Information Today/LinkUp*; Partner, Conhaim Associates
- 2:30-4:00pm **How To Market Your Service Effectively**
Moderator: Terry Ribb, Director of Marketing, Minitel Services Company
Speakers: Ron Dulle, Manager, Marketing Communications and Consumer Marketing, U S WEST Communications; Daniel Bruns, President, General Videotex Corporation; Joan Allison, Manager, LinkUp, Applied Retail Technology, Canadian Imperial Bank of Commerce
- 4:00-4:15pm **Break**
- 4:15-5:45pm **How To Determine A Quality Service**
Moderator: Roland Sharette, Manager, J. Walter Thompson/OnLine
Speakers: Ray Beran, President, InfoPro, Inc.; Mark Johnson, Vice President of Business Development, Checkfree Corporation; Ron Marmo, Vice President of Sales and Legal Council, Professional Processing
- 5:45-7:00pm **Reception with Demonstrations**

Registration Form

Yes, please register me for the VIA ISP Forum. Registration entitles me to the evening reception and conference materials.

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Registration Fees	Before 10/1	After 10/1
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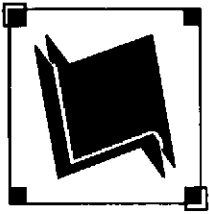
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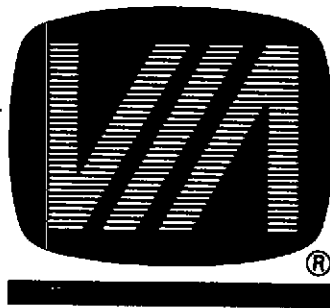
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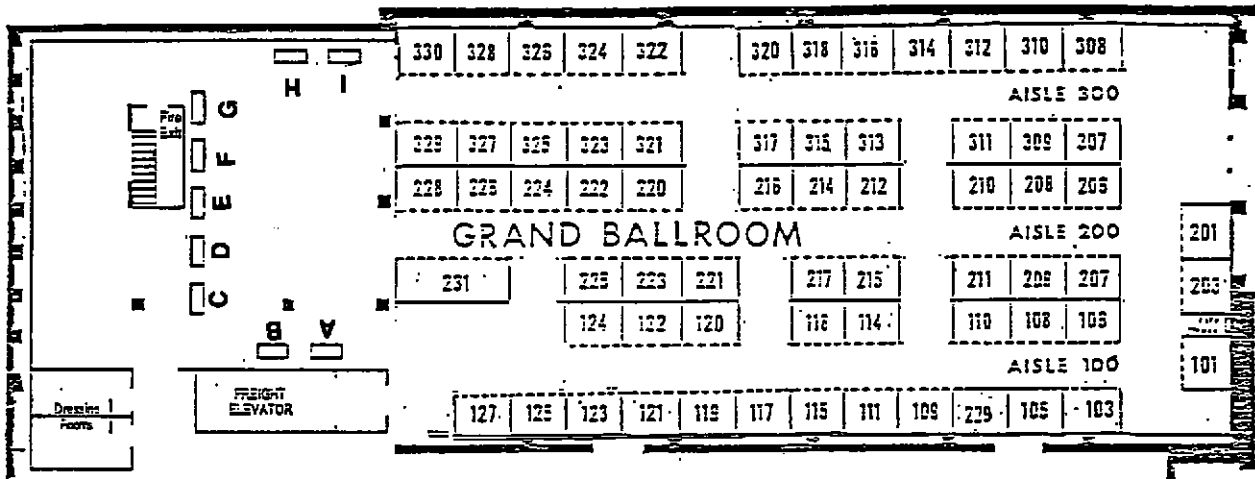
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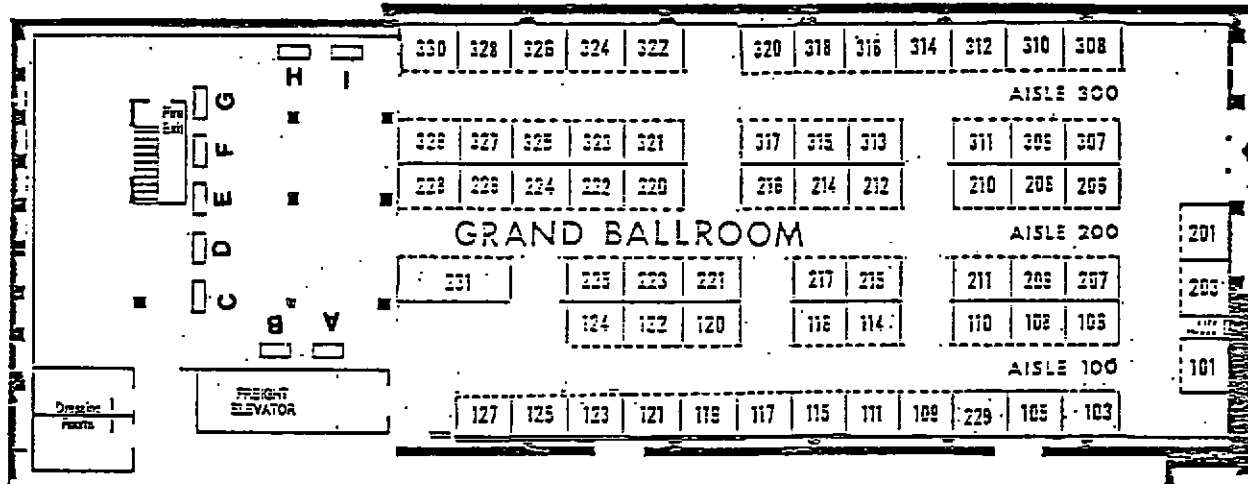


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Gateway Systems - It is a world where you find solutions to everyday problems by using your computer to search other computers for information and answers. Bell Atlantic's Gateway System, simply stated, provides easy customer access to various services and online information provided by Enhanced Service Providers. Whatever your professional or personal information needs, there's an easily accessible database that has the answers you need.

BOOTHS 314-312

BELL CANADA

170 Laurier Avenue West
Room 1001
Ottawa, Ontario, Canada K1P 5V5
(613) 781-5014
Serge Drouin

GATEWAY

ALEX is Bell Canada's electronic interactive information and transaction videotex service based on the NAPLPS standards. It was introduced in a market trial in Montreal, Canada, on December 5, 1988.

ALEX provides easy access for consumers to a variety of services. The key applications include: electronic telephone directory (white pages), shopping, consumer guides and purchasing information, news, weather, sports, financial and investment services, entertainment and leisure guides, classified ads, messaging, chat lines, education and games and many others.

Users access **ALEX** by means of a special dedicated terminal called **ALEXTel**, or a microcomputer equipped with a modem and **ALEX** emulation software. In both cases, the user's terminal is connected to an ordinary telephone jack for its telecommunications hookup, and plugged into an electric outlet for its energy source.

BOOTH 103

CTL COMMUNICATIONS, INC.

611 Broadway, Suite 430
New York, New York 10012
(212) 477-2424
Holley Atkinson

CTLink (TM) Software -- simple yet sophisticated communications and emulation program.

CTL-City (TM) and services on RBOC Gateways -- local, national, and international, consumer and professional e-mail, news, forums, games, home shopping, databases, etc.

CTL host technology -- powerful services design and programming alternatives, tri-standard protocols (Minitel, Alex, ASCII), 32-800 simultaneous users.

CTL turnkey systems -- largest worldwide VAR for Hewlett-Packard 9000 Series Spectrum minicomputer, Vidiling (TM) propriety subsystem applications software, X.25 interface.

BOOTH 125-123

COM:PORT INTERNATIONAL

55 Murray Street
Ottawa, Ontario, Canada
(613) 236-7799
Erich Forler

MULTIPLE PROTOCOL GATEWAYS - IMPLEMENTING THE NAPLPS STANDARD!

COM:PORT INTERNATIONAL, the leading distributor of NAPLPS based products for IBM compatible microcomputers, presents:

"QUORUM" by **Voila Software Inc.** - Multiple Protocol terminal emulation for IBM PCC compatibles. Off-the-shelf, custom and private label software products.

"EQTEL" by **Eqtel and E.M.S. Inc.** - Multiple Protocol hardware terminal for consumers, professional and system integrators. Videotex Server by E.M.S., supermicro UNIX based server permitting the development of affordable videotex services.

"ICS-3500" by **Imatex Communications Inc.** - State of the art NAPLPS creation/editor with image and special effects.

"ENHANCED APPLICATIONS AND SERVICES" by **Image Base Videotex Design, Inc.**
Specialty applications including ASCII to NAPLPS conversion. Creative services, design and implementation consulting.

With many years of commitment to NAPLPS Videotex Applications, join us for demonstration and discussion.

BOOTH 115

DHD SERVICES, INC.

2000 Corporate Ridge, Suite 910
McLean, Virginia 22102
(703) 749-3636
Steven Heller

DHD Services, Inc. provides NetCharge (TM), a comprehensive network billing service specifically designed to meet the critical need for fast, accurate billing for a broad spectrum of network-based services, including those of Information Providers, Gateway Operators, and Videotex Providers. DHD Services has over a decade of experience in telecommunications and computer system design and implementation, and delivers a Full Service solution to the billing requirements of the rapidly growing Information Industry.

BOOTHS 321 thru 331

220-222-224
226-228

EUROPEAN COMMUNITY

200 rue de la Loi
1049 Brussels Group
P.O. Box 218
5600 MD EINDHOVEN
The Netherlands
31 40 758460
Harry De Backer

Online information, stored in database helps to conduct work faster and more efficiently, by allowing access to vital information on a product city, journal title etc. in minutes instead of weeks. Clearly any information must be accessible to everybody, with whatever degree of education. This is where Videotex comes in. Videotex is the interface between the user and the information. Videotex guides the user on the basis of a set of questions, to the data needed.

Diverging national approaches have led to three basically incompatible standard families or "Data Syntaxes" which correspond to the presentation of the Japanese system CAPTAIN (Data Syntax I) European Videotex services (Data Syntax II) and the NAPLPS standard (Data Syntax III) developed by AT & T.

NAPLPS and CAPTAIN largely exploit geometric presentation. In contrast, European profiles are highlighting the character presentation, with an option for geometric and photographic display.

It is true, that Data Syntax II contains three presentation profiles. The differences between them have come about because they are based upon different versions, developed at different times of the CEPT(1) recommendations. However, there is a strong relationship between these profiles and they are the natural evolution of the technology they use.

By the end of this year a single European standard will be available for ISDN-Videotex and Photographic applications.

Europe and North-America should make as much use as possible of their common know-how in order to create a two passage between the New and Old Worlds for the benefit of business as well as society.

ALCATEL

Bell Telephone Alcatel
International Videotex Sales
Francis Wellespien 1
B-2018 Atwerpen
+32/3/237.17.17
+32/3/237.98.80
Alfons De Weerd

ALCATEL is a leading European-based international communications corporation with worldwide sales of approximately U.S. \$13 billion. ALCATEL has subsidiaries in 75 countries, industrial facilities in 21 countries and operations in 110 countries. The company consists of a number of autonomous subsidiaries and operating units with product policies coordinated by five major "Product Groups". These are the Public Network Systems, Transmission, Business Systems, Cables and Outside Plant. Two of these Product Groups contribute directly to the Videotex market developments.

Today ALCATEL provides the backbone structure for the largest Videotex operations in the world with integrated Videotex Access Points (VAPs) and centralised Network Management Centers (NMCs). At the beginning of 1988, ALCATEL consolidates its position as world leader in public network systems with over 41 million lines of digital switching installed in 70 countries.

DEUTSCHE BUNDESPOST

Fernmeldeamt Mainz
Technische Vertriebsberatung BTX
Postfach 3000
D-6500 Mainz 1
+40/6131/149 34 30
+49/6131/36 67 56
4187400 DBP D
Theo Metzger

What does videotex USA offer?

The Videotex service is the ideal enhancement to previous channels of communication and saves costs at the same time. Besides that:

Videotex connects you with the mailboxes of your business partners as well as with an additional 170,000 professional and private user in Germany.

Videotex makes information accessible out of 320 connected data base from private industry and government offices.

Videotex makes 660,000 information frames available for your professional needs: fast economic as well as general news, ongoing stock exchange information, electronic banking, electronic catalogues, order systems etc.

Videotex closed user groups ensure that internal information and communication remains internal.

Videotex give your PC the added multifunctional benefits of communication with all telex users.

From the fourth quarter of 1989, Videotex accessing places will be reachable in more than 100 towns all over the United States.

FRANCE TELECOM

Departement des Affaires Industrielles et Internationales
7, Boulevard Romain Rolland
F-92128 Montrouge
+33/1/45.64.57.87
+33/1/46.57.88.02
202914 GENTEL F
Jean -Louis Fourmanoir

French Videotex is the most successful Videotex system in the world with more than 10, 000 service providers, with the incredible data base of the Electronic Directory receiving 25 million calls a month supporting 50, 000 modifications each day.

Why such a success when elsewhere in the world Videotex has been slow to take off?

- A cheap and easy to use terminal: the Minitel.
- The Electronic Directory, head of the Teletel services, and guide for the service providers.
- The use of Transpac, the biggest X25 network in the world which makes 54% of its whole traffic with Videotex.
- The introduction of the "kiosk" system which allows customers to consult more than 5,000 services without identification of special subscriptions.

TELETEL is alive, the competition is still very high, every day two new services are launched, every time new enhancements are introduced in the network.

Let TELETEL convince you that Videotex is a good way of communication.

IBM EUROPE

Euro-ccordination
Tour Pascal La Defence
F-92075 Paris La Defence
+33/1/47 67 64 45
Eskild Kierkegaard

IBM'S commitment to Videotex present and future.

As a result of its evolutionary development, the present day European Videotex environment is characterized by complexity of standards, protocols and national languages. IBM has adapted to the mixed environment by developing software that simplifies the interaction between their customers and the various Videotex networks. The reason for doing so are simple: IBM considers Videotex to be valuable information retrieval and transaction service and an asset to private and business users world-wide. They thus believe in the future potential of Videotex and are committed to its on-going development.

PHILLIPS

New Business Group/Bld HWD-2
P.O. Box 218
NI-5600 MD Eindhoven
+31/40/75.84.60
+31/40/75.68.75
3500 phtc ni/xleaaam
Gerrit Schipper

The Philips company, in France LA RADIOTECHNIQUE PORTENSEIGNE-RPIC - has maintained a long presence in the industrial and consumer electronic field.

RPIC, the Phillips competence centre for telematic terminals, is a \$1 billion company and employs more than 6,00 people in France.

Major supplier of the well-known Minitel to the French Telecommunication Authorities (PTT), Phillips has also been selected by several European PTT Administrations including the Swiss, German, Italian and Portuguese PTTs, etc.

For the American market, a specific US Minitel version was recently developed and has already been ordered for the US West Videotex project.

BOOTHS 225-223-221
124-122-120

GPT DATA SYSTEMS

6 Roxborough Way, Foundation Park
Maidenhead, Berkshire, SL6 3UD, England
062882 2233
Jane Coulsen

GPT Data Systems demonstrate a selection of high profile Value Added Services live from PRESTEL, one of the largest value added videotex networks in the world. The Common Access System also provides the multi-standard technology now readily available (CEPT 1 to CEPT 5).

Common Access Systems based on products supplied by GPT Data Systems are in use with seventeen Public Telecommunications Administrations (PTT'S) throughout the world. These employ all the CEPT standards; PRESTEL, AFC 2, CEPT etc. and highlight the company's world leading position in this technology.

GBC Marconi will also be on the stand exhibiting their editing terminal adapters for both domestic and business markets.

BOOTH 311

META INTERNATIONAL

2 Bis, Avenue Foch
94160 Saint - Mande - France
(331) 43 65 00 25
Philippe Lenoir

As 1992 approaches, French company META INTERNATIONAL is preparing "multistandard" solutions for videotex data exchange, developing its European network of subsidiaries and distributors.

Developments include a network server to run on MS DOS and UNIX, a terminal telechaging server, a telecommunication interface (ISDN), telesurveillance servers, vocal servers, and smart cards for transaction security.

COCKTEL 8 is a videotex teletel server and a CEPT product available in English, Spanish, and French. As soon as you open the COKTEL 8's attache case, you start videotex operations at a very high level. You simply connect its eight transmission cables to your PC. META INTERNATIONAL package even includes tutorial tapes and a walkman to give you a helping hand through the learning stage.

BOOTH 231

MINITEL SERVICES COMPANY

2900 Westchester Avenue
Purchase, New York 10577
(914) 694-6266
Cece Drummond

Minitel brings Europe's leading electronic communications services to America. The easy-to-use teletel protocol makes communicating, learning, and keeping up-to-date possible for even non-technical users.

Minitel offers entrepreneurs and businesses alike new opportunities for penetrating world markets. With its worldwide, network and connections to BOC Gateways and the French Minitel Gateway, Minitel helps businesses reach prospects and customers in regional, national and international markets.

Teletel demonstrations, free PC software, and service start-up information is available at Booth 229.

BOOTH 231

MINITEL USA, INC.

888 7th Avenue
New York, New York 10006
(212) 307-5510
Hilary Thomas

As a part of a worldwide commitment to interactive electronic communications, Minitel USA seeks to participate in business partnerships and joint ventures with US companies in the videotex industry, Its aim is to stimulate the growth of mass market services in North America and to generate traffic between them and the Minitel System in France. Its US venture, Minitelnet, brings over 10,000 french services to US consumers and businesses.

French service demonstrations and consulting service information is available at Booth 231.

BOOTHS 316-318

NORPAK CORPORATION

10 Hearst Way
Kanata, Ontario, Canada K2L 2P4
(613) 592-4164
Dan Chapman

A co-developer of NAPLPS, NORPAK Corporation is the leading developer of products for the North American videotex industry.

NORPAK provides a complete range of solutions including page creation systems, decoders, terminal systems and hardware and software development.

NORPAK products are widely used by industry leaders, such as Northern Telecom for ALEXTel, and by leaders in interactive video, advertising, training, hotel and convention services and government.

Visit NORPAK in booth 316/318 and learn how your business can benefit from our experience.

BOOTHS 308-310

NORTHERN TELECOM CANADA LIMITED

Department 1078
2920 Matheson Boulevard East
Mississauga, Ontario, Canada L4W 4M7
(416) 238-7203
R. Yuill

Northern Telecom is exhibiting residential videotex terminal equipment and demonstrating how it can be utilized in a number of applications. Also being shown is a network to support videotex applications.

BOOTHS 116-215-217-114

NYNEX SERVICE COMPANY

120 Bloomingdale Road
White Plains, New York 10605
(914) 683-3154
Luci Knight

NYNEX INFO-LOOK Gateway Service makes it easy for people with PC's or terminals, modems and communications software to reach a wide variety of information services. Just dial one telephone number and access educational, financial, shopping, cultural, travel, news, weather, sports, entertainment, business and many other information services. Available now in New York and Vermont.

INFO-LOOK gateway uses reliable and economical packet switching technology. Optional billing and collection services make it easy for information providers to reach new customers ... even the casual user. INFO-LOOK is backed by NYNEX customers support and consumer awareness programs.

BOOTH 203

OST, Inc.

14225-F Sullyfield Circle,
Chantilly, Virginia 22021
(703) 8817-0400
Jerome Bayol

OST, Incorporated, the U.S. subsidiary of Ouest Standard Telematique will exhibit a full line of Videotex and Gateway Access products.

On display will be the PC XNET card, an X.25 adapter card providing communications functionality for information servers, bulletin board systems, etc. operating on personal computers.

Additionally, the COM+ and VIDAC III, async ASCII and Videotex terminal (Minitel) concentrators.

The ECOM 25, an integrated terminal concentrator and Videotex Gateway access line concentrator, The ECOM 25 provides X.29 reselection capability and automatic terminal recognition (ASCII or Minitel).

Information will also be on hand for the EBASE 2000, a stand-alone Videotex Server Platform utilizing a UNIX based operating system and providing LAN (Ethernet) connectivity.

BOOTH 117

OMAHA CITINET

4030 South 108th Street
Omaha, Nebraska 68137
(617) 439-5687
Mitchel Bell

Omaha CitiNet is bringing the CitiNet success story to the Omaha and Council Bluffs market and functioning as a service bureau for Information Providers and Service Providers in the Mid-West.

Omaha CitiNet will bring all of its Information Providers and Service Providers into the U.S. West CommunityLink Gateway Service. Local Dial-up service is already available.

Omaha CitiNet is a joint venture between American CitiNet and the Omaha World Herald.

BOOTHS - 307-309

PACIFIC BELL TELEPHONE COMPANY

2600 Camino Ramon
Room 4W400-I
San Ramon, California 94583
(415) 823-3571
Barry T. Evans

Pacific Bell California ONLINE is a gateway service which allows businesses and consumers to connect to a variety of online services provided by Information Providers (IPs).

The product philosophy is to provide IPs single-number access, and allow them to host services on their own or Pacific Bell's storage facilities.

Users may browse free-of-charge; after an IP is chosen and the session completes, time and charges appear, and Pacific Bell bills the customer.

BOOTH 101

PANDORA SYSTEMS INTERNATIONAL

1903 Broderick #4
San Francisco, California 94115
(415) 346-4188

Mark Graham, President

Pandora Systems is a San Francisco-based videotex company providing complete hosting services for ISPs. Pandora Systems currently runs Bay Area Online, a collection of San Francisco Bay Area regional services, and Pandora's Box, a potpourri of innovative online products for national and international distribution. Pandora Systems will display these and other applications of its growing family of services and systems at its booth.

BOOTHS 119-121

PHILIPS (LA RADIOTECHNIQUE PORTENSEIGNE)

24 Quai Gallieni
Suresnes, France 92156
33 (1) 40 99 60 00
M. Britino

The Philips company, in France La Radiotechnique Portenseigne - RPIC - has maintained a long presence in industrial and consumer electronics field.

RPIC, the Philips competence Center for telematic terminals is a \$1 billion company and employs more than 6,000 people in France.

Major supplier of the well known Minitel terminal to French Telecommunication Authorities (PTT), Philips also has been selected as supplier by several European PTT Administrations including SWISS PTT, German PTT, Italian PTT, Portuguese PTT, etc.

For the American market, a specific US Minitel version was recently developed and already ordered for the U.S. West Videotex project.

BOOTHS 313-315-317

SERVOTEL VIDEOTEX SYSTEMS

744 San Antonio Road
Palo Alto, California 94303
(415) 484-0117
Paul W. Trainer

Servotel is the largest manufacturer of multichannel videotex servers running on IBM PC compatible computers with over 1200 systems operating worldwide. Our products can handle up to 72 simultaneous users, and each user can choose between the ASCII, Teletel, or NAPLPS protocols. Many of our products are currently running over the Bell operating company's gateways as well as Bell Canada's Alex network and MSC's kiosk. Both X.25 network connections and direct asynchronous modem connections are supported.

BOOTH 201

ST. CLAIR VIDEOTEX DESIGN

885 Third Avenue, Suite 2900
New York, New York 10022-4082
(212) 230-3242
D. Peter

St. Clair is exhibiting a variety of videotex and other interactive media to promote its services for:

- electronic product strategies,
- content design,
- ease of use,
- measurement,
- marketing effectiveness,
- easy start-up,
- turnkey production.

The display includes electronic catalog databases, in store merchandising, interactive professional services, tourism, public sector information, and other examples of information transfers to new interactive media.

We have completed over 100 successful projects for more than 60 clients on a variety of networks and local systems.

Let's talk about your database project!

BOOTH 109

UNISYS CORPORATION

P.O. Box 500
Blue Bell, Pennsylvania 19010
(215) 542-5755

Unisys became involved with videotex shortly after British Telecom first introduced Prestel in 1979. Our highly trained videotex specialists know and understand your videotex and gateway requirements. For information Providers (IPs), the Unisys Videotex 1100 supports all worldwide videotex protocols and includes an interface to a 4GIL application development environment. For network providers, Unisys offers a wide range of communications products and services.

BOOTHS 212-214-216
313-315-317

U.S. VIDEOTEL

5555 San Felipe
Suite 1200
Houston, Texas 77056
(713) 840-9777
Mark Shelton

U.S. Videotel, Inc. (USV) is a Houston-based marketer of videotex information and transactional services, technology, products and software. USV offers national news and travel services as well as local community services including school news, restaurant guides, health related services, etc. USV's V-2000 terminal, an easy to use, low-cost Americanized version of the French Minitel, makes the services attractive to the mass market. V-Tell access software is available for PC users.

BOOTHS 106-108-110

U S WEST COMMUNICATIONS

1801 California
Room 1620
Denver, Colorado 80202
(303) 896-9488
Ron Dulle

U S West's Omaha Videotex Gateway emphasizes participation by the broadest number of end users and information service providers. For that reason, U S West will make terminals available to as many end users as need them. Committed to having a wide variety of local interest and national services, U S West is dedicated to the success of service bureaus and ISPs. Stop at our booth and find out how you can succeed on our gateway.

BOOTH 210

VICORP INTERACTIVE SYSTEMS

540 Tremont Street
Boston, Massachusetts 02116
(617) 542-9233
Rebecca Scarlott

VICORP will demonstrate its BETEX [TM] line of corporate and consumer videotex software products running on Tandem, Hewlett Packard, and UNIX systems (including IBM/ATs under XENIX). BETEX is an international package which offers modular support for all significant terminal protocols (e.g., VT100, 3270, Minitel, NAPLPS and intelligent terminals) and network protocols (e.g., dial-up, SNA, X.25, ISDN).

Two BETEX configurations will be shown at the show: (1) the Information Services Gateway for telephone companies and (2) the Customer-Connect solution for Information Service Providers.

BOOTH 105

VIDEOTECH INDUSTRY ASSOCIATION

1901 North Fort Myer Drive, Suite 200
Rosslyn, Virginia 22209
(703) 522-0883
Regina O'Hare

The VIA is the only national organization solely devoted to the promotion and development of mass market use of interactive electronic services in North America. The VIA serves as a forum for gateway operators, information and services providers (ISPs), service bureaus and packages, and vendors.

Membership is open to both organizations and professionals. The VIA booth will have on display its various publications, including Gateway 2000, the ISP guide Opportunities in Videotex, and its 1989 Handbook and Directory of Members. VIA staff and Board of Directors will be in the booth to answer your questions about the industry and association.

SERVICES DISPLAY CENTER - MONDAY ONLY

TABLE TOP A

BANK OF AMERICA, HOME & BUSINESS INFORMATION SERVICES

180 Montgomery Street, 9th Floor
San Francisco, California 94104
(415)953-8978
Gerritt Kerkstra

Bank of America's HomeBanking(TM) service is an interactive financial information and transaction service. Since 1983, thousands of consumers have been using HomeBanking to pay bills, perform a variety of other banking transactions and to conveniently manage their finances from the comfort of their home.

Small business customers use BofA's companion on-line banking service, Business Connection, to access up-to-date account balance information, transfer funds between accounts, review checks that have cleared and to verify deposits.

Optional services enable HomeBanking and Business Connection(R) clients intergrate their on-line data with sophisticated personal computer budgeting programs, obtain stock market information and gain access to remote information and communication services.

TABLE TOP B

BAY AREA AIDSCOM

2600 10th Street, Suite 407
Berkley, California 94710
(415) 848-6900
Michael McDonald

Bay Area AIDScom is an AIDS-related portion of a Personal Health Information System which empowers people to lower their risk of disease and improve their health and well being through access to health information and decision-support. The Bay Area AIDScom project is focusing specifically on prevention education for high risk individuals and case management support of AIDS patients. The AIDScom exhibit demonstrates the structure of the proposed AIDScom online activities.

TABLE TOP C

COMMUNITY MEMORY

2617 San Pablo Avenue
Berkley, California 94702
(415) 841-1114
Tom Nenchick

Community Memory is the second generation of a groundkeeping, computerized open forum operating since 1984 in Berkeley, California. Designed for casual use in public places, it collects fees by coinboxes. Browsing is free, and posting messages costs a quarter. Authors can re-edit their message, set its expiration date, link it to any other message in the database. CM will adapt to any size and type of user group, or any language.

TABLE TOP D

COMTEX SCIENTIFIC PRODUCTS

911 Hope Street
Stamford, Connecticut 06907
(203) 358-007
Mitchel Rapoport

Comtex is an online value added publisher of news and information products, distributed nationwide.

Comtex offers up to the minute general and business news, timely SEC filings, stock offering announcements, and corporate reports on over 18,000 public companies, as well as sports features, Standard services are NewsGrid(R), Excu Grid(SM), OTC NewsAlert (SM), and OmniNews(SM), Customized news packages are also available.

TABLE TOP E

GENIE

401 N. Washington Street
Rockville, Maryland 20850
(301) 340-4048
Jay Cohen

GENie is an international online service run by General Electric Information Services. It includes support areas for most personal computer brand users including bulletin boards, file downloads and real time conferences, The GENie service provides support for dozens of other user interests such as scuba diving, photography, and medicine. GENie also features electronic mail, an online shopping mall, multiplayer games, investment services, a CB Simulator service, News, Reference, Education and Professional services.

TABLE TOP F

HANDSNET

Cupertino, California
Sam Karp

HandsNet is an online network of public interest citizens working to aid and support the homeless.

TABLE TOP G

PEACENET and ECONET

665 Grant Avenue
San Francisco, California
(415) 989-8886

PeaceNet and EcoNet are computer networking services of the Institute for Global Communications, a division of the Tides Foundation in San Francisco. With more than 4,000 peace, environmental and social justice organizations and activist online progressive network in the world. PeaceNet and EcoNet provide mail and computer conferencing services. Several hundred thousand pages of information and conversation are stored in the online conferences.

TABLE TOP H

QUANTUM COMPUTER SERVICES

3 Lagoon Drive, #320
Redwood Citym California 94605
(415) 592-9592
Tom Morgan

Quantum Computer Services was founded in 1985 to provide online communications, information and entertainment services to a diversity of personal computer based markets. Quantum presently offers AppleLink Personal Edition, PC Link, and QLink to owners of Apple, MS-DOS, and Commodore computers respectively.

Quantum is actively involved in the gateway development projects of the VIA, and has recently entered into a joint development projects with Pacific Bell to supply advanced technology to Pacific Bell's California Online product.

TABLE TOP I

SENIORNET

University of San Francisco
School of Education/ Rossi Wing
San Francisco, California 94117-1080
(415) 666-6505
Mary Furlong

SeniorNet is a non-profit organization supported by the Markel Foundation aimed at building computer awareness and online networking among the senior citizens throughout America.

SeniorNet has a number of public loctions teaching seniors hoe to use computers and online services.

THE VIDEOTEX INDUSTRY ASSOCIATION DUES STRUCTURE

(PLEASE READ FIRST)

CALCULATING DUES:

Apply **TABLE 1** if your organization is *not* owned, funded by, or is a subsidiary of another organization.

Apply **TABLE 2** if your organization is owned, funded by, or is a subsidiary of another organization; or is owned by two or more parties.

If you have questions on how to apply the Tables, please call the VIA office at (703) 522-0883.

- Each organization's annual revenue is the figure found in the most recent annual report or fiscal year audit.
- Staff devoted to videotex is defined as: the equivalent number of staff members working full-time on videotex projects (e.g. two people devoting 50% is considered one full-time staff equivalent).
- Please note: The maximum amount of annual dues is \$6,000.

TABLE 1

Find the dues factor in column A that corresponds to your organization's revenue and add it to the factor in column B that corresponds to the equivalent number of staff devoted to videotex projects.

Column A		Column B		Add Dues Factors: A & B	
Applicant revenue, up to:	Dues factor	Staff devoted to Videotex, up to:	Dues factor	Column	Dues Factor
1 M	150	1	150		
3 M	230	3	250	A	_____
8 M	350	5	420		
25 M	550	7	690	B +	_____
70 M	840	15	1150		
200 M	1290	25	1920	Total Dues =	_____
600 M	1980	50	3190		
1700 M	3050	100	5300		
5000 M	4690	190	6000		

One phone call does it all. Call 703-522-0883 and ask for membership assistance. We will gladly help you apply for VIA membership right away.

TABLE 2

Find the dues factor in column C that corresponds to your parent organization's annual revenue. Find the dues factor in column D that applies to your organization's annual revenue. Find the dues factor for the equivalent number of staff devoted to videotex. Add these factors together to calculate your dues.

Please note: By applying this table your parent or other supporting companies will not be considered VIA members or eligible for member benefits.

Column C		Column D		Column E		Add Dues Factors: C, D & E	
Applicant's Parent revenue, up to:	Dues factor	Applicant revenue, up to:	Dues factor	Staff devoted to Videotex, up to:	Dues factor	Column	Dues Factor
1 M	75	1 M	75	1	150		
3 M	115	3 M	115	3	250	C	_____
8 M	175	8 M	175	5	420		
25 M	275	25 M	275	7	690	D	_____
70 M	420	70 M	420	15	1150		
200 M	645	200 M	645	25	1920	E +	_____
600 M	990	600 M	990	50	3190		
1700 M	1525	1700 M	1525	100	5300	Total Dues =	_____
5000 M	2345	5000 M	2345	190	6000		

The company information above is VIA office-proprietary and will be used solely for the calculation of annual dues.



MEMBERSHIP APPLICATION

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Facsimile _____

Electronic/
 Videotex mail address _____

Telex _____

Annual Dues Amount _____
 (total from above)

Payment enclosed Send invoice

Signature _____

Please photocopy and mail this form, an annual report and any other information describing your organization's activities to:

Videotex Industry Association—Membership
 1901 N. Ft. Myer Drive, Suite 200
 Rosslyn, VA 22209

YOU CAN GET TO THE FUTURE AHEAD OF YOUR COMPETITION...

...WITH THE VIDEOTEX INDUSTRY ASSOCIATION.



JOIN THE ASSOCIATION THAT IS BUILDING THE GATEWAY TO THE FUTURE

THE VIA—CREATING MASS MARKETS FOR INTERACTIVE ELECTRONIC SERVICES

VIDEOTEX—TODAY AND TOMORROW

Videotex services—easy-to-use interactive electronic services—are an increasingly important means of communication for businesses. In the consumer marketplace, however, North America currently lacks the range of and easy access to the videotex services so popular with European consumers, services such as electronic directories, home shopping, home banking, bulletin boards and messaging.

The lack of local videotex gateways is partially responsible for hampered domestic growth. As telephone companies and others initiate gateway development, expansion of domestic videotex services will follow. The VIA is positioned as the lead organization in developing mass markets for these electronic services. Our Association's goal: 97% of the North American population will have access to videotex and 50% of the population will be using videotex on an occasional basis by the year 2000.

THE VIA—WHO WE ARE

The VIA is the only national organization solely devoted to the promotion and development of videotex in North America. Formed in December 1981, VIA members include advertising agencies, consultants, equipment and software manufacturers, financial institutions, publishers, telephone companies, videotex system operators and user companies.

When businesses, government, or the press seek information on videotex, they turn to the VIA and its members... shouldn't you?

THE VIA PROVIDES VALUE

There are many good reasons for joining the VIA... here are just a few:

- Staying informed through *VIA UPDATE*, the VIA monthly, members-only newsletter providing in-depth discussion of videotex and member business issues.
- Executive contact and awareness through the VIA's international network of videotex companies and professionals.
- Business and press referrals.
- Influence over the future direction of the industry.
- On-site representation before government agencies and committees.
- Access to unique, otherwise-unavailable industry research, statistical information and member insights.
- Savings—and registration privileges for the annual VIA conference and publications.
- Participation in local VIA professional chapters.

THE VOICE OF VIDEOTEX

The *New York Times*, *Wall Street Journal*, *Business Week*, *Communications Week* and *MIS Week* are examples of the many publications that depend upon the VIA for industry reaction and perspective. Our objective is to provide balanced commentary on industry developments and future direction.

THE VIA SUPPORTS THE INDUSTRY

The VIA has adopted a successful strategy of quick response to industry concerns. By focusing on the issues currently affecting videotex growth, and responding rapidly, the VIA has become a powerful voice for the industry. Among the current activities are:

The North American Gateway Project

After successfully influencing Judge Harold Greene's thinking on the telecommunications infrastructure requirements for videotex, the VIA is bringing together a representative body of the videotex industry to select the key components of a videotex gateway. Over 20 VIA member companies are devoting a full year to the study with final publication of results expected in October, 1988.

The Regulatory Window on Washington

The VIA provides an effective means of reporting and influencing the regulatory and legislative activities in U.S. federal and state governments. Our objective is to bring to policymakers a greater awareness of the potential of videotex as a major mass medium for consumers and business users, and to increase the understanding of what is needed to "grow the market."

Our most recent activities include participation in the triennial review of the Modification of Final Judgment (the divestiture of AT&T) and the fight against the proposed FCC computer access charge.

The Annual Conference

Industry professionals gather each year to participate in the only North American event devoted specifically to the videotex industry. The VIA conference features knowledgeable speakers, concurrent sessions on timely topics, workshops, and displays of the latest products and services. Also offered through this unique event is the invaluable opportunity to meet with colleagues to share ideas and discuss common concerns.

Chapter Memberships

The VIA Chapters offer a chance to network on the local level. Chapters meet regularly, sponsor special events, and serve as an effective means of keeping more actively involved in the Association and industry activities.

Areas with Chapters include Northern California, the New York Metropolitan area, Washington D.C., and Boston.



Chairman's Report

June 20, 1989
General Membership Meeting
VIDEOTECH INDUSTRY ASSOCIATION



STATE OF THE INDUSTRY: FORGET THE PIE, BUILD THE BAKERY

Videotex in North America is booming. 1989 has produced a flurry of project announcements, product rollouts, and new entries. National online services are experiencing substantial growth, and the Bell Operating Companies are introducing local gateways.

During this boom, our industry is exhibiting a new drive toward cooperation. Perhaps tempered by the expensive lessons of the past, present players in the videotex industry realize that cooperation, not isolation, is a key to success. Though industry participants still maintain a healthy competitive spirit, at this stage of industry development, such zeal must be matched by a cooperative attitude focused on building the overall industry. As one industry veteran observed, "At this point we need to become less preoccupied about our share of the pie and concentrate more on building the bakery."

It is the cooperative spirit that is fueling a maturation of the vision of videotex. Over time, we have tried to apply several historical models to this new medium, including the online newspaper, the online bank, the online shopping mall, and the online conference center. We have learned that videotex is not exactly any of the above, yet it derives much from all of the above. We have learned that the vision of videotex is not one business, but a series of businesses that must coexist. We all seek the mass market for online services, yet the mass market has never purchased just one product. We have learned that videotex is a distribution channel to be used by a variety of businesses for a variety of purposes.

As Phil Quigley, President, Pacific Bell recently declared, "We think more of a mass of markets rather than a mass market." However, even with acknowledging that there are a diversity of segmented markets, we have learned that without consistency and cooperation, videotex will never reach the level of acceptance required to be universally available.

We are doing well. We can do better. By most estimates we now have well over 1.5 million individuals using easy to use interactive services in North America. In addition, several industry analysts show videotex growing at a 20-30% annual rate. Yet we still have a long way to go. With over 100 million households in North America and untold business and educational sites, the potential market is vast. However, we have just started to exploit this potential. It is estimated that roughly 25% of households have a personal computer, and that 25% of those PC's also have a modem. This implies that roughly 6 million households are ready to accept videotex. This also implies that the industry has only penetrated 26% of the videotex equipped market, and only 6% of those homes that have a PC. This market penetration is before any low-cost videotex terminal distribution program has begun in earnest.

We must proceed by focusing on services. Before we can attract the vast set of potential users, the industry must be able to offer a diversified and robust set of services. Encouraging new players to employ electronic distribution channels in creative and unique ways is important to the success of our industry.

We must also focus on delivery. Services must be presented in a simple, easy-to-use fashion, and they must be delivered and accessed in a consistent and straight forward manner. Simply put, using videotex must be as simple as turning on a TV and changing the channels.

Yet, unlike television or the French example, we will not have a government agency or monopoly driving industry standards. In North America we have a variety of so-called standards. Unless things change dramatically, we will be operating in a multi-mode environment, with diverse factions vying for preeminence. In order to achieve the above simplicity and consistency, it will be incumbent on the industry to look beyond these protocol differences and create an environment that allows all parties to compete. While we will have to rely on the market to elect the preeminent protocol, we can develop an environment where differing services can directly compete. With a little cooperation between our

distinct technologies, divergent products can coexist without inconveniencing the end user and provider of services.

Finally, we must also focus on developing basic business practices. Issues such as privacy, user rights, and content restrictions are all topics that this industry must tackle in unison. Unlike our close cousins in audiotex, we must build industry standards ourselves before regulators and legislators impose potentially onerous restrictions in a reactionary fashion. If we do not act, the regulators will act as they already are doing with audiotex.

We must continue to build momentum. The greater the number and diversity of services, the greater the simplicity of access, the greater the chance for success for all participants. Diversified services within a simplified and consistent environment must be the hallmark of the videotex industry of the future. It is only then that we will be able to achieve the ubiquity that we all seek.

STATE OF THE ASSOCIATION: BUILDING THE BAKERY

The Videotex Industry Association (VIA) has solidified its position as the North American association for companies and professionals concerned with the delivery of easy-to-use interactive electronic services for mass-market use. Every activity of the association during the past year has focused on the mass-market use of interactive electronic services.

The VIA also is actively working to prove itself as the videotex association for all of North America. To more visibly demonstrate this fact, the VIA's annual conference will be held for the first time next year, May 30 - June 1, in Toronto, Canada. The conference in Toronto marks the beginning of a regular cycle in which the videotex industry's annual event will be held in Canada.

Further, the VIA has begun the important shifting of its activities from government relations to industry relations and development. At this time last year, my predecessor, Hilary Thomas, reviewed the VIA's effectiveness in government relations within the United States. The VIA's success included the repeal of a proposed computer telecommunications access charge regulation in the United States which would have significantly increased the cost of consumer videotex services and its direct influence of the first triennial review of the United States District Court's Modified Final Judgement.

The original Judgement led to the break-up of AT&T and the formation of the seven Regional Holding Companies. The VIA's active participation in the first triennial review contributed significantly to the change in the MFJ which now permits the local operating companies of the seven Regionals to offer local videotex gateways. As of this date, six of the seven have launched or announced their intentions to launch local gateways.

With the videotex industry revived, in part, due to the recent U.S. public policy successes of the VIA, the VIA has now concentrated its efforts on the business development and growth of the industry. The VIA has become both 1) an effective forum for cooperation and consensus building on industry issues and 2) a catalyst for videotex services development. A review of our recent and current activities demonstrates how the VIA is helping to build the new "bakery" from which we all will mutually prosper.

Gateway 2000: A Guide for Market Testing

In November 1987, the VIA began its study of North American gateways which concluded in October 1988 as scheduled. Twenty-four VIA member companies sponsored this activity, and the representatives of these companies met monthly over a nine month period. Further, the VIA involved hundreds of other videotex professionals in reviewing draft reports of the study at a specially organized workshop and last year's annual conference.

The objective of this study was to achieve the first comprehensive cross-industry view of how mass-market gateways can function to meet the needs of a dynamic videotex industry of providers and users. This

objective was met with the publication of *GATEWAY 2000* this past October. The 60 page report identified 77 core and 22 supplemental gateway characteristics needed to support mass markets for videotex services. It also achieved consensus on the market goal for the industry; namely, by the year 2000, 97% of the North American population will have access to videotex and 50% will use videotex on an occasional basis.

The study report benefits the entire industry because it serves as an important model for developers of mass-market gateways. Gateway providers are now able to test the collective thinking of the industry against the current technical, operational, regulatory and marketplace requirements. *GATEWAY 2000* represents the kind of cooperative industry effort required for the successful development of mass markets for videotex services.

With the implementation and growth of local and national gateways and the continued growth of national videotex gateways, all of us in the industry are confronting new operational and technical issues that threaten the ease of use of gateways for consumers. Such issues require the same cooperative industry effort that was applied in *GATEWAY 2000*, and accordingly a **long term Gateway effort is to be launched at our June '89 annual conference.** This activity will focus on topics such as mnemonic and category national registry of providers, billing consistency issues, and standard business practices.

Catalyst For Services Development

With local and national gateways growing and coming online, the demand for a diverse and robust set of services increases. To help the industry meet this demand, the VIA is assisting our membership in the development of new videotex services through a number of new innovative projects.

With the Greenhouse Project, the VIA launched a membership sponsored activity designed to produce marketing and educational materials for the prospective Information and Service Provider (ISP). This activity was launched in December, 1988 and completed in May, 1989. The project was funded by 11 member companies.

Greenhouse produced a direct marketing brochure entitled, "All You Need Is An Idea," and a 90+ page how-to-guide, "Opportunities In Videotex: A Guide To Communicating and Marketing Through Electronic Services." The VIA and its 11 sponsors committed to a first-run printing of 32,000 for the brochure and 13,000 of the guide. The brochure incites organizations and individuals to obtain more information about becoming an ISP. The guide provides them with basic technology, marketing and operational information on establishing a videotex service. From the guide, prospective ISPs can then build a business case for their videotex services and also communicate knowledgeably with gateway operators, hardware and software vendors, and service bureaus and packagers about developing and delivering the ISPs' services.

In fact, the VIA will help prospective ISPs identify those companies that can assist them with their service. As part of Greenhouse, the VIA will serve as a clearinghouse of companies that can help prospective providers design and develop, store, and distribute their service.

Greenhouse has produced for the first time in our industry's young history, a consistent and widely distributed message on how to become a participant in videotex. However, Greenhouse is only the beginning of the VIA's initiative to stimulate the development of services.

While Greenhouse provides basic general information on establishing a service, companies and organizations also need specific information on the type of services they are most capable of offering. For example, the type of service or application that a bank offers will be different from that being offered by a newspaper or a school.

Recognizing that such differences do exist, **the VIA has teamed with Public Technology, Inc.,** the research and development arm of the National League of Cities and the International City Management Association, to conduct a cooperative project that will investigate, test, and demonstrate the role of local governments as ISPs. This project will not only conduct an assessment of the types of videotex applications that will be responsive to the needs of local governments and their citizens, but will also establish actual local government videotex services in coordination with industry sponsors of this project.

The activities and results of this project will be widely communicated to the 20,000 local governments in North America. This 18 month project will begin in July 1989.

The VIA is also using its annual conference as a vehicle to stimulate services development. It is no accident that the 1989 conference theme is "Services '89: Building Mass Markets." This year's conference is designed to help the prospective ISP learn first hand from other ISPs on how to build and market their service. Further, the conference serves as a forum by which ISPs can voice their needs to gateway operators and service packagers.

Industry Promotion Through Cooperative Ventures

The VIA is always seeking new ways to work with other organizations to leverage its modest resources. The already mentioned joint project with Public Technology, Inc. is an example of how the VIA is seeking cost-effective ways to promote the value of videotex. Through PTI, the VIA now has credible access to thousands of cities and counties throughout North America, and a knowledgeable partner who can assist our industry in successfully bringing local governments online.

For this year's annual conference, the VIA has initiated two cooperative ventures; one with the Electronic Mail Association (EMA) and the other with the PC news magazine, *Bay Area Computer Currents*. With the EMA, a joint plenary session is being held the last day of the conference to explore the future of electronic messaging. The EMA's membership consists of electronic mail providers and business users, and many of its members will be attending this joint session as part of the EMA's spring quarterly meeting. This joint session enables the members of both associations to share the ideas on how the growing business use of E-Mail can be applied to growing the consumer use of videotex services.

Computer Currents, with a readership of 75,000, published at the initiative of the VIA a special videotex section in its May 30 issue. The issue carried three articles about the industry along with a number of advertisements from VIA members exhibiting at the 1989 conference. Further, the VIA, in its first attempt to attract consumers to its exhibit, placed an ad promoting the Monday afternoon Services Display Center and offering *Currents'* readers a discount rate of \$5. The articles combined with the VIA ads are designed to attract both users of online services and prospective ISPs.

The VIA is continually looking for new opportunities to partner with other organizations in promoting and growing the industry. Suggestions from members are encouraged.

Future Activities: Broadening Membership Involvement

In the coming year, the VIA is developing a number of new activities that will increase and broaden the participation of the membership. These activities include establishing the ISP Council, expanding the local chapters, and forming the Videotex Code of Rights & Conduct Task Force.

In continuing its efforts as a catalyst for services development, the VIA is launching at this year's conference an **ISP Council.** The Council will be chaired by Mark Walsh of Comp-U-Card and will be open only to members who are providers of videotex services. The purpose of the Council is to provide information and service providers with a forum within the VIA and the videotex industry to address their common needs. Through the ISP Council, the VIA will be better positioned to support the growing number of providers entering the videotex industry.

While the ISP Council is for providers only, the **Videotex Code of Rights & Conduct Task Force** is open to all members. The Task Force will be working to establish good business practices for the entire emerging videotex industry in such important areas as privacy, user control of usage costs, user control of access, free speech, and prevention of fraudulent activities via videotex. The establishment and acceptance of good business practices by the industry are essential while the industry is still young and the threat of government regulation is still small.

While the ISP Council and Videotex Code of Rights & Conduct Task Force appeal to members throughout the association, **local chapters provide activities in metropolitan areas** where clusters of members are located. Local chapters enable both member organizations and professional members to meet in an inexpensive way and exchange ideas on the latest developments within the industry. Local chapters often feature guest speakers around a meal function to facilitate networking. The VIA has a very active chapter in Northern California, and plans to revive chapters in Washington, D.C. and New York City. The VIA would welcome and encourage champions for forming chapters in other metropolitan areas as well.

While everyone in the industry is extremely busy these days, I would encourage members to actively participate in the VIA. By participating in the VIA, you will continue to develop new industry contacts, new business opportunities, and help improve the business conditions for your company. With so much to accomplish, I can assure you the time spent with the VIA is well worth the investment.



Thomas Morgan
Chairman



VIDEOTECH INDUSTRY ASSOCIATION

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Bank of America
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Bell Canada
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Berkeley Softworks
CANNEX
Cardinal Technologies, Inc.
Checkfree Systems, Inc.
Cincinnati Bell
Citibank/Humanware
Citibank, N.A.
C-Line Corporation
Communication & Information
Consultancy Group
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Comp-U-Card
Comtex Scientific Corporation
Consulting Resources for
Management, Inc.
CTL Communications, Inc.
Data Burst
DHD Services, Inc.
Digital Equipment Corporation
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E/Soft Inc.
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FC&B Direct
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Global Villages, Inc.
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IP Services
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Tisch School of Arts
NORPAK Corporation
Northern Telecom Canada Ltd.
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6 Roxborough Way, Foundation Park
Maidenhead, Berkshire, England SL63UD

JACK THOMPSON
Purchasing Manager
Bell Atlantic
1310 North Counthouse Road
Arlington, VA 22201

LIONEL VAN DEERLIN
Alliance for Public Technology
San Diego, CA

DENISE VESUVIO
Alliance for Public Technology
901 15th Street, Suite 700
Washington, D.C. 20005-2301

LOUIS VIGOUROUX
Philips RPIC
92156 Surlisnes CLDLX
Les Patios 24, Guai Gallieni, France

PETER WAM
GPT Data Systems
6 Roxborough Way, Foundation Park
Maidenhead, Berkshire, England

MEREDITH WATSON
Account Manager
Pacific Bell
2600 Camino Ramon
San Ramon, CA 94583

JEAN YOUNG
President
Young & Associates
6187 Executive Boulevard
Rockville, MD 20852
PRESS

RICHARD ZBYLUT
Product Manager
Telcor
116 Inverness East, Suite 301
Englewood, CO 80112

FILL ME OUT - FORM WORTH \$1,000.00 CASH!

(Full Paying Conference Registrants and Speakers Only)

**EVALUATION FORM
FOR
THE VIDEOTEX INDUSTRY ASSOCIATION'S
4TH ANNUAL CONFERENCE**

**The San Francisco Fairmont Hotel
San Francisco, California**

June 19 - 21, 1989

We would appreciate your reading this questionnaire carefully and answering all questions. Your opinions and views are important, and the information you provide will help us to plan for future conferences and expositions. Further, by filling out and returning this form on the final day of the conference, you qualify for the \$1,000.00 at the close of the Product Display Center.

This form may be dropped off at the Product Display Center prior to the prize drawing Wednesday June 21, 1989 between 12:00nn -1:15pm or you may mail it to the VIA at 1901 N. Fort Myer Drive - Suite 200, Rosslyn, Virginia, 22209.

	VERY GOOD	GOOD	FAIR
1. ON AN OVERALL BASIS, HOW WOULD YOU RATE THE FOLLOWING:			
a) Pre-Conference Information	_____	_____	_____
b) City of San Francisco	_____	_____	_____
c) The San Francisco Fairmont	_____	_____	_____
d) 1989 Annual Conference	_____	_____	_____

Comments: _____

	<u>VERY GOOD</u>	<u>GOOD</u>	<u>FAIR</u>
2. PLEASE EXPRESS YOUR OPINION OF THE FOLLOWING MAJOR SESSIONS:			
a) Opening Plenary Session: Building Mass Markets: View From the Industry			
-William Seelinger	_____	_____	_____
-Ellen Powley			
-John K. Peters			
-Joseph Mazzeo			
-F.R. Jacques			
-William Louden			
-David Waks			
b) Closing Plenary Session: Electronic Messaging: Today 6,000,000 Users, Tomorrow an Electronic Mailbox for Everyone			
-Michael Cavanagh	_____	_____	_____
-Richard Miller			
-Stuart Alsop			
-Stuart Mathison			
-Neil Harris			
-Jeanne Bracken			
-David Whitten			
-Steven York			
3. PLEASE EXPRESS YOUR OPINION OF THE FOLLOWING VIDEOTEX INDUSTRY SESSION:			
a) Seamless Videotex: Breaking Down the Access Barriers			
-Hilary Thomas	_____	_____	_____
-Mark Walsh			
-Mark Holthouse			
-Stephen Case			
-James Perkins			
-K. Ray Mashburn			
-Jim Glover			
b) Providers' Workshop: Reviewing the Basics for New ISPs			
-Richard Aldler	_____	_____	_____
-Robert Mittman			
c) Entertainment Services: Having Fun Through Videotex			
-Michael Ridenhour	_____	_____	_____
-Don Daglow			
-Kevin Randolph			
-Steven Arnold			
d) The Needs and Challenges of New ISPs			
-Joanne Taeuffer	_____	_____	_____
-Gilles Nadeau			
-Carol Armenti			
-Michael Fischer			
-Jim Palazola			
e) Services From Overseas			
-Heiko Falk	_____	_____	_____
-Harry De Backer			
-Gerard Ladoux			
-Gunther Schretzman			

Thank you for taking the time to fill out this form. Your views and comments will be seriously considered as we develop next year's Conference Program. You may add other comments below.

**SUPER PRIZE DRAWING
FOR \$1,000.00!**

Fill in the information below and drop this ticket and evaluation form in the Prize Drum located in the Product Display Center no later than 1:00pm on Wednesday. You must have the completed evaluation form to enter the Product Display Center. Only full Conference (paid) attendees are eligible (relatives, exhibitors, visitors and daily registrants are excluded.) The SUPER PRIZE DRAWING will be conducted at 1:15pm Wednesday...YOU MUST BE PRESENT TO WIN!

NAME: _____
(Please Print)

TITLE: _____

COMPANY: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP _____

SOCIAL SECURITY #: _____

-Nino Catania

**VERY
GOOD**

GOOD

FAIR

- | | | | |
|--|--------------------|-------|-------|
| f) Videotex and Multimedia | _____ | _____ | _____ |
| -Martin Nisenholtz | -Red Burns | | |
| -Kristina Hooper | -Dave Ripley | | |
| -Mary J. Schwab | -Grayson Evans | | |
| -Ken Phillips | | | |
| g) Content Strategies: Design and
Ease of Use | _____ | _____ | _____ |
| -H. Doug Peter | -Nancy Piper | | |
| -Paul Trainer | | | |
| h) Home Office Needs and
Opportunities | _____ | _____ | _____ |
| -Pat Dunbar | -David Fleming | | |
| -Tom Miller | -Paul Edwards | | |
| i) Good Business Practices for an
Emerging Industry: The Need to
Self Regulate | _____ | _____ | _____ |
| -Jeff Richards | -Carolyn Perkins | | |
| -Henry Der | -Mike Todd | | |
| -Sam Simon | -William Seelinger | | |
| j) Growing the Market: Recruiting,
Acquiring, and Retaining Customers | _____ | _____ | _____ |
| -Janet McInerney | -Larry Groebe | | |
| -Richard Koch | -Douglas Ahlers | | |
| k) Public Interest Applications of
Videotex | _____ | _____ | _____ |
| -Michael McDonald | -Linda Harris | | |
| -Mary Furlong | -Tom Grundner | | |
| -Bob Jacobson | | | |
| l) Audiotex Providers: Opportunities
in Videotex | _____ | _____ | _____ |
| -Mark Plakias | -Guy Papa | | |
| -Catherine Allen | -George Nahon | | |
| m) Transaction Services Providing
Satisfaction | _____ | _____ | _____ |
| -Bernell Wright | -Gerritt Kerkstra | | |
| -Norman Gagnon | -Helen Bradley | | |

VERY
GOOD **GOOD** **FAIR**

4. PLEASE EXPRESS YOUR OPINION OF THE FOLLOWING:

- | | | | |
|-----------------------------------|-------|-------|-------|
| a) Product Display Center Overall | _____ | _____ | _____ |
| b) Service Display Center | _____ | _____ | _____ |
| c) Food & Beverage Events | _____ | _____ | _____ |
| d) Hornblower Yacht Dinner Cruise | _____ | _____ | _____ |

5. WERE THE COMPANIES YOU EXPECTED AND WANTED TO SEE EXHIBITING? _____ IF NOT, WHAT COMPANIES WOULD YOU LIKE TO SEE EXHIBITING? _____

6. WHAT DO YOU CONSIDER THE MOST REWARDING ASPECT OF THE CONFERENCE?

7. IN YOUR OPINION, WHAT ARE THE THREE MOST IMPORTANT TOPICS THAT SHOULD BE COVERED AT NEXT YEAR'S CONFERENCE?

OFFICIAL PROGRAM



SERVICES '89
building mass markets
"A Business Development Forum"



Videos Industry Association
III Annual Conference
June 19-21, 1989
San Francisco-Fairmont Hotel, California

GENERAL INFORMATION

ADMISSION TO EVENTS

PLEASE REMEMBER TO WEAR YOUR BADGE AT ALL TIMES DURING THE 1989 VIA 4th ANNUAL CONFERENCE AND PRODUCT DISPLAY CENTER.

This reminder is critical with regard to gaining admission to conference sessions and the Product Display Center. The VIA employs a security firm whose instructions are to turn away anyone without an official Conference badge at any and all Conference events.

BADGES ARE NOT TRANSFERABLE

Wearing your badge on your right side facilitates reading by another person when you're being greeted.

MEMBERSHIP EVENTS: Tuesday - June 20

VANDERBILT ROOM (TERRACE LEVEL)

Local Chapters Meeting: Sponsored by the Northern California Chapter, learn how easy and rewarding it is to support a VIA Chapter in you area. Open to new members and prospective members interested in forming a chapter. From 11:00am - 11:45am

ISP Council: Organizational meeting of this new Council to serve as a forum for VIA member providers of Videotex Services. Open only to information and services providers, however; this meeting will be open to prospective members from 11:45am - 12:30pm

Membership Meeting: Meet with VIA Board of Directors and Officers to discuss the future direction of your association. Members Only Meeting. From 4:45pm - 5:45pm

REGISTRATION CENTER

GRAND BALLROOM FOYER (BALLROOM LEVEL)

The Conference Registration Center is located at the entrance to the VIA Product Display Center. You will find the following major registration activities here:

- *Audio Cassette Sales
- *Conference Registration
- *Exhibit Registration
- *Message Center
- *Tuesday, "Welcome Aboard" Ticket Exchange

HOURS OF OPERATION:

Sunday	2:30pm - 6:30pm
Monday	7:00am - 7:30pm
Tuesday	8:00am - 6:00pm
Wednesday	8:00am - 1:30pm

CONFERENCE AUDIO CASSETTES

Reproductions of Conference business sessions will be available at the Conference Registration Center. Keep an audio copy of discussions which will be important to you and to the staff back home, or obtain cassettes of sessions which you missed. Order forms are available at the Registration Desk.

WELCOME ABOARD - DINNER CRUISE ON SAN FRANCISCO BAY

Sponsored by Northern Telecom

The "Welcome Aboard" dinner cruise coupon you received in your registration materials must be exchanged in the VIA Registration Center for a complimentary entrance ticket by Tuesday at 11:00am. Evenings on the Bay at this time of year can be cool, so please bring a sweater and/or jacket. Guest tickets may be purchased at the Registration Desk.

SUPER PRIZE DRAWING - \$1,000 CASH!

To be eligible for the \$1,000 Super Prize Drawing, fill out the evaluation form and prize drawing ticket you received with your registration materials. Make your evaluations all conference long and drop it off in the prize drum (located in the VIA Product Display Center) between 12:00 noon - 1:00pm (ONLY) on Wednesday. Only fully paid Conference attendees and speakers are eligible (relatives, exhibitors, visitors and daily registrants are excluded). The SUPER PRIZE DRAWING will be conducted at 1:15pm Wednesday...you must be present to win!

**VIA'S 4th ANNUAL
CONFERENCE SPONSORS**

The Videotex Industry Association expresses sincere appreciation to the following sponsors:

**MONDAY EVENING'S PRODUCT & SERVICES DISPLAY CENTER
CALIFORNIA DREAMING WINE & BEER FEST**

PACIFIC  BELL®
A Pacific Telesis Company

TUESDAY EVENING'S WELCOME ABOARD CRUISE

** northern
telecom**

1 1/8 in. width
(standard for 8 1/2 x 11 in. applications)

MONDAY MORNING BREAK



TUESDAY MORNING BREAK IN THE PRODUCT DISPLAY CENTER

NYNEX INFO-LOOK™

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THOMAS MORGAN
Quantum Computer Services

VICE CHAIRMAN
JAMES F. CARRUTHERS
NORPAK Corporation

SECRETARY
PHILIPPE MEYER
U.S. Videotel

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GRANT RUESCH
U S Tel Inc.

EXECUTIVE DIRECTOR
ROBERT L. SMITH, JR.
Videotex Industry Association

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Pacific Bell

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William W. Seelinger Associates

HILARY THOMAS
Minitel USA Inc.

PROGRAM OF EVENTS

SUNDAY, JUNE 18

REGISTRATION CENTER OPEN
Grand Ballroom Foyer - Ballroom Level
2:30pm - 6:30pm

MONDAY, JUNE 19

REGISTRATION CENTER OPEN

Grand Ballroom Foyer - Ballroom Level

7:00am - 7:30pm

OPENING PLENARY SESSION: BUILDING MASS MARKETS

Terrace Room - Terrace Level

8:30am - 12:00nn

ASSOCIATION WELCOME

ROBERT L. SMITH, Jr., Executive Director, Videotex Industry Association

CONFERENCE WELCOME

THOMAS MORGAN, VIA Chairman & Vice President, Planning and Development,
Quantum Computer Services

BUILDING MASS MARKETS: VIEW FROM THE INDUSTRY

While most companies of the videotex industry share the same vision of building mass markets, they don't always agree on how this vision is to be achieved. These industry representatives will share their perspective and experience on how mass markets are to be built:

WILLIAM W. SEELINGER, MODERATOR

Managing Director

William W. Seelinger Associates

F. R. JACQUES

Director

Business & Technology Development

Bell Canada

JOHN K. PETERS

Executive Director

Product Development

Information Provider

Pacific Bell

WILLIAM LOUDEN

Manager, Mass Marketing

GE Information Services

JOSEPH MAZZEO

President

Minitel Services Company

ELLEN POWLEY

Director, Product Development

Project INFO-Look

NYNEX Service Company

DAVID J. WAKS

Director of Technology

Prodigy Services Company

REFRESHMENT BREAK

9:15am - 10:30am Terrace Foyer - Terrace Level

Sponsored by VICORP

ANNUAL VIA AWARDS PRESENTATION

Presentation of the 1989 VIA awards for Distinguished Service, Innovation, and Outstanding Achievement:

Présider: MARTIN NISENHOLTZ; General Manager, Interactive Marketing Group, Ogilvy Group

Monday

PRODUCT DISPLAY CENTER OPEN

12:00nn - 7:30pm

Grand Ballroom - Ballroom Level

LUNCH IN THE PRODUCT DISPLAY CENTER

12:30pm - 1:30pm

Grand Ballroom - Ballroom Level

A new twist this year is the VIA Apron Luncheon. Review the wealth of products and services represented in the Product Display Center as you stroll through the exhibits with your luncheon repast.

INDUSTRY FORUM

SEAMLESS VIDEOTEX: BREAKING DOWN THE ACCESS BARRIERS

1:30pm - 5:00pm

Terrace Room - Terrace Level

The North American videotex market is rich in its diversity of approaches for reaching the home and small business user. Will this diversity confuse the user or spur the market?

HILARY B. THOMAS, Moderator
President, Minitel USA Inc.

MARK WALSH
General Manager
Online Services
CUC International

MARK HOLTHOUSE
Managing Director
Vicorp Interactive Systems

K. RAY MASHBURN
Director
Gateway Services
Southwestern Bell

STEPHEN CASE
Executive Vice President
Quantum Computer Services

JIM GLOVER
Product Manager
Videotex
Northern Telecom Canada Ltd.

JAMES PERKINS
CEO
U S Tel Inc.



Monday

SERVICES OPERATIONS

PROVIDERS' WORKSHOP: REVIEWING THE BASICS FOR NEW ISPs

1:30pm - 3:00pm
French Room - Lobby Level

A review of the VIA Report, *Opportunities in Videotex*, which explains business and technology requirements for setting up a videotex service.

RICHARD ADLER, Presenter
Director
Teleservices Program
Institute for the Future

ROBERT MITTMAN
Research Fellow
Institute for the Future

SERVICES APPLICATIONS

ENTERTAINMENT SERVICES: HAVING FUN THROUGH VIDEOTEK

1:30pm - 3:00pm
Vanderbilt Room - Terrace Level

A discussion of how entertainment is/can be different from traditional entertainment media and of how the potential of videotex entertainment services can be realized.

MICHAEL RIDENHOUR, Moderator
Manager of Marketing Development
Quantum Computer Services

DON DAGLOW
President
Beyond Software

KEVIN RANDOLPH
Vice President, Marketing
Interactive Game Network

STEVE ARNOLD
LUCAS Films

REFRESHMENT BREAK

3:00pm - 3:30pm Terrace Foyer & French Foyer



Monday

SERVICES OPERATIONS

THE NEEDS AND CHALLENGES OF NEW ISPs

3:30pm - 5:00pm

French Room - Lobby Level

New Providers discuss the challenges they faced in developing their videotex service, how they overcame those challenges, and advise on how the industry can better meet their needs.

JOANNE TAEUFFER, Moderator
Consultant

GILLES NADEAU
Vice President
Payment System Evolution
Desjardins

CAROL ARMENTI
President
Dine Out, Inc.

JIM PALAZOLA
General Manager
RockNet

MICHAEL FISCHER
Forum Leader
AppleLink Desktop Publishing

SERVICES APPLICATIONS

SERVICES FROM OVERSEAS

3:30pm - 5:00pm

Vanderbilt Room - Terrace Level

Videotex experts from overseas organizations will highlight their national market environment for videotex services.

HEIKO FALK, Moderator
President
International Videotex Industry Association

HARRY DE BACKER
Videotex Administrator
Commission of the European
Communities

GERARD LADOUX
General Secretary
AFTEL

GUNTHER SCHRETZMAN
Manager
Communications Systems
Deutsche Lufthansa

NINO CATANIA
General Secretary
AnFov

SERVICES DISPLAY CENTER OPEN

3:30pm - 7:30pm

Grand Ballroom - Ballroom Level

The Services Display Center houses table-top displays of videotex services from the San Francisco area and around North America. As a bonus, this year the VIA has opened up the exhibit to consumers of videotex online services.

PRODUCT & SERVICES DISPLAY CENTER CALIFORNIA DREAMING BEER & WINE FEST

Sponsored by Pacific Bell

5:30pm - 7:30pm

Grand Ballroom - Ballroom Level

This is your opportunity to relax and enjoy refreshments with other Conference participants while viewing the products and services on display. Each participant has been provided two complimentary drink tickets with their registration materials.

TUESDAY, JUNE 20

REMINDER: Exchange your Dinner Cruise coupon by 11:00am this morning. Also, Dinner Cruise tickets and audio cassettes are on sale throughout the day at the Registration Center.

VIA REGISTRATION CENTER OPEN

8:00am - 6:00pm
Grand Ballroom Foyer - Ballroom Level

INDUSTRY FORUM

9:00am - 11:00am
Terrace Room - Terrace Level

VIDEOTEX AND MULTIMEDIA

This session will explore new technologies which will work in combination to provide new interactive consumer services. The session will build bridges among videotex, high definition television (HDTV), digital video, broad band communications and the software that will link these various sources.

MARTIN NISENHOLTZ, Moderator
General Manager
Interactive Marketing Group
Ogilvy Group

Grayson Evans
Echelon

KEN PHILLIPS
Chairman
Corporate Telecommunications Users

RED BURNS
Chair
Interactive Telecommunications Program
Tisch School of the Arts
New York University

KRISTINA HOOPER
Director Multimedia Group
Apple Computer

DAVE RIPLEY
Manager
Application Marketing Development
Intel Corporation

MARY JOAN SCHWAB
Managing Partner
Network 90



Tuesday

SERVICES OPERATIONS

**CONTENT STRATEGIES:
DESIGN AND EASE OF USE**

9:00am - 10:30am

French Room - Lobby Level

H. DOUG PETER

President

St. Clair Videotex Design

NANCY PIPER

Consultant

PAUL TRAINER

President

Servotel Videotex Systems

SERVICES APPLICATIONS

**HOME OFFICE NEEDS
AND OPPORTUNITIES**

9:00am - 10:30am

Vanderbilt Room - Terrace Level

PAT DUNBAR

President

Pat Dunbar & Associates

DAVID FLEMING

Program Manager

State of California

PAUL EDWARDS

Association of Electronic Cottagers

TOM MILLER

Consultant

LINK Resources

PRODUCT DISPLAY CENTER OPEN

10:00am - 5:30pm

Grand Ballroom - Ballroom Level

REFRESHMENT BREAK

10:45am - 1:15am Grand Ballroom

Sponsored by NYNEX

**TIME FOR VIEWING THE PRODUCT DISPLAY CENTER BEFORE THE
AFTERNOON SESSIONS.**

10:45am - 11:15am

Grand Ballroom - Ballroom Level

LOCAL CHAPTERS MEETING

11:00am - 11:45am

Vanderbilt Room - Terrace Level

Members and prospective members are invited to meet with the Northern California Chapter Executive Committee on the benefits of forming a chapter in your area.

ISP COUNCIL ORGANIZATIONAL MEETING

11:45am - 12:30pm

Vanderbilt Room - Terrace Level

Meet with Chairman Mark Walsh of CUC International and other information and services providers to identify activities that are needed by ISPs.

Tuesday

INDUSTRY FORUM

GOOD BUSINESS PRACTICES FOR AN EMERGING INDUSTRY: THE NEED TO SELF REGULATE

1:15pm - 4:30pm

Terrace Room - Terrace Level

While a somewhat more advanced emerging industry than videotex, audiotex has faced a number of public policy concerns dealing with services that threatened its development and could threaten videotex. A discussion of the rights and responsibilities of both users and providers of services will be presented.

JEFF RICHARDS
Staff Manager & Industry Specialist
Pacific Bell

CAROLYN V. PERKINS
Director of San Francisco Marketing
Viacom Cablevision

WILLIAM W. SEELINGER
Managing Director
William W. Seelinger Associates

MIKE TODD
President
Mike Todd Associates

SAM SIMON
President
Issue Dynamics

HENRY DER
Executive Director
Chinese for Affirmaative Action



Tuesday

SERVICES OPERATIONS

GROWING THE MARKET: RECRUITING, ACQUIRING AND RETAINING CUSTOMERS

1:15pm - 2:45pm

French Room - Lobby Level

An important goal of gateway operators, service packagers and ISPs is obtaining and maintaining satisfied users. Tried and true marketing and customer support practices that have worked, and some that haven't worked, will be explored by savvy online practitioners.

JANET MC INERNEY, Moderator
Director of Product Management
U.S. Videotel

LARRY GROEBE
Senior Programmer
StarText

RICHARD KOCH
President
AVS Gateway Services

DOUGLAS AHLERS
General Partner
Modem Media

SERVICES APPLICATIONS

PUBLIC INTEREST APPLICATIONS OF VIDEOTEK

1:15pm - 2:45pm

Vanderbilt Room - Terrace Level

Providers of community and health services will review user experiences with their services. They also will discuss their future expectations of videotex to meet the needs of the public interest.

MICHAEL MCDONALD, Moderator
President
Windom Health Enterprises

LINDA HARRIS
Special Assistant to the Director
U.S. Office of Disease
Prevention & Health Promotions

MARY FURLONG
Executive Director
SeniorNet

TOM GRUNDNER
Community Telecomputing & Case
Western Reserve University

ROBERT JACOBSON
Principal Consultant
California State Assembly Utilities
and Commerce Committee

REFRESHMENT BREAK

2:45pm - 3:00pm Terrace Foyer & French Foyer



Tuesday

SERVICES OPERATIONS

**AUDIOTEX PROVIDERS:
OPPORTUNITIES IN VIDEOTEX**
3:00pm - 4:30pm
French Room - Lobby Level

Audiotex services in North America have often been called our version of Minitel in France, sans terminals. The fact is that hundreds of ISPs have been introduced to telco billing, collection and policy procedures via audiotex. Similar capabilities are now being provided by telco and nontelco videotex gateway operators in 1989. This session explores the history, economics, technology and migration potential in the two forms of electronic distribution.

MARK PLAKIAS, Moderator
Senior Vice President
Vision Management
TelVoice

GUY PAPA
Industry Manager
Ameritech

CATHERINE ALLEN
Vice President
Strategic Marketing & Financial
Citicorp, Management

GEORGES NAHON
President
Affaires Internationales
Telematiques
Le Nouvel Observateur

SERVICES APPLICATIONS

**TRANSACTION SERVICES
PROVIDING SATISFACTION**
3:00pm - 4:30pm
Vanderbilt Room - Terrace Level

By being interactive, videotex can provide valuable services for people - whether it is paying a bill, ordering a ticket, controlling home electricity use, or purchasing groceries. This group of professionals will explain how they make things better for their customer and in turn their company.

BERNELL WRIGHT, Moderator
Vice President
Electronic Communications
LINK Resources

GERRITT KERKSTRA
Vice President of Home Information
Services
Bank of America

NORMAN GAGNON
Operations Manager
Videotex Network
Bell Canada

HELEN BRADLEY
SABRE Travel Information
Network
American Airlines

MARY GARVEY
Partner
Grocery Express

VIA MEMBERSHIP MEETING

4:45pm - 5:45pm
Vanderbilt Room - Terrace Level...**MEMBERS ONLY**

VIA's Chairman, Tom Morgan, will deliver the VIA Annual Report, and Grant Ruesch, Treasurer, will report on VIA's finances. Members are encouraged to attend and pose questions to the VIA Officers and Board about the future direction of the VIA. **Members Only Please.**

Tuesday

**WELCOME ABOARD DINNER CRUISE ON
SAN FRANCISCO BAY**

7:00pm - 11:00pm

**NOTE: BUSES WILL DEPART PROMPTLY AT 5:45pm
FROM THE MASON STREET ENTRANCE OF THE
FAIRMONT HOTEL. THE LAST BUS DEPARTS
AT 6:15pm -- DON'T BE LATE!**

SPONSORED BY:



We'll celebrate in style aboard San Francisco's unique and elegant Hornblower Yacht. The city of San Francisco will look spectacular with lights aglow as we cruise the Bay of San Francisco for an evening of fun, food and frivolity. Dress is casual, and coat and/or sweater should be brought since the Bay can be cool at this time of year. Guest ticket may be purchased at the Registration Center.



WEDNESDAY, JUNE 21

VIA REGISTRATION CENTER OPEN

8:00am - 1:30pm

Grand Ballroom Foyer - Ballroom Level

**CLOSING PLENARY SESSION: ELECTRONIC MESSAGING
TODAY 6,000,000 USERS, TOMORROW AN ELECTRONIC
MAILBOX FOR EVERYONE**

8:30am - 11:45am

Terrace Room - Terrace Foyer

Corporate electronic messaging has grown at a per annum rate of over 20% the past few years. Concurrently, chat services and bulletin boards have become the most popular consumer videotex applications. Clearly people are using the medium to communicate, but how will it evolve so that everyone is doing it? Messaging experts will draw on their experiences of today to speculate on what the future may hold. This session is organized in cooperation with the Electronic Mail Association.

MICHAEL CAVANAGH, Moderator
Executive Director
Electronic Mail Association

RICHARD MILLER
President & CEO
Rapport Communication

STEVEN YORK
Manager
Information Exchange Technologies
Hughes Aircraft

STUART ALSOP
Editor & Publisher
P C Letter

JEANNE BRACKEN
Program Director
New Systems Applications
Pacific Bell

STUART MATHISON
Vice President
Business Development
Telenet Communications

DAVID WHITTEN
Manager
Electronic Mail
Digital Equipment Corporation

NEIL HARRIS
Manager
Product Marketing
General Electric Information
Services

THOMAS MORGAN
Vice President
Quantum Computer Services

1990 CONFERENCE CHAIRMAN CLOSING REMARKS

JAMES CARRUTHERS
President
NORPAK Corporation

REFRESHMENT BREAK

10:00am -10:15 Terrace Foyer - Terrace Level

Wednesday

PRODUCT DISPLAY CENTER OPEN

10:00am - 1:30pm

Grand Ballroom - Ballroom Level

Don't forget: **THE SUPER PRIZE DRAWING** will be conducted at **1:15pm Wednesday** and you must fill out the evaluation form and the prize drawing ticket you received with your registration materials and drop it off in the prize drum (located in the VIA Product Display Center) by **12:00nn**. **You must be present to win!**

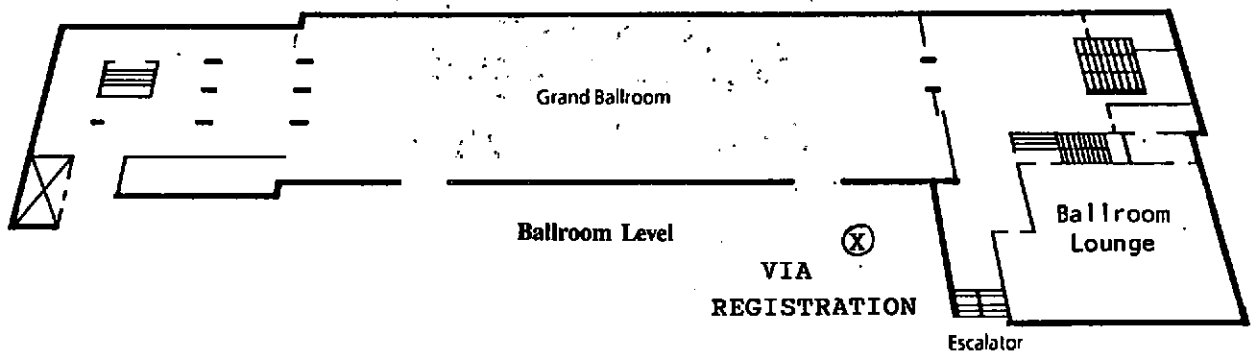
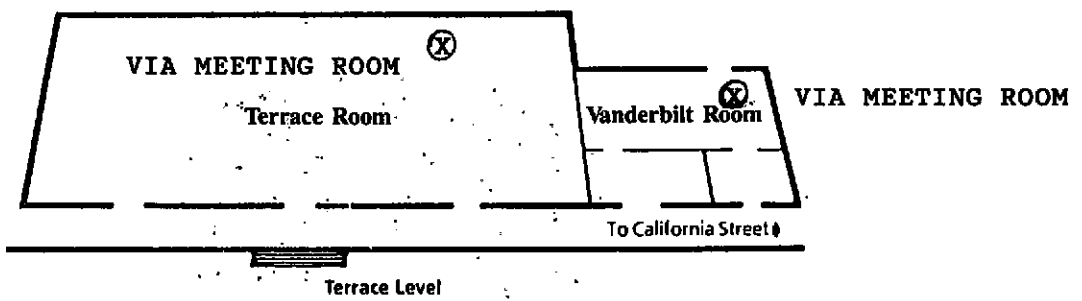
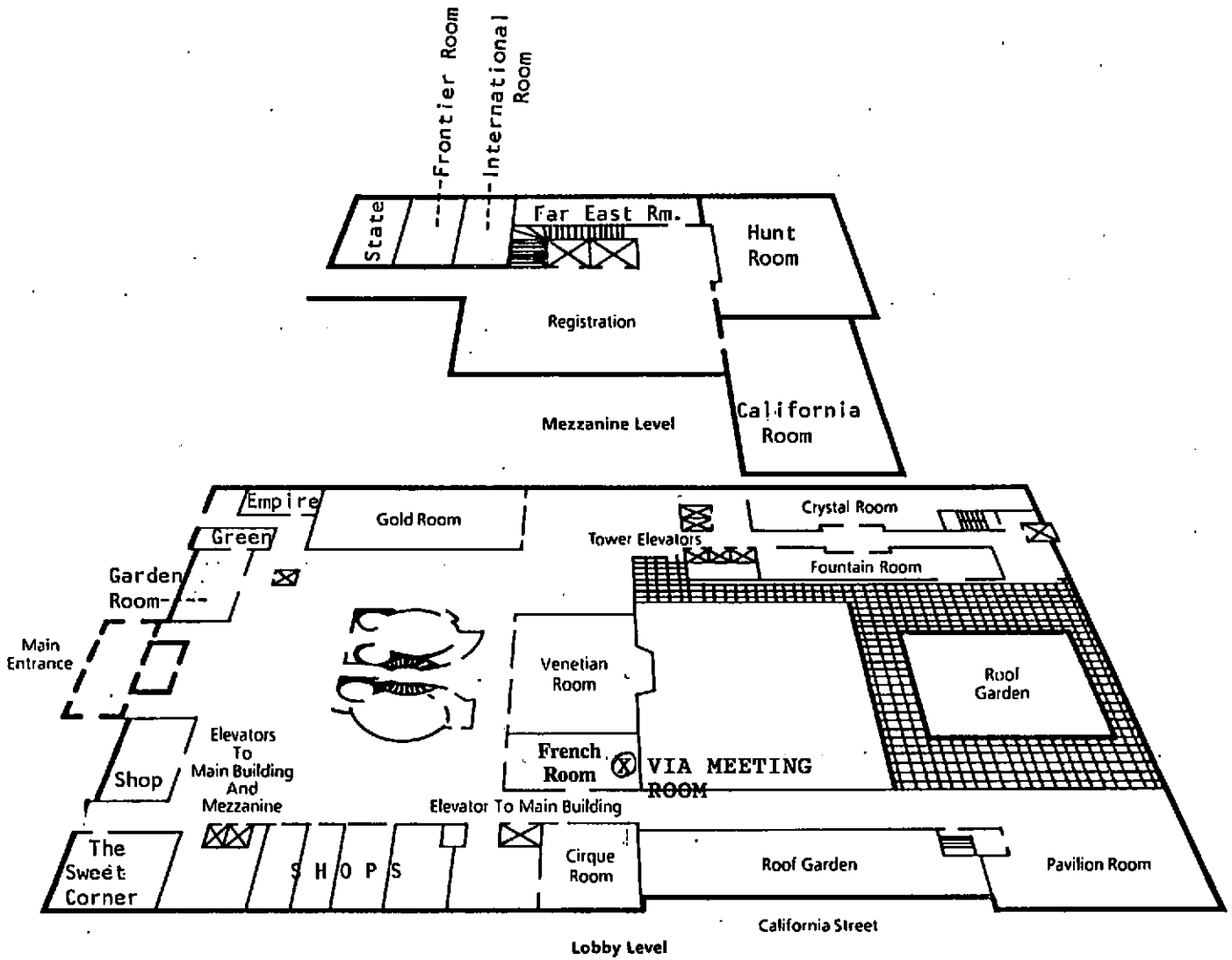
SEE YOU NEXT YEAR!

MAY 30 - JUNE 1, 1990

THE ROYAL YORK HOTEL

TORONTO, CANADA





**PRODUCT & SERVICES DISPLAY
CENTER**

DIRECTORY



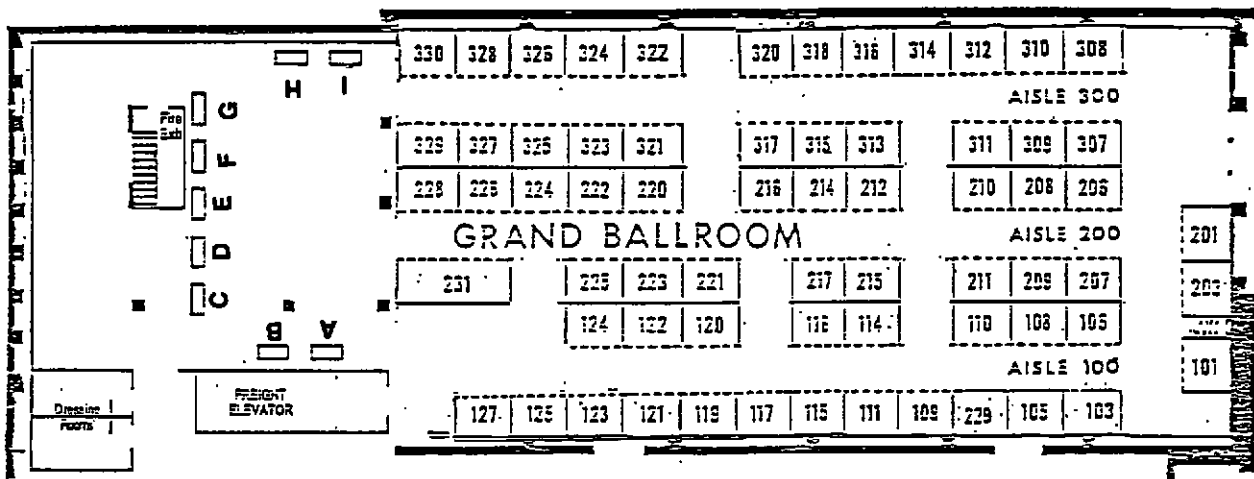
**VIDEOTEX INDUSTRY
ASSOCIATION'S 4TH ANNUAL
CONFERENCE**

**JUNE 19-21, 1989
SAN FRANCISCO FAIRMONT
SAN FRANCISCO, CALIFORNIA**

SERVICES '89

building mass markets

"A BUSINESS DEVELOPMENT FORUM"

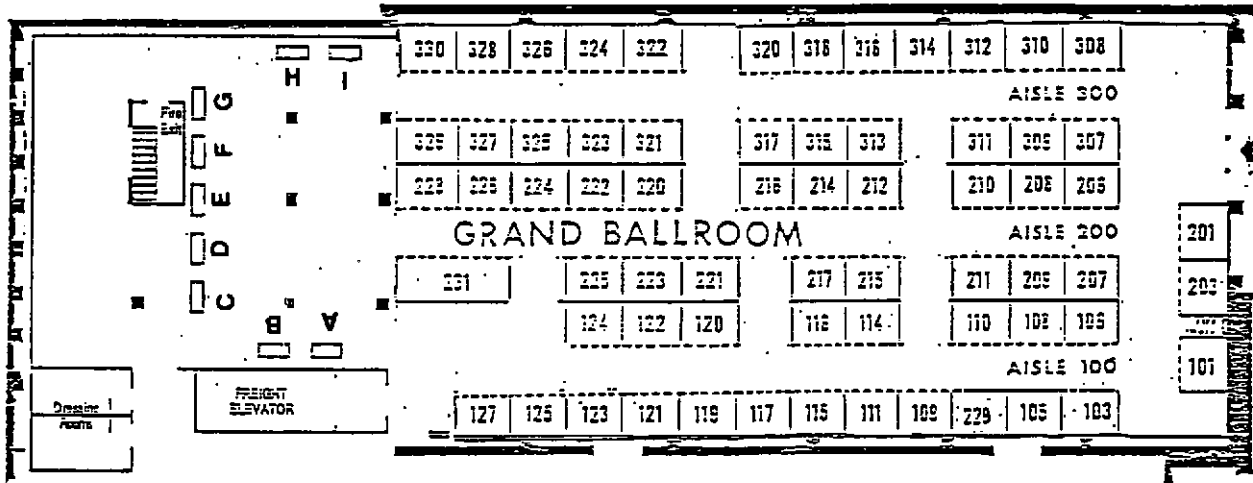


1989 VIA Exhibitors

BOOTH #

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1989 VIA Exhibitors

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BOOTH 111

AMERICAN AIRLINES EAASY SABRE/TRAVELERS ACCESS

4255 Amon Carter Boulevard
Ft. Worth, Texas 75261
(817) 963-4803
Cecilia Peters

When you think travel ... think EAASY SABRE (sm)
and Travelers Access (sm) !

With the most comprehensive personal reservations system in the industry and the best discount travel club, your travel capabilities are endless. EAASY SABRE enables you to make your own travel plans including your air, car and hotel reservations from your personal computer. Travelers Access offers members--only savings of up to 25 percent off selected air, car rental, hotel, condominium, cruise and vacation package specials and up to 65 percent off short notice packages.

BOOTH 229

AMERICAN CITINET, INC.

World Trade Center, Suite 717
Boston, Massachusetts 02210
(617) 439-5678
Tom Pfau

American CitiNet hosts many dozens of information services from all across the country in its Gateway Service Bureaus throughout the United States. The CitiNet software supports all major protocols and on-line applications.

For Information Providers and Service Providers, American CitiNet offers a single point of contact for distribution of their information or service offering into Boston, New York, Philadelphia, Omaha and a growing number of other markets. We help develop the applications and then distribute them throughout our network of affiliated videotex operations.

American Citinet develops videotex software and systems. our proprietary CitiNet software has evolved with Boston Citinet over the last five years. The software is running non-commercially in the university environment. American CitiNet offers software and operations and information design.

American Citinet is connection to all RBOC gateways to offer its extensive services, software capabilities and growing number of Information Providers.

BOOTH 320

BASELINE II, INC.

838 Broadway
New York, New York 10003
(212) 254-8235
Bill Vaughn

BASELINE -- The largest single source of information ever developed for the entertainment industry. Services include credits for over 80,000 film and television productions and a wide range of industry news.

NEW YORK NETWORKS -- The state-of-the-art online entertainment service. Features include online chat services, electronic mail, personal and classified ads, and a number of entertainment-related infobases.

MACTELL & MIRROR -- Minitel emulation software for Macintosh and IBM compatibles.

BASELINE will also be introducing new software which will allow anyone to set up an online electronic service in the Minitel format on a super-micro computer.

BOOTHS 211-209-207

BELL ATLANTIC

5 Penn Center, 25th Floor
Philadelphia, Pennsylvania 19103
(215) 751-9956
Betty Steele

Gateway Systems - It is a world where you find solutions to everyday problems by using your computer to search other computers for information and answers. Bell Atlantic's Gateway System, simply stated, provides easy customer access to various services and online information provided by Enhanced Service Providers. Whatever your professional or personal information needs, there's an easily accessible database that has the answers you need.

BOOTHS 314-312

BELL CANADA

170 Laurier Avenue West
Room 1001
Ottawa, Ontario, Canada K1P 5V5
(613) 781-5014
Serge Drouin

ALEX is Bell Canada's electronic interactive information and transaction videotex service based on the NAPLPS standards. It was introduced in a market trial in Montreal, Canada, on December 5, 1988.

ALEX provides easy access for consumers to a variety of services. The key applications include: electronic telephone directory (white pages), shopping, consumer guides and purchasing information, news, weather, sports, financial and investment services, entertainment and leisure guides, classified ads, messaging, chat lines, education and games and many others.

Users access **ALEX** by means of a special dedicated terminal called **ALEXTel**, or a microcomputer equipped with a modem and **ALEX** emulation software. In both cases, the user's terminal is connected to an ordinary telephone jack for its telecommunications hookup, and plugged into an electric outlet for its energy source.

BOOTH 103

CTL COMMUNICATIONS, INC.

611 Broadway, Suite 430
New York, New York 10012
(212) 477-2424
Holley Atkinson

CTLink (TM) Software -- simple yet sophisticated communications and emulation program.

CTL-City (TM) and services on RBOC Gateways -- local, national, and international, consumer and professional e-mail, news, forums, games, home shopping, databases, etc.

CTL host technology -- powerful services design and programming alternatives, tri-standard protocols (Minitel, Alex, ASCII), 32-800 simultaneous users.

CTL turnkey systems -- largest worldwide VAR for Hewlett-Packard 9000 Series Spectrum minicomputer, Vidiling (TM) propriety subsystem applications software, X.25 interface.

BOOTH 125-123

COM:PORT INTERNATIONAL

55 Murray Street
Ottawa, Ontario, Canada
(613) 236-7799
Erich Forler

MULTIPLE PROTOCOL GATEWAYS - IMPLEMENTING THE NAPLPS STANDARD!

COM:PORT INTERNATIONAL, the leading distributor of NAPLPS based products for IBM compatible microcomputers, presents:

"QUORUM" by **Voila Software Inc.** - Multiple Protocol terminal emulation for IBM PCC compatibles. Off-the-shelf, custom and private label software products.

"EQTEL" by **Eqtel and E.M.S. Inc.** - Multiple Protocol hardware terminal for consumers, professional and system integrators. Videotex Server by E.M.S., supermicro UNIX based server permitting the development of affordable videotex services.

"ICS-3500" by **Imatex Communications Inc.** - State of the art NAPLPS creation/editor with image and special effects.

"ENHANCED APPLICATIONS AND SERVICES" by **Image Base Videotex Design, Inc.**
Specialty applications including ASCII to NAPLPS conversion. Creative services, design and implementation consulting.

With many years of commitment to NAPLPS Videotex Applications, join us for demonstration and discussion.

BOOTH 115

DHD SERVICES, INC.

2000 Corporate Ridge, Suite 910
McLean, Virginia 22102
(703) 749-3636
Steven Heller

DHD Services, Inc. provides NetCharge (TM), a comprehensive network billing service specifically designed to meet the critical need for fast, accurate billing for a broad spectrum of network-based services, including those of Information Providers, Gateway Operators, and Videotex Providers. DHD Services has over a decade of experience in telecommunications and computer system design and implementation, and delivers a Full Service solution to the billing requirements of the rapidly growing Information Industry.

BOOTHS 321 thru 331
220-222-224
226-228

EUROPEAN COMMUNITY

200 rue de la Loi
1049 Brussels Group
P.O. Box 218
5600 MD EINDHOVEN
The Netherlands
31 40 758460
Harry De Backer

Online information, stored in database helps to conduct work faster and more efficiently, by allowing access to vital information on a product city, journal title etc. in minutes instead of weeks. Clearly any information must be accessible to everybody, with whatever degree of education. This is where Videotex comes in. Videotex is the interface between the user and the information. Videotex guides the user on the basis of a set of questions, to the data needed.

Diverging national approaches have led to three basically incompatible standard families or "Data Syntaxes" which correspond to the presentation of the Japanese system CAPTAIN (Data Syntax I) European Videotex services (Data Syntax II) and the NAPLPS standard (Data Syntax III) developed by AT & T.

NAPLPS and CAPTAIN largely exploit geometric presentation. In contrast, European profiles are highlighting the character presentation, with an option for geometric and photographic display.

It is true, that Data Syntax II contains three presentation profiles. The differences between them have come about because they are based upon different versions, developed at different times of the CEPT(1) recommendations. However, there is a strong relationship between these profiles and they are the natural evolution of the technology they use.

By the end of this year a single European standard will be available for ISDN-Videotex and Photographic applications.

Europe and North-America should make as much use as possible of their common know-how in order to create a two passage between the New and Old Worlds for the benefit of business as well as society.

ALCATEL

Bell Telephone Alcatel
International Videotex Sales
Francis Wellespien 1
B-2018 Atwerpen
+32/3/237.17.17
+32/3/237.98.80
Alfons De Weerd

ALCATEL is a leading European-based international communications corporation with worldwide sales of approximately U.S. \$13 billion. ALCATEL has subsidiaries in 75 countries, industrial facilities in 21 countries and operations in 110 countries. The company consists of a number of autonomous subsidiaries and operating units with product policies coordinated by five major "Product Groups". These are the Public Network Systems, Transmission, Business Systems, Cables and Outside Plant. Two of these Product Groups contribute directly to the Videotex market developments.

Today ALCATEL provides the backbone structure for the largest Videotex operations in the world with integrated Videotex Access Points (VAPs) and centralised Network Management Centers (NMCs). At the beginning of 1988, ALCATEL consolidates its position as world leader in public network systems with over 41 million lines of digital switching installed in 70 countries.

DEUTSCHE BUNDESPOST

Fernmeldeamt Mainz
Technische Vertriebsberatung BTX
Postfach 3000
D-6500 Mainz 1
+40/6131/149 34 30
+49/6131/36 67 56
4187400 DBP D
Theo Metzger

What does videotex USA offer?

The Videotex service is the ideal enhancement to previous channels of communication and saves costs at the same time. Besides that:

Videotex connects you with the mailboxes of your business partners as well as with an additional 170,000 professional and private user in Germany.

Videotex makes information accessible out of 320 connected data base from private industry and government offices.

Videotex makes 660,000 information frames available for your professional needs: fast economic as well as general news, ongoing stock exchange information, electronic banking, electronic catalogues, order systems etc.

Videotex closed user groups ensure that internal information and communication remains internal.

Videotex give your PC the added multifunctional benefits of communication with all telex users.

From the fourth quarter of 1989, Videotex accessing places will be reachable in more than 100 towns all over the United States.

FRANCE TELECOM

Departement des Affaires Industrielles et Internationales
7, Boulevard Romain Rolland
F-92128 Montrouge
+33/1/45.64.57.87
+33/1/46.57.88.02
202914 GENTEL F
Jean -Louis Fourmanoir

French Videotex is the most successful Videotex system in the world with more than 10, 000 service providers, with the incredible data base of the Electronic Directory receiving 25 million calls a month supporting 50, 000 modifications each day.

Why such a success when elsewhere in the world Videotex has been slow to take off?

- A cheap and easy to use terminal: the Minitel.
- The Electronic Directory, head of the Teletel services, and guide for the service providers.
- The use of Transpac, the biggest X25 network in the world which makes 54% of its whole traffic with Videotex.
- The introduction of the "kiosk" system which allows customers to consult more than 5,000 services without identification of special subscriptions.

TELETEL is alive, the competition is still very high, every day two new services are launched, every time new enhancements are introduced in the network.

Let TELETEL convince you that Videotex is a good way of communication.

IBM EUROPE

Euro-ccordination
Tour Pascal La Defence
F-92075 Paris La Defence
+33/1/47 67 64 45
Eskild Kierkegaard

IBM'S commitment to Videotex present and future.

As a result of its evolutionary development, the present day European Videotex environment is characterized by complexity of standards, protocols and national languages. IBM has adapted to the mixed environment by developing software that simplifies the interaction between their customers and the various Videotex networks. The reason for doing so are simple: IBM considers Videotex to be valuable information retrieval and transaction service and an asset to private and business users world-wide. They thus believe in the future potential of Videotex and are committed to its on-going development.

PHILLIPS

New Business Group/Bld HWD-2
P.O. Box 218
NI-5600 MD Eindhoven
+31/40/75.84.60
+31/40/75.68.75
3500 phtc ni/xleaaam
Gerrit Schipper

The Philips company, in France LA RADIOTECHNIQUE PORTENSEIGNE-RPIC - has maintained a long presence in the industrial and consumer electronic field.

RPIC, the Phillips competence centre for telematic terminals, is a \$1 billion company and employs more than 6,00 people in France.

Major supplier of the well-known Minitel to the French Telecommunication Authorities (PTT), Phillips has also been selected by several European PTT Administrations including the Swiss, German, Italian and Portuguese PTTs, etc.

For the American market, a specific US Minitel version was recently developed and has already been ordered for the US West Videotex project.

BOOTHS 225-223-221
124-122-120

GPT DATA SYSTEMS

6 Roxborough Way, Foundation Park
Maidenhead, Berkshire, SL6 3UD, England
062882 2233
Jane Coulsen

GPT Data Systems demonstrate a selection of high profile Value Added Services live from PRESTEL, one of the largest value added videotex networks in the world. The Common Access System also provides the multi-standard technology now readily available (CEPT 1 to CEPT 5).

Common Access Systems based on products supplied by GPT Data Systems are in use with seventeen Public Telecommunications Administrations (PTT'S) throughout the world. These employ all the CEPT standards; PRESTEL, AFC 2, CEPT etc. and highlight the company's world leading position in this technology.

GBC Marconi will also be on the stand exhibiting their editing terminal adapters for both domestic and business markets.

BOOTH 311

META INTERNATIONAL

2 Bis, Avenue Foch
94160 Saint - Mande - France
(331) 43 65 00 25
Philippe Lenoir

As 1992 approaches, French company META INTERNATIONAL is preparing "multistandard" solutions for videotex data exchange, developing its European network of subsidiaries and distributors.

Developments include a network server to run on MS DOS and UNIX, a terminal telechaging server, a telecommunication interface (ISDN), telesurveillance servers, vocal servers, and smart cards for transaction security.

COCKTEL 8 is a videotex teletel server and a CEPT product available in English, Spanish, and French. As soon as you open the COKTEL 8's attache case, you start videotex operations at a very high level. You simply connect its eight transmission cables to your PC. META INTERNATIONAL package even includes tutorial tapes and a walkman to give you a helping hand through the learning stage.

BOOTH 231

MINITEL SERVICES COMPANY

2900 Westchester Avenue
Purchase, New York 10577
(914) 694-6266
Cece Drummond

Minitel brings Europe's leading electronic communications services to America. The easy-to-use teletel protocol makes communicating, learning, and keeping up-to-date possible for even non-technical users.

Minitel offers entrepreneurs and businesses alike new opportunities for penetrating world markets. With its worldwide, network and connections to BOC Gateways and the French Minitel Gateway, Minitel helps businesses reach prospects and customers in regional, national and international markets.

Teletel demonstrations, free PC software, and service start-up information is available at Booth 229.

BOOTH 231

MINITEL USA, INC.

888 7th Avenue
New York, New York 10006
(212) 307-5510
Hilary Thomas

As a part of a worldwide commitment to interactive electronic communications, Minitel USA seeks to participate in business partnerships and joint ventures with US companies in the videotex industry. Its aim is to stimulate the growth of mass market services in North America and to generate traffic between them and the Minitel System in France. Its US venture, Minitelnet, brings over 10,000 french services to US consumers and businesses.

French service demonstrations and consulting service information is available at Booth 231.

BOOTHS 316-318

NORPAK CORPORATION

10 Hearst Way
Kanata, Ontario, Canada K2L 2P4
(613) 592-4164
Dan Chapman

A co-developer of NAPLPS, NORPAK Corporation is the leading developer of products for the North American videotex industry.

NORPAK provides a complete range of solutions including page creation systems, decoders, terminal systems and hardware and software development.

NORPAK products are widely used by industry leaders, such as Northern Telecom for ALEXTel, and by leaders in interactive video, advertising, training, hotel and convention services and government.

Visit NORPAK in booth 316/318 and learn how your business can benefit from our experience.

BOOTHS 308-310

NORTHERN TELECOM CANADA LIMITED

Department 1078
2920 Matheson Boulevard East
Mississauga, Ontario, Canada L4W 4M7
(416) 238-7203
R. Yuill

Northern Telecom is exhibiting residential videotex terminal equipment and demonstrating how it can be utilized in a number of applications. Also being shown is a network to support videotex applications.

BOOTHS 116-215-217-114

NYNEX SERVICE COMPANY

120 Bloomingdale Road
White Plains, New York 10605
(914) 683-3154
Luci Knight

NYNEX INFO-LOOK Gateway Service makes it easy for people with PC's or terminals, modems and communications software to reach a wide variety of information services. Just dial one telephone number and access educational, financial, shopping, cultural, travel, news, weather, sports, entertainment, business and many other information services. Available now in New York and Vermont.

INFO-LOOK gateway uses reliable and economical packet switching technology. Optional billing and collection services make it easy for information providers to reach new customers ... even the casual user. INFO-LOOK is backed by NYNEX customers support and consumer awareness programs.

BOOTH 203

OST, Inc.

14225-F Sullyfield Circle,
Chantilly, Virginia 22021
(703) 8817-0400
Jerome Bayol

OST, Incorporated, the U.S. subsidiary of Ouest Standard Telematique will exhibit a full line of Videotex and Gateway Access products.

On display will be the PC XNET card, an X.25 adapter card providing communications functionality for information servers, bulletin board systems, etc. operating on personal computers.

Additionally, the COM+ and VIDAC III, async ASCII and Videotex terminal (Minitel) concentrators.

The ECOM 25, an integrated terminal concentrator and Videotex Gateway access line concentrator, The ECOM 25 provides X.29 reselection capability and automatic terminal recognition (ASCII or Minitel).

Information will also be on hand for the EBASE 2000, a stand-alone Videotex Server Platform utilizing a UNIX based operating system and providing LAN (Ethernet) connectivity.

BOOTH 117

OMAHA CITINET

4030 South 108th Street
Omaha, Nebraska 68137
(617) 439-5687
Mitchel Bell

Omaha CitiNet is bringing the CitiNet success story to the Omaha and Council Bluffs market and functioning as a service bureau for Information Providers and Service Providers in the Mid-West.

Omaha CitiNet will bring all of its Information Providers and Service Providers into the U.S. West CommunityLink Gateway Service. Local Dial-up service is already available.

Omaha CitiNet is a joint venture between American CitiNet and the Omaha World Herald.

BOOTHS 307-309

PACIFIC BELL TELEPHONE COMPANY

2600 Camino Ramon
Room 4W400-I
San Ramon, California 94583
(415) 823-3571
Barry T. Evans

Pacific Bell California ONLINE is a gateway service which allows businesses and consumers to connect to a variety of online services provided by Information Providers (IPs).

The product philosophy is to provide IPs single-number access, and allow them to host services on their own or Pacific Bell's storage facilities.

Users may browse free-of-charge; after an IP is chosen and the session completes, time and charges appear, and Pacific Bell bills the customer.

BOOTH 101

PANDORA SYSTEMS INTERNATIONAL

1903 Broderick #4
San Francisco, California 94115
(415) 346-4188
Mark Graham, President

Pandora Systems is a San Francisco-based videotex company providing complete hosting services for ISPs. Pandora Systems currently runs Bay Area Online, a collection of San Francisco Bay Area regional services, and Pandora's Box, a potpourri of innovative online products for national and international distribution. Pandora Systems will display these and other applications of its growing family of services and systems at its booth.

BOOTHS 119-121

PHILIPS (LA RADIOTECHNIQUE PORTENSEIGNE)

24 Quai Gallieni
Suresnes, France 92156
33 (1) 40 99 60 00
M. Britino

The Philips company, in France La Radiotechnique Portenseigne - RPIC - has maintained a long presence in industrial and consumer electronics field.

RPIC, the Philips competence Center for telematic terminals is a \$1 billion company and employs more than 6,000 people in France.

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For the American market, a specific US Minitel version was recently developed and already ordered for the U.S. West Videotex project.

BOOTHS 313-315-317

SERVOTEL VIDEOTEX SYSTEMS

744 San Antonio Road
Palo Alto, California 94303
(415) 484-0117
Paul W. Trainer

Servotel is the largest manufacturer of multichannel videotex servers running on IBM PC compatible computers with over 1200 systems operating worldwide. Our products can handle up to 72 simultaneous users, and each user can choose between the ASCII, Teletel, or NAPLPS protocols. Many of our products are currently running over the Bell operating company's gateways as well as Bell Canada's Alex network and MSC's kiosk. Both X.25 network connections and direct asynchronous modem connections are supported.

BOOTH 201

ST. CLAIR VIDEOTEX DESIGN

885 Third Avenue, Suite 2900
New York, New York 10022-4082
(212) 230-3242
D. Peter

St. Clair is exhibiting a variety of videotex and other interactive media to promote its services for:

- electronic product strategies,
- content design,
- ease of use,
- measurement,
- marketing effectiveness,
- easy start-up,
- turnkey production.

The display includes electronic catalog databases, in store merchandising, interactive professional services, tourism, public sector information, and other examples of information transfers to new interactive media.

We have completed over 100 successful projects for more than 60 clients on a variety of networks and local systems.

Let's talk about your database project!

BOOTH 109

UNISYS CORPORATION

P.O. Box 500
Blue Bell, Pennsylvania 19010
(215) 542-5755

Unisys became involved with videotex shortly after British Telecom first introduced Prestel in 1979. Our highly trained videotex specialists know and understand your videotex and gateway requirements. For information Providers (IPs), the Unisys Videotex 1100 supports all worldwide videotex protocols and includes an interface to a 4GIL application development environment. For network providers, Unisys offers a wide range of communications products and services.

BOOTHS 212-214-216
313-315-317

U.S. VIDEOTEL

5555 San Felipe
Suite 1200
Houston, Texas 77056
(713) 840-9777
Mark Shelton

U.S. Videotel, Inc. (USV) is a Houston-based marketer of videotex information and transactional services, technology, products and software. USV offers national news and travel services as well as local community services including school news, restaurant guides, health related services, etc. USV's V-2000 terminal, an easy to use, low-cost Americanized version of the French Minitel, makes the services attractive to the mass market. V-Tell access software is available for PC users.

BOOTHS 106-108-110

U S WEST COMMUNICATIONS

1801 California
Room 1620
Denver, Colorado 80202
(303) 896-9488
Ron Dulle

U S West's Omaha Videotex Gateway emphasizes participation by the broadest number of end users and information service providers. For that reason, U S West will make terminals available to as many end users as need them. Committed to having a wide variety of local interest and national services, U S West is dedicated to the success of service bureaus and ISPs. Stop at our booth and find out how you can succeed on our gateway.

BOOTH 210

VICORP INTERACTIVE SYSTEMS

540 Tremont Street
Boston, Massachusetts 02116
(617) 542-9233
Rebecca Scarlott

VICORP will demonstrate its BETEX [TM] line of corporate and consumer videotex software products running on Tandem, Hewlett Packard, and UNIX systems (including IBM/ATs under XENIX). BETEX is an international package which offers modular support for all significant terminal protocols (e.g., VT100, 3270, Minitel, NAPLPS and intelligent terminals) and network protocols (e.g., dial-up, SNA, X.25, ISDN).

Two BETEX configurations will be shown at the show: (1) the Information Services Gateway for telephone companies and (2) the Customer-Connect solution for Information Service Providers.

BOOTH 105

VIDEOTEX INDUSTRY ASSOCIATION

1901 North Fort Myer Drive, Suite 200
Rosslyn, Virginia 22209
(703) 522-0883
Regina O'Hare

The VIA is the only national organization solely devoted to the promotion and development of mass market use of interactive electronic services in North America. The VIA serves as a forum for gateway operators, information and services providers (ISPs), service bureaus and packages, and vendors.

Membership is open to both organizations and professionals. The VIA booth will have on display its various publications, including Gateway 2000, the ISP guide Opportunities in Videotex, and its 1989 Handbook and Directory of Members. VIA staff and Board of Directors will be in the booth to answer your questions about the industry and association.

SERVICES DISPLAY CENTER - MONDAY ONLY

TABLE TOP A

BANK OF AMERICA, HOME & BUSINESS INFORMATION SERVICES

180 Montgomery Street, 9th Floor
San Francisco, California 94104
(415)953-8978
Gerritt Kerkstra

Bank of America's HomeBanking(TM) service is an interactive financial information and transaction service. Since 1983, thousands of consumers have been using HomeBanking to pay bills, perform a variety of other banking transactions and to conveniently manage their finances from the comfort of their home.

Small business customers use BofA's companion on-line banking service, Business Connection, to access up-to-date account balance information, transfer funds between accounts, review checks that have cleared and to verify deposits.

Optional services enable HomeBanking and Business Connection(R) clients intergrate their on-line data with sophisticated personal computer budgeting programs, obtain stock market information and gain access to remote information and communication services.

TABLE TOP B

BAY AREA AIDSCOM

2600 10th Street, Suite 407
Berkley, California 94710
(415) 848-6900
Michael McDonald

Bay Area AIDScom is an AIDS-related portion of a Personal Health Information System which empowers people to lower their risk of disease and improve their health and well being through access to health information and decision-support. The Bay Area AIDScom project is focusing specifically on prevention education for high risk individuals and case management support of AIDS patients. The AIDScom exhibit demonstrates the structure of the proposed AIDScom online activities.

TABLE TOP C

COMMUNITY MEMORY

2617 San Pablo Avenue
Berkley, California 94702
(415) 841-1114
Tom Nenchick

Community Memory is the second generation of a groundkeeping, computerized open forum operating since 1984 in Berkeley, California. Designed for casual use in public places, it collects fees by coinboxes. Browsing is free, and posting messages costs a quarter. Authors can re-edit their message, set its expiration date, link it to any other message in the database. CM will adapt to any size and type of user group, or any language.

TABLE TOP D

COMTEX SCIENTIFIC PRODUCTS

911 Hope Street
Stamford, Connecticut 06907
(203) 358-007
Mitchel Rapoport

Comtex is an online value added publisher of news and information products, distributed nationwide.

Comtex offers up to the minute general and business news, timely SEC filings, stock offering announcements, and corporate reports on over 18,000 public companies, as well as sports features. Standard services are NewsGrid(R), Excu Grid(SM), OTC NewsAlert (SM), and OmniNews(SM), Customized news packages are also available.

TABLE TOP E

GENIE

401 N. Washington Street
Rockville, Maryland 20850
(301) 340-4048
Jay Cohen

GENie is an international online service run by General Electric Information Services. It includes support areas for most personal computer brand users including bulletin boards, file downloads and real time conferences. The GENie service provides support for dozens of other user interests such as scuba diving, photography, and medicine. GENie also features electronic mail, an online shopping mall, multiplayer games, investment services, a CB Simulator service, News, Reference, Education and Professional services.

TABLE TOP F

HANDSNET

Cupertino, California
Sam Karp

HandsNet is an online network of public interest citizens working to aid and support the homeless.

TABLE TOP G

PEACENET and ECONET

665 Grant Avenue
San Francisco, California
(415) 989-8886

PeaceNet and EcoNet are computer networking services of the Institute for Global Communications, a division of the Tides Foundation in San Francisco. With more than 4,000 peace, environmental and social justice organizations and activist online progressive network in the world. PeaceNet and EcoNet provide mail and computer conferencing services. Several hundred thousand pages of information and conversation are stored in the online conferences.

TABLE TOP H

QUANTUM COMPUTER SERVICES

3 Lagoon Drive, #320
Redwood Citym California 94605
(415) 592-9592
Tom Morgan

Quantum Computer Services was founded in 1985 to provide online communications, information and entertainment services to a diversity of personal computer based markets. Quantum presently offers AppleLink Personal Edition, PC Link, and QLink to owners of Apple, MS-DOS, and Commodore computers respectively.

Quantum is actively involved in the gateway development projects of the VIA, and has recently entered into a joint development projects with Pacific Bell to supply advanced technology to Pacific Bell's California Online product.

TABLE TOP I

SENIORNET

University of San Francisco
School of Education/ Rossi Wing
San Francisco, California 94117-1080
(415) 666-6505
Mary Furlong

SeniorNet is a non-profit organization supported by the Markel Foundation aimed at building computer awareness and online networking among the senior citizens throughout America.

SeniorNet has a number of public loctions teaching seniors hoe to use computers and online services.



**VIDEOTEX
INDUSTRY
ASSOCIATION**

Regina O'Hare

Director of Membership

**8403 Colesville Road • Suite 865
Silver Spring, MD 20910**

(301) 495-4955 • FAX: (301) 495-4959

EXECUTIVE SUMMARY

This research project will investigate, test, and demonstrate the role of local governments as videotex information and service providers. The key elements of the project are:

- o a two-phase, 18-month time span
- o joint participation by local government and videotex industry representatives
- o financial sponsorship by videotex industry participants
- o a report outlining guidelines and a business plan for potential local government videotex information service providers (ISPs), based on discussions and research
- o videotex trials by local governments and VIA members acting in partnership
- o a final report for participants, analyzing and summarizing data collected from users, city and vendor project staff, and elected officials.
- o nationwide publicity through local government and industry sources

The combination of an investigation phase with a demonstration phase makes this a very powerful market assistance tool for the videotex industry.

CM'S ORIGINAL
from:
JEFF RICHARDS

**A Research and Demonstration Project to Develop the Potential for
Local Governments in North America to Become
Videotex Information Service Providers**

Project Organizers:

**Public Technology, Inc.
1301 Pennsylvania Avenue NW, Suite 704
Washington, DC 20004
202/626-2400**

**Videotex Industry Association
1901 North Fort Myer Drive, Suite 200
Rosslyn, VA 22209
703/522-0883**

**A Research and Demonstration Project to
Develop the Potential for Local Governments in North America
To Become Videotex Information and Service Providers**

Organized by

**Public Technology, Inc. and
The Videotex Industry Association**

LOCAL GOVERNMENTS: AN UNTAPPED OPPORTUNITY FOR VIDEOTEX

Over 20,000 local governments in North America touch the lives of each of us every day by providing a diverse range of services that are necessary to assure and improve our quality of life: maintaining streets and parks, supporting hospitals, museums and libraries, issuing permits and licenses, providing public housing, operating police and fire departments, and managing financial collections and disbursements. These services represent a \$50-75 billion annual investment by the 50 largest cities and counties in the United States alone.

Local governments are diversified service organizations, with more frequent and direct contact with citizens than either the federal or state government levels; and the trend is for local governments to take on an increasing amount of service delivery, by necessity venturing into such realms as hazardous materials disposal, automated mapping, and AIDS testing and education.

Managing this variety of roles is a challenge for all local governments, particularly when that very diversity can be a barrier to effective service, creating confusion and difficulty for citizens and businesses who want routine information or to complete a simple transaction. As consumer-oriented organizations, cities and counties are keenly aware of these barriers. Therefore, more and more jurisdictions are actively seeking ways to use technology to improve services and communication with citizens. Finding these solutions, even knowing what questions to ask, are major constraints on local governments' efforts to move ahead.

Videotex, largely an unknown quantity to local government officials, can become the cost-effective solution to providing citizens with up-to-date, consistent, and easy-to-use information. Local governments are an untapped market of videotex information and service providers (ISPs) and users.

VIDEOTEX: A GROWING OPPORTUNITY FOR LOCAL GOVERNMENTS

The past year has seen a resurgence of activity in North America for videotex. Part of this surge can be attributed to telephone company involvement.

In the United States, the seven Regional Holding Companies that resulted from the break-up of AT&T are now permitted to offer videotex gateway and messaging services. As of December 1988, six of the seven Regionals have announced gateway trials. In Canada, Bell Canada launched its ALEX gateway service in Montreal, with Toronto targeted as the next market. Further, national videotex systems, such as those being offered by CompuServe, General Electric, and Quantum Computer Services, have shown steady and profitable growth over the past twelve months.

People accessing these and other online services now total nearly 1 million. Nearly all of these current users are accessing these systems with their personal computers. There are nearly 17 million PCs in the home, nearly four million of them with modems and communications software that can access most of the currently available services. With improved access and increased number of quality services, particularly services with a local flavor, videotex use is expected to continue its steady growth.

Even with this installed base of PCs in the home, a number of companies are working to reach beyond this current home market by developing dedicated terminals that plug into a normal phone jack. Already Bell Canada and Southwestern Bell have committed to offering a low-cost terminal to access its gateway.

This increased activity, particularly by a number of the largest telephone companies, offer local governments a unique opportunity to provide their citizens with current and new services through this new interactive medium called videotex. Local telephone companies have a strong incentive to offer local services, and local governments represent one of the few local services that all citizens have a need to use over the course of a year. The next 18 months will present an important opportunity for local governments to team up with local phone companies and national systems to offer its services in a more cost-effective way via videotex.

ABOUT THE ORGANIZERS

Public Technology, Inc.

Public Technology, Inc. (PTI) was created in 1971 as the research and development arm of the National League of Cities and the International City Management Association. PTI is a nonprofit organization, with over 150 local government members, large and small cities and counties in the U.S. and Canada (Appendix A). These jurisdictions are "early innovators" -- leaders in acquiring and adapting technological innovations to further their goals.

PTI's major mission is to improve the capacity of local governments to offer and perform services. PTI serves the interests of its members by conducting research projects and transferring effective solutions, and by providing technical assistance, reference service, and an electronic network called Local Exchange. Research projects focus on identifying practical solutions that can be replicated by all local governments.

Over the years PTI has been a growing influence on local government decision-making and operations. PTI is a recognized change agent with staff expertise to assist local governments to plan for and succeed at change. Examples of our

activities on behalf of local governments include:

- o Development of *The Information Master Planning Guidebook for Local Government*, based on case studies involving 11 jurisdictions and over five years of PTI experience in helping cities and counties prepare and implement information master plans. This unique guidebook emphasizes a strategic approach to information management that meaningfully involves elected officials and top management in the planning process for information technology. Since its publication in 1986, PTI has distributed over 2000 copies of the guidebook, and representatives from more than 350 jurisdictions have attended workshops conducted by PTI. Many jurisdictions have asked PTI to provide onsite technical assistance to help them carry out their own master plans.
- o Co-sponsorship with the International City Management Association of a series of training and research programs on management of public safety communications, which entails use of computer-aided dispatch, Emergency 911 calls, and radio by police and fire departments. This is a technologically complex and a high-visibility area for local governments. Over 20 jurisdictions have sent teams to participate in the programs, and the results have been both a sharing of problems and solutions, and the development of practical solutions in individual jurisdictions.
- o Management of The 24-Hour City Hall project, which is sponsored by IBM. Responding to IBM's interest in local government priorities and decision making, PTI set up a Telecommunications Advisory Committee (TAC), composed of representatives from eight jurisdictions to identify the priority problem areas in local government; public access to local government information was at the top of the list. PTI, the TAC, and IBM proceeded into a research phase -- now in progress -- which tests the effectiveness of microcomputers (enhanced with videodiscs and touchscreens) and voicemail to deliver information and services to the public. Local government officials' interest in this project has been astounding, even more than anticipated. Over 100 jurisdictions have expressed interest in participating in the research project or in buying the product that will result from it.

One of PTI's most significant programs is the Urban Consortium (UC), a network of the 45 largest cities and counties in the country. It provides a forum for the unique interests and needs of jurisdictions with populations over 400,000.

Since its inception in 1975, the UC has initiated and completed hundreds of research projects in such critical areas as privatization of public services, energy management, hazardous waste disposal, and effective telecommunications management. One of the most successful ongoing projects has been the Energy Task Force, which has, since 1978, provided direct support to 32 UC jurisdictions in the form of 180 applied research and demonstration programs. The Task Force has been funded by the US Department of Energy, with annual support of \$2 million.

The UC created the Telecommunications and Information Task Force in 1987

not only as a network of local government telecommunications and information specialists, but also as an entity to focus on creating partnerships with leading telecommunications and information technology vendors. The Task Force currently has 17 UC jurisdictions as members:

Boston, MA
Broward County, FL
Dade County, FL
Dallas, TX
Houston, TX
Jefferson County, KY
Kansas City, MO
Los Angeles, CA
Montgomery County, MD
New York City, NY
Oklahoma City, OK
Philadelphia, PA
Phoenix, AZ
Prince George's County, MD
St. Louis, MO
San Antonio, TX
Washington, DC

The Telecommunications and Information Task Force is actively pursuing its newly developed research agenda for 1989. The Task Force has already expressed, by unanimous vote, interest in pursuing this research project, and its members would be strong contenders to be local government participants.

The Videotex Industry Association

The Videotex Industry Association (VIA) was formed in December 1981 to promote the development of easy to use, interactive electronic services, i.e. videotex, in North America. The VIA is a nonprofit organization with over 90 members, large and small companies which fulfill one or more of the following videotex roles: information or service provider, packager of services, gateway operator, hardware or software vendor, and consultant.

During its seven years of existence, the VIA has been a forum for these different industry participants to tackle and resolve critical business and technical issues. While differences do exist among industry participants, they all share the common goal of delivering information, transactions, and community services to people in their homes, offices, or public locations. While most of these services are accessed in North America by owners of personal computers, the goal is to make videotex services accessible to computer shy people, possibly with a dedicated terminal.

In fact, the VIA and its members have agreed on a goal: By the year 2000, 97% of the North American population will have access to videotex services and 50% will be using these services on an occasional basis. While ambitious, this goal guides the industry on the steps that must be taken between now and the year 2000 to make this goal a reality.

As a way to assist the industry in its goal, the VIA conducted in 1988 its *Gateway 2000* study. This study brought together as sponsors 24 of the VIA's members to identify the necessary characteristics for gateways that could achieve mass-market use of videotex services. This study also involved other industry participants as reviewers of draft reports. A final consensus of this study was published in October 1988.

The significance of the VIA study lies, not just with the fact that industry consensus was achieved, but also with the increasing understanding that gateways can play an important role of connecting a wide range of users with a wide range of providers. Further, 1988 brought with it judicial approval of telephone company provision of videotex gateways. Eight of the largest telephone companies in North America participated in the VIA study and seven of the eight have announced they will hold gateway trials in 1989. All seven are using the VIA study as an important guide in their own gateway development.

On the heels of the *Gateway 2000* report, the VIA has launched the Greenhouse program. Greenhouse is also a membership sponsored activity which is producing awareness and educational materials for prospective videotex providers, namely any organization or individual interested in offering an information, transaction, or communications service. The awareness product is a brochure that will provide a brief overview of the opportunities of becoming a videotex provider. The educational product will be a detailed guide on the business and technical opportunities and requirements for becoming a provider. The guide will draw heavily on the experiences of current videotex providers. This project will be completed by April 1989.

Gateway 2000 and Greenhouse are activities designed to improve the commercial infrastructure for videotex in North America. *Gateway 2000* focused on the development of gateways that would improve the ease of use, consistency and ubiquity for videotex, thus making videotex more attractive to consumers. However, even with the best designed gateways, they are useless if there does not exist a wide range of quality services. Greenhouse was formed to assist in the development of such videotex services by providing prospective providers with even-handed information on how to offer a videotex service.

The Videotex Industry Association is a driving force in guiding the development of easy to use, interactive electronic services in North America. It has a proven track record of successful cooperative ventures involving the most knowledgeable professionals in the delivery of videotex services to consumers. The VIA views this cooperative venture with PTI as an important extension of its efforts to improve the commercial infrastructure for videotex in North America.

THE TIME IS RIPE: RECENT LOCAL GOVERNMENT TRENDS POINT TO VIDEOTEX

The Telecommunications and Information Task Force, as well as a significant number among PTI's membership, have identified the following trends that support local governments' potential as videotex information service providers:

1. Greater Public Access and Participation Through Telecommunications Technology

A top priority among local governments (sometimes mandated by law) is to inform citizens of government programs, procedures, and services. Many jurisdictions are interested in exploring new ways of using telecommunications technology to improve cost effective information delivery, and to encourage public participation in government activities.

We have already alluded to the success of the PTI-IBM 24-Hour City Hall project. It is important to note some significant facts about that project: the software and microcomputers used in the project are designed for touchscreen capability and videodisc machines -- this is not, and never was intended to be a test of home-based information delivery. These systems are proving to be superb for attracting the attention of people who have never contacted their local government for information or services, and are helping to establish the types of information people most want and need. The second phase of this project will add an interactive capability, allowing citizens to use the kiosks to make complaints, order publications, register for classes, etc.

Videotex can provide a direct, intelligent, and interactive link between local governments and homes and businesses, which may introduce cost savings and improved service in many areas, leading to a better relationship between local governments and its citizens and businesses. This project is designed to explore how local governments can achieve these goals through videotex.

Citizens and businesses will be able to use such information and services as:

- o promoting local government services
- o looking up and applying for government job openings
- o checking (and even paying) utility bills, fines, and fees
- o applying for licenses and permits -- construction, business, parades and demonstrations, dog and cat, etc.
- o making complaints -- and getting accurate and timely written responses
- o registering for local recreation programs or human services classes
- o verifying government office hours and locations

From the elected officials' point of view, the possibilities are also intriguing:

- o compiling periodic public opinion surveys on Council agenda items, and tracking trends
- o establishing a "Tell It To The Mayor" mailbox (perhaps one for each Council member)
- o making complex information (regulations, procedures, etc.) available in easy-to-read formats, including non-English language
- o initiating real-time teleconferences with local government officials or local personalities on community issues

Local government officials want to improve public access to government information and services for all segments of the community, but few are aware of videotex as a tool that is now available to meet this need.

2. A Customer Orientation

Local governments are becoming increasingly oriented toward citizens and businesses as customers who use or purchase government services. Customer satisfaction is a new way of determining whether and how a service should be provided. Jurisdictions know their citizens and business community -- there is a daily dialogue by telephone, letter, and in person at all levels of a city or county government.

Many governments are interested in exploring how to offer services in new and dynamic ways because they know that industries often make site selections based on local government support; local governments with videotex system may have an edge over those which do not. This is the kind of issue that can gain the attention of local governments and motivate them to become information service providers.

If videotex is to be perceived and appreciated by local government officials as a viable approach to informing citizens, then local governments must be involved in the conception and design of the service offering. Their participation will ensure that services are developed to meet the needs of citizens, and validate videotex as a communication and information medium for local governments throughout North America.

3. An Entrepreneurial Approach

A corollary of the customer orientation is the new emphasis in local government to an entrepreneurial approach to management and operations. When federal support for local governments diminished in the 1980's, cutting costs and finding new revenue sources became a paramount concern. In order to continue to provide services the citizens have grown to expect and enjoy, local governments began to charge fees in some program areas. Many jurisdictions are looking for new "value-added" services, including ways to package and sell their unique collections of information.

An example is geographic information systems, databases which contain collections of data as diverse as property taxes, rights of way, water, sewer, telephone, and electrical conduits, and proposed construction. Some jurisdictions are actively pursuing real estate firms, developers, and other businesses as customers for this information.

If local governments can find in videotex a new source of revenue or a significant cost savings, the interest in videotex will be both immediate and nationwide.

An important point to realize about even the creative, risk-taking local governments is that, before venturing into new roles or providing new services, they rely on the experiences of other jurisdictions -- a consensus that PTI builds through research projects such as this one.

PTI is experienced in creating a productive and cooperative environment for local governments and vendors to study the issues and implications surrounding complex new technologies, leading to guidelines that other jurisdictions can use. PTI acts as a bridge between its local government membership and the private sector

to help further the goal of effective use and management of technology in the private sector.

CITIES AND COUNTIES CAN BE THE HUB OF LOCAL VIDEOTEX SERVICE

Local governments are a vital part of each citizens' daily life -- they can drive local videotex use, acting as linchpins, catalysts, and magnets for other local information providers, particularly in those localities which are receiving local telephone gateways.

Videotex is a powerful tool, a medium that can serve and promote local government objectives. However, there are many questions and issues to address before the concept can be demonstrated at the local level. As is noted in the *VIA Gateway 2000* report, videotex can become a mass phenomenon as market needs and access barriers are identified and resolved.

Local governments are an untapped market for videotex, both as information service providers and as users. At this crucial time, before expectations are raised, and while technical standards remain to be finalized, the videotex industry should begin working at once with local governments, recognizing them as potential hubs of the community and regional videotex network.

To sum up: Public access to information is too important, and too hot an issue to delay now; mayors and city and county managers are primed by The 24-Hour City Hall project and other communications developments to think of microcomputers as communications tools -- now is the time to take advantage of their interest and enthusiasm!

RESEARCH PROJECT OBJECTIVES

The two phases of this research project meet the needs of both local governments interested in improving citizen access to information, and the various components of the videotex industry, which can almost immediately benefit by learning how to motivate and educate local governments to become partners in providing videotex services. The service implementation phase of the project will undoubtedly yield direct input into videotex gateway products and marketing plans in North America.

The project begins by examining the organizational and operational aspects of local governments as potential videotex service developers and users. This initial common understanding is vital, because the ultimate purpose of the project is to enable local government and videotex industry participants to work together effectively to provide local government videotex service through gateways. This research project is designed to:

- A. introduce local government and industry participants to each others' priorities and expertise
- B. identify and discuss together potential barriers in and to local governments as ISPs, focusing on finding resolutions to those barriers

- C. help the videotex industry tap the local government market by learning how to motivate and encourage local government officials to become videotex providers
- D. identify the most appropriate local government applications areas for potential videotex services
- E. research and draft guidelines for local governments and vendor participants, outlining the major issues to consider before local governments can become videotex service providers
- F. plan and conduct videotex service implementations in six jurisdictions
- G. investigate how videotex can become a revenue source for local governments -- how the needs of local government client bases, or audience segments can be met through creative use of videotex information and transaction capability
- H. document the project -- write a final report describing the concept, evaluating the final outcomes at the implementation sites, and providing implementation guidelines for local governments interested in becoming videotex content providers
- I. publicize results of the research project through articles in professional journals, and by speaking and conducting demonstrations at conferences and workshops

TASKS AND STRUCTURE

The timeline suggested below offers an early beginning with initial results available quickly, and takes advantage of the major videotex and local government conferences to publicize the project.

Phase I: Local Government Guidelines for Videotex Implementation

1. Establish the Local Government Videotex Implementation Committee and hold the first meeting (March, 1989)

PTI will work with the VIA to select appropriate local government and industry participants, as well as the date and location of the first meeting. Local government participants will be at top general and technical management levels, and will commit to active involvement in the project, as will videotex industry participants.

The first meeting should be for two days, and will address such issues as: the nature and background of the project; project objectives, methodology, and responsibilities; the key issues and implications of videotex use; and barriers and constraints in and to local governments assuming the role of information content providers. If possible, the draft of VIA's Greenhouse executive guide will be used

to help define the nature and direction of the project. The executive guide is a generic publication providing the technical requirements and business opportunities for prospective videotex providers. PTI staff will organize meeting logistics and chair the meeting.

The primary result of the first meeting should be an initial outline for key requirements for a local government videotex business plan, including the services and information local governments can offer as videotex service providers, the legal and regulatory constraints, and alternative methods for service distribution.

2. Research (March and April, 1989)

PTI staff will take the lead on researching and verifying the issues brought out at the first meeting. Among the methods and resources used will be: interviews with policy and technical experts, case studies of jurisdictions already using bulletin boards and other electronic media, surveys of PTI membership, and literature searches.

3. Second meeting (April, 1989)

At the second meeting, project participants will review and discuss the research findings, particularly the potential for videotex service implementation at selected local governments. The meeting should last one day, and the outcome will be draft guidelines for local governments interested in becoming videotex service providers in the next two years.

4. Third meeting (June, 1989)

The final guidelines are discussed and approved, and initial plans for videotex implementation begins. At or soon after this meeting, partnerships between local governments and vendor participants are established, based on a mutual commitment to proceed with videotex service implementation.

Representatives from jurisdictions not participating in the actual implementation of a videotex service along with current videotex information service providers will become advisors, called upon as needed throughout the project to add their comments and expertise. Advisory jurisdictions have been essential to the success PTI research projects in the past, because they not only bring a knowledge of the project from its inception, but provide the broader view in the final report that legitimizes results for nationwide impact. It is quite possible that these jurisdictions could become the next group of service providers.

Phase II: Implementation and Evaluation of Service Provision

5. Videotex Service Planning (July - December, 1989) and Implementation (December, 1989 - May, 1990)

Local governments participating in trials will develop work plans with PTI, VIA, and vendor assistance, and work with their vendor partners to provide videotex service to the local population. Efforts may be made to provide terminals at public locations, such as libraries, schools, community centers, etc. to increase exposure and use.

At this point in the project, while technical issues abound, it will be important for participants in the implementation to remember the original purpose of the project: to investigate whether videotex can be an effective means of improving citizens' access to local government information and services. The advisor jurisdictions will help keep this balance in perspective.

6. Project Monitoring and Evaluation (December, 1989 - May, 1990)

PTI will conduct kickoff meetings at each site with appropriate government officials, vendor representatives, and the VIA. PTI will keep in touch with local government project managers as the project continues, and will regularly share progress among the implementation sites, the advisor jurisdictions, and the VIA.

PTI will develop an evaluation framework in conjunction with the advisor jurisdictions. The evaluation design will take into account citizen reaction as well as managers, elected officials, and staff in the participating jurisdictions. Information collected from the evaluations will be used in producing the final report.

7. Final Report and Publicity (June, 1990 - December, 1990)

PTI, in cooperation with the VIA and all project participants, will write, publish and disseminate a final report describing the project. Among the possible topics to be addressed would be an analysis of factors in the six jurisdictions that led to the results in each jurisdiction. Project managers in each implementation site jurisdiction may suggest alternative procedures and changes in the guidelines, based both on the point of view of local governments and on citizen response. This would be augmented by analysis of the quantitative and qualitative evaluation data.

All project participants will have a chance to review the draft, and will be included as authors of the report. Governing bodies of both associations will be given the opportunity to review and endorse all publicly released reports.

PARTICIPANT ROLES AND RESPONSIBILITIES

While it is understood that PTI and the VIA are equal partners in this project, each will have different areas of primary responsibility in the management of the project.

Public Technology, Inc.

PTI will act as primary project manager, in close coordination with the VIA. PTI's primary responsibilities will include:

- 1. Gain commitment from 11 local jurisdictions in North America to participate in the project.**
- 2. Manage meeting logistics, including meeting site arrangement, local government travel and accommodations, and agenda and materials**

preparation.

3. Act as meeting and research facilitators, ensuring completion of objectives and tasks.
4. Primary responsibility for writing and producing draft and final research report, and submitting it to project members for approval.
5. Bring to the discussions and research process the interests and perspectives of the PTI membership, so that the results are more universally applicable.
6. Give the VIA and its participating members complementary subscriptions to the PTI newsletter.
7. Invoice sponsors for payments each year, and manage the costs and disbursements for meetings and local government participation from those payments.
8. Act as the facilitator for local governments participating in the demonstration phase, providing planning and guidance as necessary.
9. Promote the dissemination of project results for the local government community.

PTI Member Participants

Local governments which agree to participate in this project are also agreeing to the time and resource commitments that will be necessary to make this project successful.

Phase I

- o Commitment to have the same individual attend at least two thirds of all the meetings
- o Review draft reports
- o A strong interest in becoming one of the service trial sites

Phase II

- o Capability of using or acquiring sufficient hardware (high end personal computer with modem or minicomputer) to operate a videotex service efficiently; or a willingness to work with a service bureau to host the videotex service, which may involve a cost to the government
- o Recognition of and commitment to the need for substantial staff support, particularly during the set-up of the videotex service.

The Videotex Industry Association

1. **Make available early and final results of the Greenhouse Program for use by sponsors and local jurisdictions in this research project.**
2. **Gain the participation of ten or more project sponsors.**
3. **Add relevant market and technical expertise to the discussions, research, and service implementation.**
4. **Represent the interests of the entire VIA membership and involve members where particular expertise is required.**
5. **Review all draft material and advise PTI on content and process.**
6. **Give to PTI and its participating members free subscriptions to the VIA newsletter to keep them up-to-date on industry trends.**

Industry Sponsors

Organizations sponsoring this project agree to its research objectives and nature; this is an exploration of the role of an important group of potential videotex service providers.

Phase I

1. **Commitment to have the same individual attend at least two-thirds of all the meetings.**
2. **A strong interest in becoming a partner with a local government to operate a videotex trial.**
3. **Review and comment upon draft reports.**

Phase II

4. **Provide staff expertise and possible communications resources to local governments for developing and implementing their trials.**

BENEFITS TO SPONSORS

1. **The opportunity to participate in designing videotex services offered by local governments, and first opportunity to work with local jurisdictions on implementing services**

2. **Direct involvement in the development of guidelines for local governments as videotex providers**
3. **Creation of an expert model -- what to avoid, how to focus on special needs and characteristics, etc. -- for approaching other potential local government videotex providers**
4. **The opportunity to develop new customers from the local governments participating in this project and to be identified as a major videotex supplier to local governments**
5. **Publication and wide dissemination of research results through PTI's affiliation with the major local government organizations, including the National League of Cities, the International Management Association, and the National Association of Counties. The final report will educate and encourage local governments in becoming videotex providers, crediting the support and participation of local governments and sponsors**
6. **Sponsors will be the only commercial organizations allowed to attend all project meetings and receive materials for those meetings**
7. **Receipt of 10 copies of all final published reports and the right to purchase additional reports at discount**

In addition to the general benefits discussed above, unique benefits are received by sponsoring gateway operators, hardware and software vendors, and service packagers and bureaus:

- o **Gateway operators will be able to attract and offer entirely new services through their gateways that have not been available via videotex before.**
- o **Hardware and software vendors have an opportunity to become the first to test their products for local government videotex applications.**
- o **Service packagers and bureaus will gain experience in tailoring their services for local government applications.**

**PUBLIC
TECHNOLOGY,
INC.**



Vision for the Future. . .
Solutions for Today

1301 Pennsylvania Ave., NW
Washington, DC 20004
202/626-2400

MEMBERS
March 1, 1989
Number of Members: 160

ALABAMA		San Bernardino	142,000	DeKalb County	483,124
Birmingham	284,413	San Diego	875,624	Fulton County	590,084
Dothan	48,750	San Francisco	679,194	Gwinnett County	167,815
Huntsville	142,513	San Jose	629,482	Savannah	141,390
		San Leandro	65,000		
ALASKA		Santa Ana	203,773	ILLINOIS	
Juneau	19,528	Santa Barbara	74,542	Chicago	3,006,472
		Santa Maria	39,685	Elgin	69,618
ARIZONA		Santa Rosa	83,205	Galesburg	35,305
Mesa	152,453	Sunnyvale	106,618	Highland Park	30,611
Phoenix	789,704	West Covina	80,094	Lake Forest	15,424
Pima County	531,513	West Hollywood	37,000	Peoria County	200,000
Scottsdale	105,000				
Yuma	48,733	COLORADO		INDIANA	
		Arapahoe County	294,000	Indianapolis	701,807
ARKANSAS		Aurora	158,588		
Little Rock	167,300	Boulder	76,685	IOWA	
		Colorado Springs	215,105	Des Moines	191,003
CALIFORNIA		Denver	492,360		
Baldwin Park	50,554	Ft. Collins	65,090	KANSAS	
Berkeley	103,328	Lakewood	113,808	Emporia	25,287
Chula Vista	83,927			Johnson County	270,000
Compton	87,045	CONNECTICUT		Kansas City	161,148
Costa Mesa	82,560	Hartford	136,472	Lawrence	52,738
Fontana	72,000	West Hartford	61,301	Overland Park	81,784
Fresno Co.	515,013			Wichita	279,332
Huntington Beach	170,505	DISTRICT OF COLUMBIA		KENTUCKY	
Inglewood	94,325	Washington, D.C.	638,663	Jefferson County	685,000
La Habra	48,798				
La Mesa	51,785	FLORIDA		LOUISIANA	
Long Beach	361,384	Alachua County	194,119	Shreveport	205,815
Los Angeles Co.	7,478,000	Broward County	1,020,037		
Monterey	30,300	Dade County	1,718,150	MARYLAND	
Moreno Valley	90,700	Hillsborough Co.	647,000	Baltimore	786,775
Mountain View	58,655	Lee County	205,266	Hagerstown	34,132
Oakland	339,338	Orlando	151,645	Montgomery Co.	579,202
Palo Alto	55,225	Tallahassee	81,548	Prince George's County	665,141
Pasadena	119,424	Tampa	272,739		
Redwood City	54,965				
Riverside	183,419	GEORGIA			
		Atlanta	425,202		

		Rochester	241,811	Irving	128,530
		White Plains	46,999	Orange	23,628
MASSACHUSETTS				Plano	72,331
Agawam	26,000	NORTH CAROLINA		San Antonio	786,070
Boston	563,474	Anson County	26,000	UTAH	
MICHIGAN		Catawba County	105,000	Provo	81,500
Detroit	1,203,370	Chapel Hill	37,242	Salt Lake City	163,033
MINNESOTA		Charlotte	315,474	VIRGINIA	
Hennepin Co.	941,501	Durham	100,831	Alexandria	103,217
St. Paul	270,360	Durham County	153,000	Arlington County	152,669
MISSOURI		Greensboro	155,642	Charlottesville	39,916
Cape Girardeau	34,361	Kinston	25,000	Hampton	122,617
Kansas City	448,159	Lexington	15,711	Lynchburg	66,743
St. Charles	47,000	Lincoln County	45,000	Petersburg	41,055
St. Louis	452,801	Winston-Salem	138,584	Richmond	219,214
MONTANA		OHIO		Roanoke	100,427
Billings	66,840	Columbus	564,871	Virginia Beach	262,199
NEBRASKA		Delaware	18,780	WASHINGTON	
Lincoln	171,932	Kent	26,164	Mercer Island	20,760
NEVADA		Shaker Heights	32,635	Seattle	493,846
Clark County	642,500	Toledo	354,635	Spokane	171,300
NEW JERSEY		OKLAHOMA		WISCONSIN	
Newark	330,038	Oklahoma City	403,960	Madison	170,696
Trenton	92,174	PENNSYLVANIA		WYOMING	
NEW MEXICO		Lancaster	54,725	Casper	51,016
Albuquerque	331,897	Pittsburgh	432,938	CANADA	
NEW YORK		SOUTH CAROLINA		Fredericton, NB	45,000
New York	7,164,220	Rock Hill	35,344	Hull, Quebec	56,225
NYCTBTA		TEXAS		Ottawa, Ontario	358,989
		Arlington	161,872	Quebec City, Que.	166,000
		Beaumont	118,102	Red Deer, Alberta	56,100
		Bellaire	14,950	N. Vancouver, BC	69,000
		Corpus Christi	232,049	W. Vancouver, BC	37,144
		Dallas	904,258		
		Fort Worth	385,220		
		Grapevine	11,801		
		Houston	1,594,000		

Population figures were obtained from the Bureau of the Census and the ICMA Municipal Year Book.

A RESEARCH AND DEMONSTRATION PROJECT TO DEVELOP
THE POTENTIAL FOR LOCAL GOVERNMENTS IN NORTH AMERICA
TO BECOME VIDEOTEX INFORMATION AND SERVICE PROVIDERS

SPONSORSHIP AGREEMENT FORM

I submit this commitment on behalf of the corporation which I represent with the understanding that Public Technology, Inc. and the Videotex Industry Assciation will not begin the project in the absence of sufficient funds to support the project. I understand that such funds will be allocated to PTI and VIA to support the project as outlined in the attached proposal, and as may be modified by the collective wishes of the participants during the term of the project.

The sponsoring organization indicated below agrees to participate under the following terms and conditions:

- o The sponsor must pay a total of \$20,000 to participate in the project, payable in installments: \$12,000 at the beginning of the project in 1989 and \$8,000 in 1990.
- o The sponsor will appoint a representative to receive all project correspondence and to attend at least two-thirds of the meetings. Only sponsors and local jurisdiction participants can attend the meetings.
- o The sponsor has a strong interest in teaming with one or more local governments in the trials.
- o The sponsor will receive all draft materials developed during the project and 10 copies of all published materials. Additional copies can be purchased at discount.
- o Public Technology, Inc. and the Videotex Industry Association are the sole owners of all materials produced from this research project. Any reproduction of the material is strictly prohibited without their joint permission.

Signature _____ Date _____

Name/Title _____

Organization _____

Address _____ ZIP _____

Telephone _____ FAX _____



Chairman's Report

June 20, 1989
General Membership Meeting
VIDEOTEX INDUSTRY ASSOCIATION



STATE OF THE INDUSTRY: FORGET THE PIE, BUILD THE BAKERY

Videotex in North America is booming. 1989 has produced a flurry of project announcements, product rollouts, and new entries. National online services are experiencing substantial growth, and the Bell Operating Companies are introducing local gateways.

During this boom, our industry is exhibiting a new drive toward cooperation. Perhaps tempered by the expensive lessons of the past, present players in the videotex industry realize that cooperation, not isolation, is a key to success. Though industry participants still maintain a healthy competitive spirit, at this stage of industry development, such zeal must be matched by a cooperative attitude focused on building the overall industry. As one industry veteran observed, "At this point we need to become less preoccupied about our share of the pie and concentrate more on building the bakery."

It is the cooperative spirit that is fueling a maturation of the vision of videotex. Over time, we have tried to apply several historical models to this new medium, including the online newspaper, the online bank, the online shopping mall, and the online conference center. We have learned that videotex is not exactly any of the above, yet it derives much from all of the above. We have learned that the vision of videotex is not one business, but a series of businesses that must coexist. We all seek the mass market for online services, yet the mass market has never purchased just one product. We have learned that videotex is a distribution channel to be used by a variety of businesses for a variety of purposes.

As Phil Quigley, President, Pacific Bell recently declared, "We think more of a mass of markets rather than a mass market." However, even with acknowledging that there are a diversity of segmented markets, we have learned that without consistency and cooperation, videotex will never reach the level of acceptance required to be universally available.

We are doing well. We can do better. By most estimates we now have well over 1.5 million individuals using easy to use interactive services in North America. In addition, several industry analysts show videotex growing at a 20-30% annual rate. Yet we still have a long way to go. With over 100 million households in North America and untold business and educational sites, the potential market is vast. However, we have just started to exploit this potential. It is estimated that roughly 25% of households have a personal computer, and that 25% of those PC's also have a modem. This implies that roughly 6 million households are ready to accept videotex. This also implies that the industry has only penetrated 26% of the videotex equipped market, and only 6% of those homes that have a PC. This market penetration is before any low-cost videotex terminal distribution program has begun in earnest.

We must proceed by focusing on services. Before we can attract the vast set of potential users, the industry must be able to offer a diversified and robust set of services. Encouraging new players to employ electronic distribution channels in creative and unique ways is important to the success of our industry.

We must also focus on delivery. Services must be presented in a simple, easy-to-use fashion, and they must be delivered and accessed in a consistent and straight forward manner. Simply put, using videotex must be as simple as turning on a TV and changing the channels.

Yet, unlike television or the French example, we will not have a government agency or monopoly driving industry standards. In North America we have a variety of so-called standards. Unless things change dramatically, we will be operating in a multi-mode environment, with diverse factions vying for preeminence. In order to achieve the above simplicity and consistency, it will be incumbent on the industry to look beyond these protocol differences and create an environment that allows all parties to compete. While we will have to rely on the market to elect the preeminent protocol, we can develop an environment where differing services can directly compete. With a little cooperation between our

distinct technologies, divergent products can coexist without inconveniencing the end user and provider of services.

Finally, we must also focus on developing basic business practices. Issues such as privacy, user rights, and content restrictions are all topics that this industry must tackle in unison. Unlike our close cousins in audiotex, we must build industry standards ourselves before regulators and legislators impose potentially onerous restrictions in a reactionary fashion. If we do not act, the regulators will act as they already are doing with audiotex.

We must continue to build momentum. The greater the number and diversity of services, the greater the simplicity of access, the greater the chance for success for all participants. Diversified services within a simplified and consistent environment must be the hallmark of the videotex industry of the future. It is only then that we will be able to achieve the ubiquity that we all seek.

STATE OF THE ASSOCIATION: BUILDING THE BAKERY

The Videotex Industry Association (VIA) has solidified its position as the North American association for companies and professionals concerned with the delivery of easy-to-use interactive electronic services for mass-market use. Every activity of the association during the past year has focused on the mass-market use of interactive electronic services.

The VIA also is actively working to prove itself as the videotex association for all of North America. To more visibly demonstrate this fact, the VIA's annual conference will be held for the first time next year, May 30 - June 1, in Toronto, Canada. The conference in Toronto marks the beginning of a regular cycle in which the videotex industry's annual event will be held in Canada.

Further, the VIA has begun the important shifting of its activities from government relations to industry relations and development. At this time last year, my predecessor, Hilary Thomas, reviewed the VIA's effectiveness in government relations within the United States. The VIA's success included the repeal of a proposed computer telecommunications access charge regulation in the United States which would have significantly increased the cost of consumer videotex services and its direct influence of the first triennial review of the United States District Court's Modified Final Judgement.

The original Judgement led to the break-up of AT&T and the formation of the seven Regional Holding Companies. The VIA's active participation in the first triennial review contributed significantly to the change in the MFJ which now permits the local operating companies of the seven Regionals to offer local videotex gateways. As of this date, six of the seven have launched or announced their intentions to launch local gateways.

With the videotex industry revived, in part, due to the recent U.S. public policy successes of the VIA, the VIA has now concentrated its efforts on the business development and growth of the industry. The VIA has become both 1) an effective forum for cooperation and consensus building on industry issues and 2) a catalyst for videotex services development. A review of our recent and current activities demonstrates how the VIA is helping to build the new "bakery" from which we all will mutually prosper.

Gateway 2000: A Guide for Market Testing

In November 1987, the VIA began its study of North American gateways which concluded in October 1988 as scheduled. Twenty-four VIA member companies sponsored this activity, and the representatives of these companies met monthly over a nine month period. Further, the VIA involved hundreds of other videotex professionals in reviewing draft reports of the study at a specially organized workshop and last year's annual conference.

The objective of this study was to achieve the first comprehensive cross-industry view of how mass-market gateways can function to meet the needs of a dynamic videotex industry of providers and users. This

objective was met with the publication of *GATEWAY 2000* this past October. The 60 page report identified 77 core and 22 supplemental gateway characteristics needed to support mass markets for videotex services. It also achieved consensus on the market goal for the industry; namely, by the year 2000, 97% of the North American population will have access to videotex and 50% will use videotex on an occasional basis.

The study report benefits the entire industry because it serves as an important model for developers of mass-market gateways. Gateway providers are now able to test the collective thinking of the industry against the current technical, operational, regulatory and marketplace requirements. *GATEWAY 2000* represents the kind of cooperative industry effort required for the successful development of mass markets for videotex services.

With the implementation and growth of local and national gateways and the continued growth of national videotex gateways, all of us in the industry are confronting new operational and technical issues that threaten the ease of use of gateways for consumers. Such issues require the same cooperative industry effort that was applied in *GATEWAY 2000*, and accordingly a **long term Gateway effort is to be launched at our June '89 annual conference.** This activity will focus on topics such as mnemonic and category national registry of providers, billing consistency issues, and standard business practices.

Catalyst For Services Development

With local and national gateways growing and coming online, the demand for a diverse and robust set of services increases. To help the industry meet this demand, the VIA is assisting our membership in the development of new videotex services through a number of new innovative projects.

With the Greenhouse Project, the VIA launched a membership sponsored activity designed to produce marketing and educational materials for the prospective Information and Service Provider (ISP). This activity was launched in December, 1988 and completed in May, 1989. The project was funded by 11 member companies.

Greenhouse produced a direct marketing brochure entitled, "All You Need Is An Idea," and a 90+ page how-to-guide, "Opportunities In Videotex: A Guide To Communicating and Marketing Through Electronic Services." The VIA and its 11 sponsors committed to a first-run printing of 32,000 for the brochure and 13,000 of the guide. The brochure incites organizations and individuals to obtain more information about becoming an ISP. The guide provides them with basic technology, marketing and operational information on establishing a videotex service. From the guide, prospective ISPs can then build a business case for their videotex services and also communicate knowledgeably with gateway operators, hardware and software vendors, and service bureaus and packagers about developing and delivering the ISPs' services.

In fact, the VIA will help prospective ISPs identify those companies that can assist them with their service. As part of Greenhouse, the VIA will serve as a **clearinghouse of companies** that can help prospective providers design and develop, store, and distribute their service.

Greenhouse has produced for the first time in our industry's young history, a consistent and widely distributed message on how to become a participant in videotex. However, Greenhouse is only the beginning of the VIA's initiative to stimulate the development of services.

While Greenhouse provides basic general information on establishing a service, companies and organizations also need specific information on the type of services they are most capable of offering. For example, the type of service or application that a bank offers will be different from that being offered by a newspaper or a school.

Recognizing that such differences do exist, **the VIA has teamed with Public Technology, Inc.,** the research and development arm of the National League of Cities and the International City Management Association, to conduct a cooperative project that will investigate, test, and demonstrate the role of local governments as ISPs. This project will not only conduct an assessment of the types of videotex applications that will be responsive to the needs of local governments and their citizens, but will also establish actual local government videotex services in coordination with industry sponsors of this project.

The activities and results of this project will be widely communicated to the 20,000 local governments in North America. This 18 month project will begin in July 1989.

The VIA is also using its **annual conference as a vehicle to stimulate services development.** It is no accident that the 1989 conference theme is "Services '89: Building Mass Markets." This year's conference is designed to help the prospective ISP learn first hand from other ISPs on how to build and market their service. Further, the conference serves as a forum by which ISPs can voice their needs to gateway operators and service packagers.

Industry Promotion Through Cooperative Ventures

The VIA is always seeking new ways to work with other organizations to leverage its modest resources. The already mentioned joint project with Public Technology, Inc. is an example of how the VIA is seeking cost-effective ways to promote the value of videotex. Through PTI, the VIA now has credible access to thousands of cities and counties throughout North America, and a knowledgeable partner who can assist our industry in successfully bringing local governments online.

For this year's annual conference, the VIA has initiated two cooperative ventures; one with the Electronic Mail Association (EMA) and the other with the PC news magazine, *Bay Area Computer Currents.* With the EMA, a joint plenary session is being held the last day of the conference to explore the future of electronic messaging. The EMA's membership consists of electronic mail providers and business users, and many of its members will be attending this joint session as part of the EMA's spring quarterly meeting. This joint session enables the members of both associations to share the ideas on how the growing business use of E-Mail can be applied to growing the consumer use of videotex services.

Computer Currents, with a readership of 75,000, published at the initiative of the VIA a special videotex section in its May 30 issue. The issue carried three articles about the industry along with a number of advertisements from VIA members exhibiting at the 1989 conference. Further, the VIA, in its first attempt to attract consumers to its exhibit, placed an ad promoting the Monday afternoon Services Display Center and offering *Currents'* readers a discount rate of \$5. The articles combined with the VIA ads are designed to attract both users of online services and prospective ISPs.

The VIA is continually looking for new opportunities to partner with other organizations in promoting and growing the industry. Suggestions from members are encouraged.

Future Activities: Broadening Membership Involvement

In the coming year, the VIA is developing a number of new activities that will increase and broaden the participation of the membership. These activities include establishing the ISP Council, expanding the local chapters, and forming the Videotex Code of Rights & Conduct Task Force.

In continuing its efforts as a catalyst for services development, the VIA is **launching at this year's conference an ISP Council.** The Council will be chaired by Mark Walsh of Comp-U-Card and will be open only to members who are providers of videotex services. The purpose of the Council is to provide information and service providers with a forum within the VIA and the videotex industry to address their common needs. Through the ISP Council, the VIA will be better positioned to support the growing number of providers entering the videotex industry.

While the ISP Council is for providers only, the **Videotex Code of Rights & Conduct Task Force** is open to all members. The Task Force will be working to establish good business practices for the entire emerging videotex industry in such important areas as privacy, user control of usage costs, user control of access, free speech, and prevention of fraudulent activities via videotex. The establishment and acceptance of good business practices by the industry are essential while the industry is still young and the threat of government regulation is still small.

While the ISP Council and Videotex Code of Rights & Conduct Task Force appeal to members throughout the association, **local chapters provide activities in metropolitan areas** where clusters of members are located. Local chapters enable both member organizations and professional members to meet in an inexpensive way and exchange ideas on the latest developments within the industry. Local chapters often feature guest speakers around a meal function to facilitate networking. The VIA has a very active chapter in Northern California, and plans to revive chapters in Washington, D.C. and New York City. The VIA would welcome and encourage champions for forming chapters in other metropolitan areas as well.

While everyone in the industry is extremely busy these days, I would encourage members to actively participate in the VIA. By participating in the VIA, you will continue to develop new industry contacts, new business opportunities, and help improve the business conditions for your company. With so much to accomplish, I can assure you the time spent with the VIA is well worth the investment.



Thomas Morgan
Chairman



VIDEOTEX INDUSTRY ASSOCIATION

8403 Colesville Road • Suite 865
Silver Spring, MD 20910
Tel: (301) 495-4955 • FAX: (301) 495-4959

LIST OF PUBLICATIONS

	<u>QTY.</u>	<u>COST</u>
<p>Title: SOURCES FOR VIDEOTEX INFORMATION AND SERVICE PROVIDERS Description: This document lists organizations and individuals in the U.S. and Canada that provide products & services to support videotex Information and Service Providers. Each listing includes contact information & industry role. Published: August, 1989 Cost: Members: first copy free, copies \$10.00 each Non-members: \$10.00/copy</p>	_____	_____
<p>Title: OPPORTUNITIES IN VIDEOTEX Description: A report that helps potential Information Service Providers decide how to get involved in videotex. Published: June, 1989 Cost: Members: first copy free, copies \$35.00 each Non-members: \$35.00/copy</p>	_____	_____
<p>Title: ALL YOU NEED IS AN IDEA Description: A brochure that introduces potential Information and Services Providers with the idea of using videotex in their businesses. Published: June, 1989 Cost: Members: first copy free, copies \$7.00 each Non-members: \$7.00/copy</p>	_____	_____
<p>Title: HANDBOOK AND MEMBERSHIP DIRECTORY Description: Provides in-depth descriptions of the products and services of VIA members. Published: Annually Cost: Members: first copy free, copies \$55.00 each Non-members: \$55.00/copy</p>	_____	_____
<p>Title: GATEWAY 2000 Description: Defines the characteristics of mass-market gateways for user interface, connectivity, and administrative support functions. Published: October, 1988 Cost: Members: first copy free, copies 2-10/\$25.00 each, 11 and over \$20.00 each. Non-members: \$160.00 first copy, copies 2-10/\$25.00 each, 11 and over \$20.00 each</p>	_____	_____
<p>Title: RECOMMENDATION FOR INTERCHANGE BETWEEN INFORMATION PROVIDERS AND VIDEOTEX SYSTEM OPERATORS Description: Provides a common syntax for transmitting a service provider's content to multiple systems. Published: April, 1987 Cost: Members: first copy free, copies \$12.00 each Non-members: \$30.00 first copy, copies \$12.00 each</p>	_____	_____

QTY. COST

Title: VIDEOTEX USER INTERFACE

Description: Proposes a common user interface that allows a service provider to create one service that is portable across multiple system operators.

Published: April, 1987

Cost: Members: first copy free, copies \$18.00 each

Non-members: \$35.00 first copy, copies \$18.00 each

Title: GUIDELINES FOR DEVELOPING BASIC VIDEOTEX MARKET AND ADVERTISING RESEARCH

Description: Identifies and defines that set of market research and information which is both relevant and useful, and within the ability of the system operator to provide.

Published: December, 1986

Cost: Members: first copy free, copies \$12.50 each

Non-members: \$29.50 first copy, copies \$12.50 each

Title: AN EXECUTIVE'S GUIDE FOR UNDERSTANDING AND IMPLEMENTING BUSINESS VIDEOTEX

Description: Describes the operation, applications, implementation, and benefits of both "business-to-business" and "corporate" videotex.

Published: June, 1986

Cost: Members: first copy free, copies \$20.00 each

Non-members: \$55.00 first copy, copies \$20.00 each

Title: A MODEL FOR VIDEOTEX TRANSACTION PROCESSING

Description: Provides a frame of reference by which businesses can construct an effective, commercially sound process for conducting transactions through videotex.

Published: November, 1984

Cost: Members: first copy free, second copy \$25.00

Non-members: \$95.00 first copy, copies \$25.00 each

Add \$4.00 per title for shipping outside of North America

TOTAL

\$ _____

PLEASE NOTE: Only member organizations receive the free first copy of all publications. Professional members only receive the Handbook and Membership Directory free.

ORDER FORM

Name/Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Member _____ Nonmember _____

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VIDEOTEX INDUSTRY ASSOCIATION

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CORPORATE MEMBERSHIP LIST

UPDATED 02/08/90

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Cincinnati Bell	Citibank, N.A.
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Comtex Scientific Corporation	CTL Communications
CUC International Inc.	Cuyahoga County Public Library
Data Burst	David Fenichell
David Sarnoff Research Center for Home Communications	DHD Services, Inc.
Digital Equipment	Entertainment & Consumer Network
Fairfax Media, Inc.	FBN Software
FindLine Communications	Foote, Cone, & Belding Direct
Formic Videotex Systems	General Electric Information Services
General Videotex Corporation	Genesys Group, Inc.
Global Villages, Inc.	GPT Data Systems
Heartland Free-Net	ICL Networks Industry
IDON Corporation	Image Base Videotex Design
IMATEX Communications, Inc.	Imtec
Indiana University	Institute for the Future
Interactive Media Associates	InterMedia Development Corporation
IP Services, Inc.	Issue Dynamics
J. Walter Thompson/Online	JCC Technologies, Inc.
Jupiter Communications	L'Vision
Lincoln Telephone & Telegraph Company	Link Resources Corporation
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Michigan State University, College of Communication	Ministere des Communications du Quebec

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OST, Inc.	Pacific Bell
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Pat Dunbar & Associates	Paul Orme & Associates, Inc.
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R.G. Pilcher and Associates	Saco River Telegraph & Telephone Company
Sage Worldwide	Servotel Videotex Systems
Southwestern Bell	St. Clair Videotex Design
State of Hawaii, DB&F	TA Engineering Company, Inc.
Tandem Computers	Tayson Systems, Inc.
Tel-e-Tex, Inc.	Telefonos de Mexico
U. S. Tel, Inc.	U.S. Videotel
U S WEST Communications	University of Wisconsin Extension
Vicorp Interactive Systems, Inc.	Videodial, Inc.
Videotex Development Corporation	Videotex Grocery Systems, Inc.
Videoway (Les Enterprises, Ltd.)	Windom Health Enterprises

THE VIDEOTEX INDUSTRY ASSOCIATION DUES STRUCTURE

(PLEASE READ FIRST)

CALCULATING DUES:

Apply **TABLE 1** if your organization is *not* owned, funded by, or is a subsidiary of another organization.

Apply **TABLE 2** if your organization is owned, funded by, or is a subsidiary of another organization; or is owned by two or more parties.

If you have questions on how to apply the Tables, please call the VIA office at (301) 495-4955.

- Each organization's annual revenue is the figure found in the most recent annual report or fiscal year audit.
- Staff devoted to videotex is defined as: the equivalent number of staff members working full-time on videotex projects (e.g. two people devoting 50% is considered one full-time staff equivalent).
- Please note: The maximum amount of annual dues is \$6,000.

TABLE 1

Find the dues factor in column A that corresponds to your organization's revenue and add it to the factor in column B that corresponds to the equivalent number of staff devoted to videotex projects.

One phone call does it all. Call (301) 495-4955 and ask for membership assistance. We will gladly help you apply for VIA membership right away.

Column A		Column B		Add Dues Factors: A & B	
Applicant revenue, up to:	Dues factor	Staff devoted to Videotex, up to:	Dues factor	Column	Dues Factor
1 M	150	1	150		
3 M	230	3	250	A	_____
8 M	350	5	420		
25 M	550	7	690	B +	_____
70 M	840	15	1150		
200 M	1290	25	1920	Total Dues =	_____
600 M	1980	50	3190		
1700 M	3050	100	5300		
5000 M	4690	190	6000		

TABLE 2

Find the dues factor in column C that corresponds to your parent organization's annual revenue. Find the dues factor in column D that applies to your organization's annual revenue. Find the dues factor for the equivalent number of staff devoted to videotex. Add these factors together to calculate your dues.

Please note: By applying this table your parent or other supporting companies will not be considered VIA members or eligible for member benefits.

Column C		Column D		Column E		Add Dues Factors: C, D & E	
Applicant's Parent revenue, up to:	Dues factor	Applicant revenue, up to:	Dues factor	Staff devoted to Videotex, up to:	Dues factor	Column	Dues Factor
1 M	75	1 M	75	1	150		
3 M	115	3 M	115	3	250	C	_____
8 M	175	8 M	175	5	420		
25 M	275	25 M	275	7	690	D	_____
70 M	420	70 M	420	15	1150		
200 M	645	200 M	645	25	1920	E +	_____
600 M	990	600 M	990	50	3190		
1700 M	1525	1700 M	1525	100	5300	Total Dues =	_____
5000 M	2345	5000 M	2345	190	6000		

The company information above is VIA office-proprietary and will be used solely for the calculation of annual dues.



MEMBERSHIP APPLICATION

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Facsimile _____

Electronic/
Videotex mail address _____

Telex _____

Annual Dues Amount _____
(total from above)

Payment enclosed Send invoice

Signature _____



VIDEOTEX INDUSTRY ASSOCIATION

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NEWS

A NEWS RELEASE FROM THE VIDEOTEX INDUSTRY ASSOCIATION

For More Information Contact

For Immediate Release

Francie Gilman (PTI) 202/626-2432
Bob Smith (VIA) 703/522-0883

Over 70 Different Online Services from Local Governments Identified by Joint Project

Washington, D.C., August 14, 1989-- The convenience of purchasing licenses, registering for recreation programs, communicating with elected officials, and looking up local laws and regulations directly from home or office will soon be offered to the public with the start of the Local Government Videotex Research and Demonstration Project.

The project, which is managed by Public Technology, Inc. (PTI) and the Videotex Industry Association (VIA), will test a different way of providing a variety of government information and services to residents and businesses through easy-to-use interactive electronic service networks, known as videotex.

The project has initially identified over 70 different categories of information and services that local governments can offer.

"Improved citizen access to local government information and services is an important goal of all local governments, and videotex has great potential for enabling governments to achieve this goal,"

says PTI President Costis Toregas. "I am confident that local government videotex implementation will continue and expand long after this project is completed."

Eight local governments are participating, including Atlanta, Ga.; Douglas County, Neb.; Peoria County, Ill.; and Prince George's County, Md., which will serve as videotex demonstration sites. A fifth demonstration site is being sought in the Northern California area.

In addition, Metro-Dade County, Fla.; Montgomery County, Md.; New York City, N.Y.; and Washington, D.C. will serve as advisors to the demonstration sites.

The project currently has six corporate sponsors: Ameritech Corporation, Bell Atlantic, BellSouth, GTE Corporation, Pacific Bell, and US West. Corporate sponsors are able to participate in all meetings with local governments and to team with the local governments serving as demonstration sites. Thus three of the four sites are occurring where there are videotex gateways by sponsoring companies. Additional sponsors are still being sought, with particular interest in terminal manufacturers, and online host hardware and software vendors.

The sponsors and participants will work together to conduct a needs assessment that will critically evaluate practical issues such as:

- Obtaining elected officials' support for providing government services using videotex
- Exploring the revenue potential for local governments that provide information and services using videotex

- Addressing concerns about equal access by citizens to these services
- Identifying public interest, namely the market, for these services.

Demonstration site governments will test the results of the needs assessment by offering services, which will be commercially available to the public by the end of the first quarter of 1990. Public response to the services will be monitored another six to nine months.

The results of the needs assessment and the experience with the demonstrations will be presented in a final report. The report will be made available free to both PTI and VIA members, and available to the public at a yet to be determined price.

PTI, the nonprofit, research and development arm of the National League of Cities and the International City Management Association, is an association of local governments dedicated to improving services and increasing efficiency through the use of technology and management systems.

The VIA is the only North American nonprofit association dedicated to the development of easy-to-use interactive electronic services for home, office, and public access use.

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**VIDEOTEK INDUSTRY
ASSOCIATION**

1901 N. Fort Myer Drive • Suite 200
Rosslyn, Virginia 22209



**VIDEOTEX INDUSTRY
ASSOCIATION**

8403 Colesville Road • Suite 865
Silver Spring, MD 20910
Tel: (301) 495-4955 • FAX: (301) 495-4959

February 9, 1990

Mr. Tom Nemcik
Community Memory
2617 San Pablo Avenue
Berkeley, CA 94702

Dear Tom,

I would like to take this opportunity to extend my best wishes to Community Memory its introduction of publicly accessible videotex community information. I hope you will keep us informed as to its development and progress. I would also like to provide you will a little more information about us, the Videotex Industry Association, and extend an invitation to join our group.

The VIA is the only association covering the entire interactive services marketplace. As the leading professional and business development association in North America, the VIA is the organization best prepared to get you the inside information and contacts in this rapidly emerging field.

The VIA provides your company with many valuable benefits

The VIA promotes the videotex industry

- The VIA recently launched the videotex **local government project** that is bringing half a dozen local governments up in 1990 as information and service providers. This local government project will demonstrate to the nearly 20,000 local jurisdictions in North America of videotex's viability to better serve their citizens.

The VIA provides you with a cost-effective forum for business

- By sponsoring the **Annual Videotex Industry Association Conference**, the industry event in North America, we offer you the opportunity to network, learn, and succeed in the online business. To demonstrate our orientation to service all of the North American videotex community, next year we move to **Toronto, Canada** for our annual conference. As always, members can attend or exhibit at the VIA's annual show at significant savings (\$200 per conference registrant, \$600 per booth).

- In addition, VIA members are encouraged to form and participate in **local chapters**. Local chapter meetings are a low-cost way to share information, meet new contacts, and establish new business relationships. In addition to our very active Northern California Chapter in San Francisco, chapters have been launched in New York and Boston this year, and we plan to start chapters in Toronto and Omaha in 1990.

The VIA promotes your company

- By publishing a monthly, members-only newsletter, the **VIA UPDATE**, we keep members current on developments at your organization. And we keep you informed on essential industry news.
- VIA membership entitles your organization to receive a full page listing the **Membership Directory**. This Directory alerts prospective users of your products and services and serves as a convenient reference for you. Only member organizations may display in the directory, since it is one of the many services you receive with VIA membership.

The VIA provides you with valuable information

- As a member of the VIA will receive one free copy of each of the VIA's key **industry publications** and committee reports, a value of over \$500.00. All these publications are unique, state-of-the-art products written by experienced industry professionals.

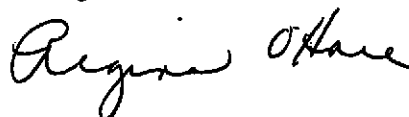
The VIA is planning valuable future programs

- Information and Service Providers (ISPs) will become the core of the VIA in the 1990's. The VIA has formed a special council, the **ISP Council**, to address the needs of this community whose numbers are growing daily. The VIA, more than ever, is working to become the North American Association for ISP's of screen-based services.

NOW IS THE TIME TO JOIN!

There is still much work to be done. We all benefit in the marketplace by working together through the VIA. I hope we can count on Community Memory's support. Since we are completing work on the 1990 Membership Directory, now is a good time to join the VIA. If we receive your membership payment, we can include a full page listing about your company in the new directory. I have enclosed a Corporate Membership application for you to fill out. Please let me know if you have any questions, or if I can be of any assistance.

Best Regards,



Regina O'Hare
Director of Membership Services



UPDATE

A NEWSLETTER FOR MEMBERS OF THE VIDEOTEX INDUSTRY ASSOCIATION

Volume 9, No. 1
January, 1990

Mark Your Calendar!

Videotex Industry Association's Fifth Annual Conference

May 30 - June 1, 1990

Royal York Hotel - Toronto, Canada

IN THIS ISSUE...

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CHAIRMAN'S REPORT

When writing a last chairman's report, it is tempting to become philosophical or wax poetic. One wishes to believe that some legacy or impact has been left on the industry by your efforts, but then a practical minded contemporary points out that legacies are only left after a lifetime of work and after the dream has been fulfilled. VIA Chairmanships these days do not produce such results, but rather place a person in a position to realize how much additional effort will be required before the dream can ever be attained. It is fitting that we engage in a brief retrospective look at the past decade, even if only to give us some perspective as we enter the 1990's.

The past year has seen a major rekindling in the interest of easy-to-use electronic services for the average consumer. As we close out the 80's we have faced the realization that achieving the dream we share will be much more difficult, take much time, and involve

many more players than we ever conceived. When I sat down to compose this perspective I was astonished by my own experiences related to working with this association. When I first got involved with the VIA in 1984, it was the heyday of the videotex trials. The electronic newspaper was upon us and we knew that by 1990 we would be players in an exciting new medium that had swept the country. By the time I first came on the Board of Directors in 1986, the trials were dead, the corpse of electronic media was being kicked around in the press, and the VIA was losing members and money. By the time I assumed the role of Chairman in 1988, the VIA had stabilized its membership, refocused its efforts, and even had a small rainy day reserve. Now the VIA and the industry are growing, healthy, and focusing efforts on once again building the underpinnings required to realize the dream.

This trend has little or nothing to do with who is Chairman of an association, or even who is on the Board. It has everything to do with the efforts of an eclectic group of visionaries who share different versions of the same dream and refuse to let the naysayers of this world darken that vision. But for that dream to become reality we still have a substantial task before us. If we thought the past ten years were difficult, I can only imagine what the next ten years have in store for us.

The world is changing. Technology is changing. We must continually update our dream. The information processing power that we only envisioned in the early 80's is now a reality. What we dream of today is not that far off. There is little doubt that interactive electronic services for the average individual will become a reality, the only two issues are when and in what form. There are just too many societal trends moving in that direction for it not to happen. But what we envisioned as videotex ten years ago is maturing and blending with other technological and societal developments. Audio services are blossoming on a wide scale. Telecommunications bandwidth is expanding rapidly, while actually coming down in cost. Exotic technologies such as DVI or ISDN are moving out of their nascent stages. Basic computing technology is exploding in capability, yet plummeting in price. And consumer acceptance and use of computers and computer based appliances is blossoming everywhere.

So what is Videotex? So what is your dream? Not that you should care much about the name, more that you should care about the dream that goes behind it. The focus of the VIA over the next several years will be that of industry development. If mass acceptance of interactive electronic services is to become a reality, then basic levels of consistency and standardization will have to be achieved. Both Canada and the United States are based on the concept of competitive markets. There will not be a national monopoly or a government agency that will unilaterally dictate such standardization. It must be a cooperative effort involving all parties. Associations like the VIA must be at the forefront of the march. They cannot be an advocacy group for any one segment of the industry, but rather an organization open to all participants willing to get behind the dream. The fact that there are so many derivatives of the same dream make this task so very difficult. But it must be done.

The challenge for the VIA is herculean. It will require that the VIA directly involve all of its members, and many present non-members in the process. Sitting on the sidelines is not be acceptable. It is easy to become preoccupied with the crises of daily management, especially when you are just building a new business. But I encourage each member to take some time to devote to the industry. For without it the 90's will merely repeat the past.

Tom Morgan,
Chairman

BOARD OF DIRECTORS

Nine new Directors have been elected to the Board of Directors. They are:

Category A: Gilles Leclerc, General Manager, Mediatel; Bill Loudon, General Manager, General Electric Information Services; Martin Nisenholtz, President, Interactive Marketing Group, Sage Worldwide - Ogilvy Group; Mark L. Walsh, General Manger, Online Services, Comp-U-Card; and Bernell Wright, Vice President, Strategic Alliances, Citibank, N.A.

Category B: Daniel J. Bruns, President, CEO, General Videotex Corporation; James F. Carruthers, President, Norpak Corporation; Tom Morgan, President, InterMedia Development Corporation; Steve Case, Executive Vice President, Quantum Computer Services.

Members of the Board of Directors who were not up for reelection this year and remain on the board for another year are: Gary H. Arlen, President, Arlen Communications Inc.; Ray Beaumont, Division Gen. Manager, Telecom Services Div., Northern Telecom Canada Limited; Helen Bradley, Product & Industry Research, American Airlines SABRE Travel Information Network; Mitchell Rapoport, President, Comtex Scientific Corporation; Jeff Richards, Manager & Industry Specialist, Information Services, Pacific Bell; and Hilary B. Thomas, President, Minitel USA.

ANNUAL AWARDS

It is time again to submit your nominations for the VIA's Annual Awards. Last year Hilary Thomas, President of Minitel USA was awarded the Distinguished Service Award, Prodigy Services was presented with the award for Videotex Innovation, and Quantum Computer Services received the award for Outstanding Achievement.

No Videotex Design Award was given last year, since nominations were not received. With the many new services introduced in 1990, we hope members will be active in nominating their services this year. Services must be viewable in the exhibit hall of the VIA conference on May 30 - June 1.

Nominations are due by March 19, 1990. Further information on the four categories and the nomination procedure may be found in the attached flyer. Only VIA members may make a nomination, but any company or individual may be nominated. Further, it is appropriate to nominate your own organization or employee for one or more of these awards.

Recipients of this year's awards will be honored at the VIA Annual Conference in May before hundreds of videotex professionals from around the world. The awards are one of your best opportunities to promote a company's or individual's outstanding achievement. Your nominations will help ensure that the awards committee selects the most qualified recipients. Send your nominations to: VIA Awards Committee, 8403 Colesville Road, Suite 865, Silver Spring, MD 20910.

ANNUAL CONFERENCE

In the spring of 1981, the nascent videotex industry held its first North American meeting in Toronto, Ontario. As the industry enters the new decade, it is fitting that the videotex industry's annual event returns to where it all began to reflect on the challenging times of the 80's and focusing on the requirements for success in the 90's.

With the April, 1990 launch of Bell Canada's ALEX gateway in Toronto, increased interest in videotex and the annual conference by the Toronto business community is expected.

CONFERENCE PROGRAM

VIDEOTEX '90: THE BUSINESS OF THE MASS MARKET will analyze the critical operational, market and technology requirements for success, whether as a gateway operator, an information and service provider, or a vendor.

PROGRAM AT A GLANCE

Each morning of the 1990 conference program contains an industry forum plenary covering topics of interest to all attendees. The mornings of the first two days will debate the business requirements for videotex success in the mass market. The first day will open with a keynote from Jean Monty, President of Bell Canada. The final morning will feature two plenary sessions discussing the public policy effect and business requirement for the consumer videotex market in the 90's. The final session will bring together industry veterans of the 80's debating the keys to success in the 90's.

The afternoons of the first and second days will provide two concurrent tracks: the Technical and Operations track, and the Business Applications track. The Technical and Operations track contains sessions on important technology and operational issues of videotex. Business Applications sessions explore the market success of types of services, such as electronic marketing. Early registration for VIA members will be \$545, a \$200 savings from the non-member rate.

PRELIMINARY PROGRAM SCHEDULE

Below please find a preliminary program schedule for the VIA annual conference, "VIDEOTEX 90: THE BUSINESS OF THE MASS MARKET," on May 30 - June 1, 1990 at the Royal York Hotel in Toronto, Canada.

WEDNESDAY, MAY 30, 1990

8:30 - 9:15	Opening Ceremonies & Annual Awards
9:15 - 9:45	Plenary Keynote: <i>The Keys to Success in the 90's</i>
10:15 - 12:00 noon	Industry Forum: <i>The Business of Videotex</i>
12:00 - 7:30	Exhibits Open
1:30 - 2:00	Technical/Operations: <i>The Home Videotex Appliance of the Future</i>
1:30 - 3:00	Services Application: <i>Electronic Marketing to the Home</i>
3:30 - 7:30	Services Display Center
3:30 - 5:00	Technical/Operations: <i>Reviewing the Basics for New ISPs</i>
3:30 - 5:00	Services Applications: <i>Education - Is Videotex Critical in Preparing Our Children for the 21st Century?</i>
5:30 - 7:30	Product & Services Display Center Reception

THURSDAY, MAY 31, 1990

8:30 - 10:30	Industry Forum: <i>Gateways: What's Working, What's Not</i>
10:00 - 5:30	Exhibits Open
11:00 - 12:30	VIA Council and Chapter Business Meetings
1:15 - 2:45	Technical/Operations: <i>Customer Service and Training: Who, What, and How</i>
1:15 - 2:45	Services Application: <i>How Are People Having Fun?</i>
3:15 - 4:30	Technical/Operations: <i>Is the Telephone Network the Only Way to Distribute a Service?</i>
3:15 - 4:30	Services Application: <i>Hospitality: An Untapped Opportunity?</i>
4:45 - 5:45	Membership Meeting
7:00 - 11:00	Dinner Cruise on Lake Ontario

FRIDAY, JUNE 1, 1990

8:45 - 10:00	Industry Forum: <i>Public Policy's Influence of Videotex Development in the 90's</i>
10:00 - 1:30	Exhibit Open
10:30 - 12:00	Industry Forum: <i>Requirements for Success in the 90's</i>

EXHIBITION

Technology is an integral component in developing and distributing a videotex service. A comprehensive range of technology solutions will be available in the exhibit hall, including gateway operators, service bureaus and service packagers, terminal manufacturers, and hardware and software vendors. All the technology solutions for any company or entrepreneur will be under one roof for your convenience.

Companies exhibiting are: American CitiNet, Bachal Telematique, Bell Atlantic, Bell Canada, CANNEX Financial Exchanges Ltd, Communications Infographiques Mac Gregor, Com:Port International, Compower, CTL Communications, DHD Services, Image Base Videotex Design, IMATEX Communications, Meta International, Minitel Services Company, Norpak Corporation, Northern Telecom, NYNEX Service Company, Omaha CitiNet, OST, Inc., St. Clair Videotex Design, Servotel Videotex Systems, Tayson Systems, U S WEST Communications, UNISYS, U.S. Videotel, and Vicorp Interactive Systems.

Companies can still apply to exhibit by calling (301) 621-9600. As an added benefit, all exhibiting companies receive a free conference registration.

INTERNATIONAL VIDEOTEX FORUM

Preceding the VIA annual conference, May 28 & 29, will be the annual International Videotex Industry Association (IVIA) Forum: "World Wide Videotex." This conference will draw videotex professionals from around the world. VIA members will be able to register at the IVIA rate of \$350.

CHAPTERS, COUNCILS AND COMMITTEES

TORONTO HALF DAY FORUM IN FEBRUARY

Due to heightened interest in videotex in Ontario, Canada, a group of Toronto VIA members will hold a Toronto Videotex Information Day on Tuesday, February 13, 1990 from 1:30 - 7:00 p.m. at the Royal York Hotel. The purpose of this meeting is to provide an information sharing session for potential Information and Service Providers (ISP's), particularly in view of the ALEX launch in Toronto in April; inform potential ISP's about multi-system strategies beyond the ALEX geography; inform the Toronto business community about the VIA and the June conference; and explore the potential for a Toronto chapter of the VIA.

Speakers at the meeting will include: Thomas Morgan (President of InterMedia Development Corporation, a consulting company which assists clients in extending their marketing coverage to include electronic interactive channels); Mark Walsh (General Manager of Online Services, Comp-U-Card); Charles LaBarge (General Manager of Mediatel, the new subsidiary of Bell Canada); a panel of companies who are/will be using ALEX; and Robert L. Smith, Jr. (Executive Director of the Videotex Industry Association).

Mr. LaBarge of Mediatel will discuss Bell Canada's strategy regarding the ALEX introduction into Ontario, and hopefully he will share some longer-term plans for ALEX in Canada and potential uses of the ALEX model in the U.S.

Advance reservations are \$35 per person or three for \$100. Tickets can be purchased at the door are \$40. Contacts: Doug Peter, St. Clair Videotex Design, (416) 423-7825; Ron Nicholson, ALEX Group, Bell Canada, (416) 971-4627; or Orest Stanko, Image Base, at (416) 593-5473.

ISP COUNCIL HOSTS FORUM, MARCH 14 IN N.Y. CITY

The Videotex Industry Association's Information and Service Provider Council (ISP Council), in cooperation with the New York Metropolitan Chapter of the VIA are sponsoring a one-day Information and Service Providers Forum. Information and Service Providers (ISPs) are defined as organizations or individuals that provide interactive, electronic information, transaction, communications, or entertainment services. This forum is for anyone interested or concerned with the provision or delivery of such videotex services. **The keynote speaker is John Bullock, President of Home Box Office, Inc.** Other speakers include Mark Walsh, General Manager of Comp-U-Card (speaking about "Responding to Your Customer"), Helen Bradley of American Airlines (addressing "Establishing Network Relationships"), Martin Nisenholtz, President of Sage Worldwide/Ogilvy Group (discussing "Product Design"), and Mark Johnson, Vice President of Business Development at CheckFree (speaking of "Promoting Your Service").

Entitled "**Marketing, Sales, and Promotion, The Challenge to ISPs,**" the meeting will be held at The Williams Club, 24 East 39th Street, (between Madison and Park Ave.), New York City, New York, on Wednesday, March 14, 1990, from 10:00 a.m. - 5:30 p.m. Admission is \$75.00 for VIA corporate members and \$95.00 for non-members. (The price includes Lunch and Open Bar Reception.) Attendance is limited to the first 75 registrants and only two attendees per company may attend. To register, please photocopy the registration form on the last page of this newsletter, fill it out and return it with your check to the VIA Office, 8403 Colesville Road, Suite 865, Silver Spring, MD 20910.

BOSTON CHAPTER OF THE VIA FORMED

A Boston Chapter of the Videotex Industry Association has been formed to unite the growing number of professionals from area firms which are involved in the videotex industry. The chapter is chaired by Stuart Patterson of VICORP Interactive Systems, Inc. Other members of the executive committee include Dick Deroshier of Digital Equipment Corporation, Bonnie Silveria of American CitiNet, and Mark Wilson of New England Telephone. The committee will hold its first meeting in early February and will organize a 1990 calendar of events. Contact: Rebecca Scarlott, (617) 542-9233.

MEMBERSHIP

New Corporate Members

BASELINE II: BASELINE is the largest single source of information ever developed for the entertainment industry. Services include credits for over 80,000 film and television productions and a wide range of industry news. NEW YORK NETWORKS, Baseline's state-of-the-art online entertainment service, features online chat services, electronic mail, personal and classified ads, and a number of entertainment-related infobases. MACTELL & MIRROR is Minitel emulation software for Macintosh and IBM compatibles. BASELINE will also be introducing new software which allows anyone to set up an online electronic service in the Minitel format on a super-microcomputer. Contact: Linda Brown, Director of Development, BASELINE, 838 Broadway, New York, NY 10003 (212) 254-8235.

City of Hampton: Hampton is the oldest continuously English speaking settlement in North America, founded in 1610. "USA Today" and "Good Morning America" have listed Hampton as one of the top "Quality of Life Cities" in North America. Hampton is presently field testing a videotex application for real estate professionals. The system will be offered on the Bell Atlantic gateway as soon as it is available in the Hampton Roads market. Contact: Michael Monteith, Assistant City Manager, City of Hampton, 22 Lincoln Street, Hampton, VA 23669 (804) 727-6884.

COMSAT Video Enterprises: COMSAT Video Enterprises provides in-room entertainment services to over 1600 hotels across the country. COMSAT Video also offers COMSAT Guest Services, a system which allows guests to check out from their rooms, review their bills, and access a variety of other services through their television set. Contact: Andrew Pillsbury, 22300 Comsat Drive, Clarksburg, MD 21207, (301) 428-7807.

FBN Software Inc.: FBN Software Inc, specializes in products and services related to the field of NAPLPS graphics communication. Our products include end-user terminal emulators for the IBM PC market, and a versatile OEM decoder/device driver easily integrated with software/hardware products requiring NAPLPS graphics. FBN software is the supplier of choice for NAPLPS emulation/decoding software for Bell Canada's ALEX videotex service in Montreal and the ICON educational microcomputer marketed by UNISYS. Contact: Leo Mes, FBN Software Inc., 275 MacLaren Street, Ottawa, Ontario K2P 0L9, Canada (613) 234-0056.

Heartland Free-Net: Heartland Free-net is a noncommercial free computer utility that will serve central Illinois beginning in the first quarter 1990. It will operate around the clock providing on-demand information and services that are not presently available or that cannot now be conveniently obtained. Individuals and organizations will be able to store and retrieve information and be able to exchange messages electronically. Most of the contents of the system will be provided by information providers in the public or not for profit sector. Contact: Antone (Joe) F. Alber, Co-founder, Heartland Free-Net Incorporated, 806 Sisson Hall, Bradley University Peoria, IL 61625, (309) 677-2544.

Nintendo: Nintendo is the largest provider of consumer game players in North America. It is developing videotex online games for the 20 million owners of its players. Contact: Jerry Rutenbur, Vice President - Network Products, 4820 150th Ave., N.E., Redmond, WA 98052, (206) 882-2040.

Tayson Systems, Inc.: Tayson offers PC-based videotex application systems. Since 1981, Tayson has been a videotex consulting and software development company specializing in distributed training, distance learning, public access and information management systems. Their current client base includes utilities, publishers, Government and Defense Departments, as well as numerous educational institutions. Contact: Peter Richardson, P. Eng., President, 275 Comstock Road, Scarborough, Ontario M1L 2H2 Canada, (416) 288-0550.

New Professional Members

Anthony W. Hartford - Sole Proprietor - (415) 488-9332
Dale E. Smith - President, Renaissance Analytic - (213) 318-2121

Corrections

Evan Rudowski - System Operator - Newsday Electronic Information Services
(516) 454-2489. We apologize for misspelling Mr. Rudowski's name when he joined as a professional member in September.

MEMBERS IN THE NEWS

CHECKFREE APPOINTS NEW VICE PRESIDENT OF OPERATIONS

CheckFree announced Frederick R. Dunham recently joined the corporation as the Vice President of Operations. Dunham, who most recently was the General Manger of GFS Financial Services in Landover, MD, is responsible for directing all Operations areas, including Computer Services Operations, Production Control, Technical Support Services, Distribution and Data Entry.

GENIE ADDS COMPUTER - ASSISTED LEARNING CENTER

GENIE™ added a new service called the Computer-Assisted Learning Center (CALC) that offers online tutoring and continuing education service. CALC is operated by

Margaret Morabito, a former college English teacher who is interested in developing real-time conferences as a classroom. Structured continuing education, self-enrichment, and college-level courses, and tutoring and homework help are available. Students may study toward Associate's and Bachelor's degrees offered by Edison State College in New Jersey. CALC's Software Libraries include a wide variety of educational software. This software includes specific curriculum areas, productivity tools, educational games and computer literacy. Contact: Steve Haraczak, (301) 340-4494.

HOME INFORMATION APPLIANCE CONFERENCE: MARCH 12 - 13

Arlen Communications, Inc. and Jupiter Communications Company are sponsoring a conference on the use of consumer-oriented devices for information, transaction and entertainment services. Scheduled for March 12 - 13, 1990, in New York City, "Creating the Home Information Appliance," will feature experts from telephone companies, computer and home electronics manufacturers, cable TV and publishing companies and financial institutions, who will analyze the considerations involved in developing terminals or computer-like devices that allow home users to access interactive services.

Citibank's Direct Access system, Nintendo's proposed online network, the recently launched U S WEST "Community Link," Bell Canada's "ALEX" gateways, and the French Minitel system will be discussed, all these services utilize specially designed, low-cost telecommunications devices. The conference will also examine the legal and regulatory climate, which will open new doors for the development and deployment of low-priced home information devices during the 1990s.

The seminar will be held at the Parker-Meridien Hotel in New York City. The fee is \$695 per person; a 10% discount for early registration (by February 15, 1990) brings the fee down to \$625. Contact: Jupiter Communications Company, Suite 1003, 594 Broadway, New York, NY 10012, (212) 941-9252.

QUANTUM APPOINTS NEW C.F.O. AND RELEASES GAME

Quantum Computer Service, Inc., announced that Lennert J. Leader joined the company as Senior Vice President of Finance and Administration and Chief Financial Officer. In this role, Mr. Leader will also serve as Quantum's Secretary and Treasurer. Prior to joining Quantum, Mr. Leader was Vice President of Finance and the Chief Financial Officer for Morino, Inc., a computer software and services company which recently merged with Duquesne Systems, Inc. to form LEGENT Corporation.

PC-Link launched a new game called Quantum Space. Up to 25 subscribers can compete to gain control of the universe in this game, and moves are submitted privately by electronic mail to the game moderator.

TELMEX TO INTERCONNECT WITH US SPRINT

US Sprint and Telefonos de Mexico (TELMEX) signed an agreement that allows interconnection of US Sprint's fiber-optic network with TELMEX's international switch centers. The multi-million-dollar project includes the construction of four digital fiber-optic border crossings, which are scheduled to be operational before the end of this year. Contact: Jim Crawford, Sprint International (703) 689-5971.

U.S. VIDEOTEL AND J.C. PENNEY PROVIDE ONLINE SHOPPING

U.S. Videotel announced J.C. Penney will offer online catalog shopping to USV home videotex subscribers in the Houston and Dallas/Fort Worth areas, starting February 1, 1990. The service will allow USV users to order all items available in the J.C. Penney catalog. To order catalog items online, shoppers will enter the item's eight-digit identification number. Shoppers can charge their purchases using their credit cards. J.C. Penney credit card applications and the catalog may be ordered online. In addition to the online catalog service, J.C. Penney will include 50 products with written descriptions and limited graphics which can be ordered directly online without having the catalog as a reference. Selections will include athletic footwear, casual clothing for men and women, exercise equipment and electronic equipments, such as cellular phones, portable CD players and TV/VCRs.

ITEMS OF INTEREST

CSC SELLS ITS SHARES OF INFONET

Computer Sciences Corporation recently sold its remaining shares of Infonet. Twenty-five percent of CSC's share was sold to MCI Corporation, 5% went to the Japanese telecommunications giant, KDD, and the other 5% was distributed among its other owners. The other shares are owned by several other Telecommunications Administrations, including France Telecom and Bundespost of West Germany.

FACTBOOK PREDICTS WEAK MARKET FOR ONLINE SERVICES

The Information Industry Factbook (1989/90) predicts online information services will continue to be a weak market for general consumers. "Consumer services are still very unprofitable. The economies of scale are not there yet. We are predicting that consumer online services will take until the 2010 to become a very good business. That's when the installed base (of home modem users) will be big enough to attract advertisers to online systems." The Factbook speculates online services have experienced slower growth than the PC industry has because only 20 -30 percent of home users buy modems. For now, Editor, Maureen Flemming suggests online information providers focus on business users. The Factbook is available for \$195. Contact Digital Information Group, (203) 348-2751. (Networker's Journal, December 27, 1989)

AT&T POSTS FREE 800 DIRECTORY

AT&T's recently released an online 800 Directory on CompuServe. The Directory is free of connect-time charges in The Electronic Mall. The electronic directory features about 345,000 toll-free consumer, business and directory assistance numbers in Canada and the United States, including Puerto Rico and the Virgin Islands. Members can search the toll-free listings for services by company name or product/service category. Members can also order AT&T's Toll-Free 800 print consumer or business directories online.

ONLINE SUPPORT NETWORK CREATED FOR AIDS PATIENTS

In Cleveland, the school of Nursing at Case Western Reserve University has initiated a study project for AIDS patients that includes the development of an electronic support group for AIDS patients and their care providers, including their family and friends. Funded by a \$600,000 three-year grant from the National Institute of Health, the experimental system is a subsystem of Cleveland Freenet, using the Freenet software for this private group.

The system will enable AIDS patients to learn about the latest treatments and to chat with others who have the disease. The patients also can post anonymous questions to nurses about health topics and can use a database to help in making decisions about insurance, housing, transportation and other matters. The study will compare the effectiveness of the computer system with the more conventional use of the phone. Since one of the biggest problems for AIDS patients is fatigue, it is hoped that the network will allow the patients to make social contacts at their own pace. (Networker's Journal, December 29, 1989)

TEXAN SENTENCED FOR COMPUTER-RELATED ASSAULT

Collin Herbst, 42, of Houston was sentenced to 50 years in prison this week for sexually assaulting a 15-year-old girl he met through the real-time chat feature of U.S. Videotel. The sentence was imposed by Texas state District Judge Joe Kegan. Herbst met the girl through a U.S. Videotel online service called "Chat USA." The victim told police she and the suspect had communicated daily online during the early summer. The two eventually exchanged telephone numbers and they began talking on the telephone. The assailant reportedly arranged for the girl to go to a video store near her home and then she took a taxi cab to his apartment, where she was assaulted. (Networker's Journal, January 1, 1990)

NEWSCLIPS

BELL ATLANTIC'S CEO BELIEVES VIDEOTEX WILL GROW

Bell Atlantic's Chief Executive Officer and Chairman of the Board, Ray Smith, was quoted in Telephony magazine as expressing optimism about future videotex. Mr. Smith says, "we think that videotex will grow as the user base becomes wider and more sophisticated and as smart televisions begin to appear. In 1991 and 1992 we'll see some better formatted, user-friendly, database services that can be sold to the mass market.

Yes, the market for videotex will grow. We've got gateways in Washington, D.C., and Philadelphia. It is not, however, something that will develop in the next six or eight months. It's nice to be entering a line of business that has seen absolutely no development.

Some of our other, more traditional lines of business, such as local residential service, are fairly well-developed. Cellular is another undeveloped business at this time, although it is growing. In videotex, though, there is no development at all. It is all uphill." (Telephony Magazine, January 1, 1990, p.18)

TELECOMMUNICATIONS EVENTS OF THE 80'S

Communications Week reviewed the "Events of the '80s" and the occurrences that had major impact on the telecommunications industry. The major videotex events they cited are: **Fall, 1982:** AT&T and CBS test videotex service in N.J.; **March 7, 1988:** Greene rules RBOCs can transport information (such as electronic mail, videotex, gateways, protocol conversion, etc.) for others; **August, 1988:** BellSouth launches first commercial videotex gateway. **August 24, 1989:** Ban on AT&T's entry into electronic publishing expires. **September, 1989:** Pacific Bell indefinitely postpones information gateway trial, San Francisco. (Communications Week, December 11, 1989)

CALENDAR OF EVENTS

- February 13 -14, 1990 **Board of Directors Meeting**
Royal York Hotel - Toronto, Canada
Contact: Robert L. Smith, Jr.
Videotex Industry Association
(301) 495-4955

- February 13, 1990 **Videotex Information Day**
1:30 p.m.- 5:30 p.m. Royal York Hotel - Toronto, Canada
Contact: H. Doug Peter
St. Clair Videotex Design
(416) 423-7825

- March 14, 1990 **Information and Service Providers Forum**
Williams Club - New York, New York
Contact: Robert L. Smith, Jr. / Regina O'Hare
Videotex Industry Association
(301) 495-4955

Registration Form for ISP Forum
(Please photocopy this form so others in your company can enjoy the VIA UPDATE.)

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The Videotex Industry Association
8403 Colesville Road, Suite 865 Silver Spring, MD 20910
(301) 495-4955

From: Jeff B Richards
Date: Tuesday June 27, 1989

Pacific Bell Information Services

Subject: VIA News Clips

Communications Daily

Thursday June 22, 1989
VIDEOTEX EXAMINES SELF-REGULATION

SAN FRANCISCO -- Videotex Industry Assn. (VIA) has formed internal working group to try to prevent at early stage some of problems that have plagued audiotext services.

VIA Chmn. Thomas Morgan said in report to members that new Videotex Code of Rights and Conduct Task Force is being formed "to establish good business practices" for industry in areas such as privacy, user control of costs and access, prevention of fraud, free speech. He told members at VIA conference here that it's important to establish such practices "while the industry is still young and the threat of government regulation is still small."

Questions about effectiveness of self-regulation, and what should be regulated by videotex providers, were raised continually through variety of panel discussions and news briefings in 3-day conference. In some cases, discussion was about written codes of conduct, as videotex providers tried to determine what model, or models, of past services it should follow.

Speakers said state of videotex now is like TV in 1950s, when broadcasting codes were established, or like MPAA rating system. Others said videotex was like emerging telephone industry in early 1910s. Still others said videotex should take cue from more recent problems involving 976 services. Speaker from cable industry urged that videotex providers look to early 1980s conditions in cable. Some said videotex was entirely different technology and shouldn't be bound by rules or practices of past. Another trend of self-regulation, apart from written codes for industry practices, was emerging: Exclusion of some services, monitoring of others, increased consumer control over services to control access.

Summarizing various views in industry, Jeff Richards, Pacific Bell staff mgr., told panel discussion Tues. that one side wants VIA to act now before legislators and regulators clamp down on videotex as they have with audiotext. Other side, he said, is that self-regulation is premature and that, as new industry, videotex should wait to see what develops.

Morgan clearly is one of those favoring action now. In opening comments to conference Mon. and to news conference later in week, he stressed theme that videotex should "learn the lessons of the past" and avoid mistake of not addressing industry practices. Audiotext services failed to address billing issues, for example, and found policies determined for them by regulators. Similarly, audiotext didn't consider controversial content issues and found laws enacted that could restrict content of services. Morgan said legislators and regulators would be likely to take more of hands-off approach if

they saw industry was working to police itself.

Early 1980s privacy policies and practices in cable industry were cited as one example of successful self-regulation. Carolyn Perkins, dir. of San Francisco marketing for Viacom, said 1981 privacy policy statement from Warner-Amex Qube system in Columbus was codified into law later in 1984 Cable Act. While some might say inclusion in law was defeat, Perkins said, fact that code of conduct drawn up by industry was adopted largely unchanged by Congress was marked success. Her view was endorsed by Robert Jacobson, principal staffer on Cal. Assembly Utilities & Commerce Committee, who said in panel discussion that if industry rules aren't codified, "then they are just suggestions."

Perkins acknowledged that "to talk of self-regulation when an industry wants to expand must be uncomfortable," but she said that setting good practices early would also set set pattern for long-term growth, as opposed to whatever short-term gain could be accomplished without rules. She said cable's growth was retarded because it "grew up under regulation." Perkins advised videotex providers: "If you don't regulate yourselves, your customers will do it for you" through boycotts, protests, adverse publicity, other means.

Morgan's view is that guidelines would be preferable to "on-line hall monitors." However, there nevertheless will be some monitoring. Ray Mashburn, Southwestern Bell (SWB) dir.-gateway services, said there will be delay in posting user contributions to on-line conferences and other features of SWB's Houston videotex trial with U.S. Videotel (USV) while on-line monitors "check for 4-letter words" or other abuses. Mashburn and USV officials said monitoring would apply to virtually all services except one-to-one electronic mail and would include classified ads or conferences. Mark Swank, USV pres., said information providers will be responsible for editing content to meet company standards. Because of problems SWB had in Tex. with 976 services, there will be no live chat services on videotex.

Similarly, there will be "some monitoring" of services on U S West's Omaha videotex service, U S West Vp Linda Laskowski said. U S West said it won't allow services that have sexually explicit matter as main topic. She acknowledged, however, it would be harder to weed out what could be offensive material that develops in course of on-line conference. It will be responsibility of information providers and service bureaus, such as American Citinet, which is working with U S West, to maintain standards, she said. U S West also is adopting some of safeguards for its Community Link that Nynex built into its Info-Look gateway to allow users to block access by type of service or by cost.

Morgan noted that San Francisco-based Whole Earth 'Lectronic Link (WELL) service maintains sexually oriented conferences with posting of rules at sign-on that say that any material on service is property of person who put it there, and not of WELL. However, RHC representatives said public often doesn't make distinction between telephone companies and information providers, so telcos are blamed for material over which they have no control.

Sam Simon, head of Issues Dynamics consulting group, said discussion of regulation is "a historic overreaction" to problems of

976. He said rules for telephone were "wrong solution" for videotex because of different technologies involved. However, he urged that "articulated rules of usage" be presented to users. He, Jacobson and others urged that personal communications and data on transactions be kept private.

Communications Daily

Thursday June 22, 1989

VIA Notebook...

Omaha affiliate of American Citinet is stealing beat on U S West by starting videotex service on its own. Citinet also is acting as service bureau for U S West's Omaha gateway, Community Link, set to open in fall. But Omaha Citinet announced it will offer free services to customers with home computers. Local services on first Citinet offerings are expected to include Omaha Symphony, Midlands Business Journal, Omaha World-Herald.

Minitel Services Co. had unique trade show giveaway -- emulation software to enable personal computer users to call up service. In keeping with open access program that even includes distribution of source code, software had unique instruction on disk: "Please copy and distribute freely." Minitelnet has changed pricing policy, replacing single per-min. rate with rates varying by service.

European Community (EC) sponsored one of largest booths at exhibition area, with theme "Videotex for the World." Sponsors included Alcatel, Deutsche Bundespost, France Telecom, IBM Europe. Harry DeBacker of EC staff said European countries sponsored exhibit in spirit of cooperation, to offer experience of 10 years of videotex that U.S. doesn't have.

With French Minitel services already available in U.S., Infonet Services Corp. announced plan to bring W. German Bildschirmtext (BTX), targeted to large business customers. First part of marketing plan, scheduled to start next month, will be to select German multinational companies for pilot project. In early 1990, BTX will be marketed to additional corporations in U.S. through Infonet, network owned by Computer Sciences Corp. and several PTTs.

About 2 dozen information service providers (ISPs) attended meeting of proposed ISP Council, organized by Mark Walsh, gen. mgr. of on-line services for CUC International. Walsh said service providers need stronger voice in industry, proposing that group: (1) Learn more aggressive marketing tactics. (2) Become more organized in dealing with RHCs, particularly when presenting complaints. (3) Compile list of information service providers. (4) Mount major PR effort to increase awareness of industry. Walsh said it was too early to tell whether Council would exist as formal group, but said electronic network, dubbed IP Net, is likely to be established so providers could keep in contact and work on issues of common interest.

One new competitor to Citinet made first showing at VIA exhibition -- Pandora Systems, videotex service bureau based in San Francisco. It will offer computer host, applications, billing and marketing, also runs new Bay Area Online service of its own.

Company founders, including Pres. Mark Graham, formerly worked in nonprofit, public interest videotex and bulletin board-type ventures.

Communications Daily

Wednesday June 21, 1989

VIDEOTEK TERMINALS SEEN STIMULATING USE

SAN FRANCISCO -- Videotex information services that distribute small, inexpensive terminals, rather than relying solely on installed base of personal computers, reported encouraging usage results at Videotex Industry Assn. (VIA) 4th annual meeting here Mon.

Bell Canada's Alex service, which started test in Montreal in Dec. 1988, has attained 20,000 users in first 6 months of operation -- figure that hadn't been expected until system had been in operation for 2 years, F.R. Jacques, Bell Canada dir.-business and technology development, said in panel discussion. He said more than million calls have been placed to Alex service, averaging 50,000-65,000 weekly. There are 300 services now available, double number projected. Jacques said Alex has succeeded "beyond expectations."

Jacques said 20% of calls are for directory assistance, but account for only 8% of time on line. Most are for chat lines and for shopping, he said. Average call lasts about 8 min. Alex service is built around small terminal manufactured by Northern Telecom (NT), leased to users on monthly basis. NT recently filed Part 68 application with FCC to have terminal registered for use in U.S.

Alex service also distributes software so personal computer owners can call system without needing extra terminal. Jacques said that so far, about 70% of calls are from customers who lease terminals. PCs "restrict family use" because computer users generally are men, but women do most of shopping, banking and budgeting -- types of services found on line.

Southwestern Bell (SWB) videotex trial with U.S. Videotel in Houston has found same 70/30 ratio of users, said SWB Dir.-Gateway Services Ray Mashburn. Earlier in trial, users from terminals and from distributed software were distributed evenly, he said. SWB test for terminal leasing involves pricing ranging from free to \$4.95-\$9.95 monthly. He said Houston trial will top 11,000 users soon, with more than 7,000 using terminals.

Another believer in terminal-distribution approach is U S West, which has arranged for Philips terminal to be distributed by 3rd party company, Tel-e-Tex, in Omaha videotex gateway to open this fall. U S West Vp Linda Laskowski said PC approach can work if target market is "well-educated, upper middle class," but U S West's goal was to have large, broad-based service that needed larger target market. She predicted many users would start with terminals and eventually upgrade to computers after becoming more familiar with technology.

On other hand, several major players in industry haven't abandoned using PC base. One is Prodigy, massive \$500-million project involving IBM and Sears, which relies on software loaded

onto PC. Prodigy Technology Dir. David Waks said company's goal is to "leverage the PC evolution" as devices become "more powerful at less cost." He said Prodigy would become more effective as higher speed modems become more common and as higher transmission speeds are integrated into public network. Waks said Bell Atlantic will begin residential ISDN trial in Washington area at 9.6 Kbps, meaning computer users wouldn't need modem to connect to on-line services. Joseph Mazeo, pres. of Minitel Services Co. in U.S., also uses PC-based services. MinitelNet distributes diskettes with special software and encourages as wide distribution as possible.

Nynex's Info-Look gateways, in Burlington, Vt., and in N.Y., also work with PCs. Ellen Powley, Nynex dir. of product development for Info-Look, describing markets using SRI research firm's innovative marketing technique called psychographics -- which analyzes population by psychological profile rather than standard demographic methods of age, income, etc. -- said 78% of population is likely target for videotex. She said 21% already have PCs. Her analysis concentrated on middle-class and higher income levels. Nynex recently began print ad campaign for Info-Look, with ads in Wall St. Journal and N.Y. Times.

John Peters, Pacific Bell exec. dir. of Information Services Group, said company's California Online gateway will debut in 2nd quarter 1990. For now, Pac Bell is watching what other RHCs do with terminals before deciding whether to structure service around them. Peters said there are 3 types of delivery devices that should be used, adding public terminals to home devices of basic terminals or PCs. California Online mock-up on display at VIA was different from many others because it's being designed to run on Apple Macintosh computer, which uses pictures rather than typed commands found on straight IBM text-based systems, and windows with information rather than scrolling text across screen.

There was brief discussion of relationship between gateways operated by RHCs, and standalone national services such as CompuServe, GENie or Prodigy, or MinitelNet, which have own networks. Consensus of panel members from those services and from RHCs seemed to be that gateways would be crucial in helping local services develop, but that any advances that help market expand would be welcome. MinitelNet has also signed up to be offered on Bell Atlantic's Washington gateway, as well as on BellSouth and SWB services.

Communications Daily

Wednesday June 21, 1989

VIA CONFERENCE HIGHLIGHTS PUBLIC INTEREST USAGE

SAN FRANCISCO -- Most of Videotex Industry Assn. (VIA) annual meeting here is devoted to proposition that somebody, somewhere, should be able to make money on videotex, but that isn't all that's going on. Theme of conference, billed as "A Business Development Forum," is "Building Mass Markets." But, along with strictly commercial products and services, VIA exhibition as well as other meetings taking place here also reinforce idea that public interest

sector will be vital force in developing videotex. Some public interest services could be used to bolster commercial prospects of profit-making companies, others to provide services independently.

One of most ambitious mergings of commercial and noncommercial worlds is joint research and demonstration project of VIA and Public Technology Inc. (PTI), research affiliate of National League of Cities and International City Management Assn. Aim of VIA/PTI combination is to bring together commercial providers, such as RHCs, with local govts. in pilot programs that will help determine what services are most useful to provide to public.

At preliminary meeting with potential participants, VIA Exec. Dir. Robert Smith said there are now 4 corporate sponsors, Ameritech, Bell Atlantic, GTE, U S West. Of those, only Bell Atlantic and U S West have videotex gateway projects. Corporate sponsors will help put up money for local access project, which could be gateway or could be alternative, such as public-access kiosk system in which residents could check out govt. data bases from libraries, shopping malls, other locations. VIA/PTI schedule calls for "official" push for sponsors later this summer, followed by 6-month assessment of potential services, followed by demonstration projects, Smith said.

For RHCs, VIA/PTI project helps them enter public sector with which they often have little contact. Howard Morrison, Bell Atlantic gateway mgr., said PTI is "perfect entree" for his company because it has much closer relationship with city govts. He said local information will be one of keys to making gateway successful. He said test site had been picked in Washington area, but wouldn't reveal exact location or nature of trial.

For cities and local govts., VIA/PTI is new way to help residents obtain information, co-chmn. of task force said. Leonard Childress, asst. dir.-general services for Houston, and Gregg Obuch, telecommunications chief for Montgomery County, Md., said they're looking forward to services that new relationship with VIA might bring. Childress said videotex is "a unique opportunity for local jurisdictions to disseminate information. We already have an abundance of data bases." Some possibilities he listed include access to library catalogs, bills from local govts., recreational activities, others that will be identified by task force.

Obuch said Montgomery County now has general county information phone lines, as well as data on health issues, theater, other areas. He said county residents could ask for information on mosquito control, or how to find agency that could help get weeds cut on vacant lots. Houston has telephone number with recorded data on what bids are being requested, Childress said, adding that many major cities will be represented on PTI side. Obuch said cities "expect positive results" from tests because information is available now in one form or another: "It's an extension of what we have got in place." He said Montgomery County was looking into possibility of "24-hour city hall" kiosk arrangement. Most applications should be easy enough to implement, Childress added: "Technology shouldn't be a problem."

VIA/PTI project was only one manifestation of public interest uses of videotex. Exhibition floor made room for group of nonprofit services that serve unique needs. One is SeniorNet, started in 1986

by Mary Furlong, prof. at U. of San Francisco. SeniorNet bills itself as "International Community of Computer-Using Seniors," has on-line network and conducts general computer training. Furlong said communications part of program is particularly valuable for "people who don't get many visitors." She had several stories of seniors who have received help and encouragement from friends met through computer communications, such as one man who wanted to give up his physical therapy but was persuaded not to by people he had met on-line. Also available are electronic mail, forums on retirement planning and health, on-line archives.

About 3,000 seniors are participating, with 25 training sites around country that give classes and have available computers for use. Locations range from 3 in Cal., to N.D., to one each in Tex. and Fla. and in Calgary and Honolulu. RHCs sponsor some of sites, while SeniorNet has received funds from Markle Foundation, Apple, other companies.

Also demonstrated at VIA conference: (1) HandsNet, on-line service for public agencies dealing with problems of hunger, homeless, housing, community development. There are 270 organizations in 36 states on line, said Samuel Karp, exec. officer. System was started in 1987. (2) Bay Area AIDScom, local service in San Francisco area that distributes information on education and support of AIDS patients. (3) PeaceNet and EcoNet, services of San Francisco-based Institute for Global Communications. (4) Community Memory, Berkeley-based service that's basically open forum designed for casual use.

Also at VIA, new group, Alliance for Public Technology, formed with 16 members of public and private organizations. First chmn. is Barbara O'Connor, who headed study for Pacific Telesis on future public uses of intelligent network. In related activity, Pacific Bell displayed its Electronic Citizenship loose-leaf manual. Book, tightly held and sparsely distributed by Pac Bell, was written to "alert citizens to the importance of access to information technology," company said. Pac Bell said techniques described in book are "an equalizer, giving users and their organizations many of the techniques used by large, well-financed organizations to get their ideas across."

Communications Daily

Wednesday June 21, 1989

Bell Atlantic's Gateway videotex service now has 92 different information offerings with inclusion of American CitiNet, Dialcom and Minitel USA as information providers. Agreement with 3 companies provides Gateway customers with electronic mail, tax and travel information and federal data, among other types.. Inclusion of Dialcom on Gateway adds 17 services, American CitiNet 47, Minitel 5.

Online Today

MCI, IBM LINKING ELECTRONIC MAIL

(June 22)

MCI Communications Corp. and IBM say they will cooperate to provide commercial interconnection between MCI's electronic mail service, MCI Mail and the IBM Information Network's Screenmail e-mail service.

In a statement at a San Francisco meeting of the Electronic Mail Association, the two said the interconnection, using the international X.400 message-handling standard, is expected to be introduced initially as a limited offering available to the US aerospace industry.

"MCI and IBM will evaluate the move," the statement said, "toward later general availability of the interconnection."

The interconnection will let customers of the IBM Information Network exchange messages with subscribers of MCI Mail and with each network's interconnected systems, including links for PCs, local area networks and office automation systems. MCI Mail subscribers and IBM Information Network customers will use standard hardware and software to access the interconnection.

MCI said the pact marks the first X.400 interconnection between the IBM Information Network and any telecommunications carrier.

--Charles Bowen

Online Today

DEDICATED TERMINALS DESCRIBED AS A SUCCESS IN VIDEOTEX MARKET

(June 21)

Some new online services are reporting their users are responding positively to the availability of inexpensive, dedicated videotex terminals.

Speaking at the 4th annual Videotex Industry Association conference in San Francisco this week, an official with Bell Canada's 7-month-old Alex service said the Montreal-based system has attracted 20,000 users already, a figure the company didn't expect until the service had been in operation for at least two years.

Communications Daily this morning quoted F.R. Jacques, Bell Canada's director of business and technology development, as saying on a VIA panel discussion that more than a million calls have been placed to Alex service, averaging 50,000 to 65,000 weekly.

Alex, which has some 300 services now, has succeeded "beyond expectations," he said.

CD notes that Alex is built around a small terminal made by Northern Telecom and leased to users on a monthly basis, though the system also distributes software so personal computer owners can log on.

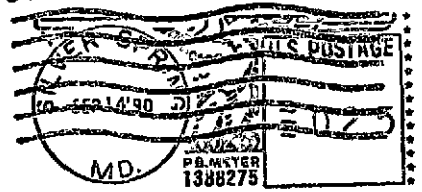
The newsletter reports, "Jacques said that so far, about 70 percent of (the) calls are from customers who lease terminals. PCs 'restrict family use' because computer users generally are men, but women do most of shopping, banking and budgeting -- (the) types of services found online."

CD says that Southwestern Bell's videotex trial with US Videotel in Houston "has found same 70/30 ratio of (its) users."



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ISPs attending this forum will:

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- Find new revenue streams for their service
- Learn techniques for providing a quality service
- Meet other successful ISPs from around North America
- See and use a variety of videotex services in North America including national services America Online, DELPHI, GENIE, and Prodigy, and local services in Houston, Atlanta, Toronto, and Washington, D.C.

Speakers to include:

- Jack Adams, Owner, JCL Services, Omaha NE
- Helen Bradley, American Airlines SABRE Travel Reservation Network, Dallas TX
- Vince Furlong, President, SportsPlus Inc., Omaha NE
- Jim McKnight, Director of Information Services, Cox Newspapers, Atlanta GA
- Terry Ribb, Director of Marketing, Minitel Services Company, Purchase NY
- Roland Sharette, Manager Online, J. Walter Thompson/Online, Detroit MI
- Mark Walsh, Vice President, CUC International, Stamford CT

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THE VIDEOTEX INDUSTRY ASSOCIATION DUES STRUCTURE

(PLEASE READ FIRST)

CALCULATING DUES:

Apply TABLE 1 if your organization is *not* owned, funded by, or is a subsidiary of another organization.

Apply TABLE 2 if your organization is owned, funded by, or is a subsidiary of another organization; or is owned by two or more parties.

If you have questions on how to apply the Tables, please call the VIA office at (703) 522-0883.

- Each organization's annual revenue is the figure found in the most recent annual report or fiscal year audit.
- Staff devoted to videotex is defined as: the equivalent number of staff members working full-time on videotex projects (e.g. two people devoting 50% is considered one full-time staff equivalent).
- Please note: The maximum amount of annual dues is \$6,000.

TABLE 1

Find the dues factor in column A that corresponds to your organization's revenue and add it to the factor in column B that corresponds to the equivalent number of staff devoted to videotex projects.

Column A		Column B		Add Dues Factors: A & B	
Applicant revenue, up to:	Dues factor	Staff devoted to Videotex, up to:	Dues factor	Column	Dues Factor
1 M	150	1	150	A	_____
3 M	230	3	250		
8 M	350	5	420	B +	_____
25 M	550	7	690		
70 M	840	15	1150		
200 M	1290	25	1920	Total Dues =	_____
600 M	1980	50	3190		
1700 M	3050	100	5300		
5000 M	4690	190	6000		

One phone call does it all. Call 703-522-0883 and ask for membership assistance. We will gladly help you apply for VIA membership right away.

TABLE 2

Find the dues factor in column C that corresponds to your parent organization's annual revenue. Find the dues factor in column D that applies to your organization's annual revenue. Find the dues factor for the equivalent number of staff devoted to videotex. Add these factors together to calculate your dues.

Please note: By applying this table your parent or other supporting companies will not be considered VIA members or eligible for member benefits.

Column C		Column D		Column E		Add Dues Factors: C, D & E	
Applicant's Parent revenue, up to:	Dues factor	Applicant revenue, up to:	Dues factor	Staff devoted to Videotex, up to:	Dues factor	Column	Dues Factor
1 M	75	1 M	75	1	150	C	_____
3 M	115	3 M	115	3	250		
8 M	175	8 M	175	5	420	D	_____
25 M	275	25 M	275	7	690		
70 M	420	70 M	420	15	1150	E +	_____
200 M	645	200 M	645	25	1920		
600 M	990	600 M	990	50	3190		
1700 M	1525	1700 M	1525	100	5300	Total Dues =	_____
5000 M	2345	5000 M	2345	190	6000		

The company information above is VIA office-proprietary and will be used solely for the calculation of annual dues.



MEMBERSHIP APPLICATION

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Facsimile _____

Electronic/
 Videotex mail address _____

Telex _____

Annual Dues Amount _____
 (total from above)

Payment enclosed Send invoice

Signature _____

Please photocopy and mail this form, an annual report and any other information describing your organization's activities to:

Videotex Industry Association—Membership
 1901 N. Ft. Myer Drive, Suite 200
 Rosslyn, VA 22209

YOU CAN GET TO THE FUTURE AHEAD OF YOUR COMPETITION...

...WITH THE VIDEOTEX INDUSTRY ASSOCIATION.



JOIN THE ASSOCIATION THAT IS BUILDING THE GATEWAY TO THE FUTURE

THE VIA—CREATING MASS MARKETS FOR INTERACTIVE ELECTRONIC SERVICES

VIDEOTEX—TODAY AND TOMORROW

Videotex services—easy-to-use interactive electronic services—are an increasingly important means of communication for businesses. In the consumer marketplace, however, North America currently lacks the range of and easy access to the videotex services so popular with European consumers, services such as electronic directories, home shopping, home banking, bulletin boards and messaging.

The lack of local videotex gateways is partially responsible for hampered domestic growth. As telephone companies and others initiate gateway development, expansion of domestic videotex services will follow. The VIA is positioned as the lead organization in developing mass markets for these electronic services. Our Association's goal: 97% of the North American population will have access to videotex and 50% of the population will be using videotex on an occasional basis by the year 2000.

THE VIA—WHO WE ARE

The VIA is the only national organization solely devoted to the promotion and development of videotex in North America. Formed in December 1981, VIA members include advertising agencies, consultants, equipment and software manufacturers, financial institutions, publishers, telephone companies, videotex system operators and user companies.

When businesses, government, or the press seek information on videotex, they turn to the VIA and its members... shouldn't you?

THE VIA PROVIDES VALUE

There are many good reasons for joining the VIA... here are just a few:

- Staying informed through *VIA UPDATE*, the VIA monthly, members-only newsletter providing in-depth discussion of videotex and member business issues.
- Executive contact and awareness through the VIA's international network of videotex companies and professionals.
- Business and press referrals.
- Influence over the future direction of the industry.
- On-site representation before government agencies and committees.
- Access to unique, otherwise-unavailable industry research, statistical information and member insights.
- Savings—and registration privileges for the annual VIA conference and publications.
- Participation in local VIA professional chapters.

THE VOICE OF VIDEOTEX

The *New York Times*, *Wall Street Journal*, *Business Week*, *Communications Week* and *MIS Week* are examples of the many publications that depend upon the VIA for industry reaction and perspective. Our objective is to provide balanced commentary on industry developments and future direction.

THE VIA SUPPORTS THE INDUSTRY

The VIA has adopted a successful strategy of quick response to industry concerns. By focusing on the issues currently affecting videotex growth, and responding rapidly, the VIA has become a powerful voice for the industry. Among the current activities are:

The North American Gateway Project

After successfully influencing Judge Harold Greene's thinking on the telecommunications infrastructure requirements for videotex, the VIA is bringing together a representative body of the videotex industry to select the key components of a videotex gateway. Over 20 VIA member companies are devoting a full year to the study with final publication of results expected in October, 1988.

The Regulatory Window on Washington

The VIA provides an effective means of reporting and influencing the regulatory and legislative activities in U.S. federal and state governments. Our objective is to bring to policymakers a greater awareness of the potential of videotex as a major mass medium for consumers and business users, and to increase the understanding of what is needed to "grow the market."

Our most recent activities include participation in the triennial review of the Modification of Final Judgment (the divestiture of AT&T) and the fight against the proposed FCC computer access charge.

The Annual Conference

Industry professionals gather each year to participate in the only North American event devoted specifically to the videotex industry. The VIA conference features knowledgeable speakers, concurrent sessions on timely topics, workshops, and displays of the latest products and services. Also offered through this unique event is the invaluable opportunity to meet with colleagues to share ideas and discuss common concerns.

Chapter Memberships

The VIA Chapters offer a chance to network on the local level. Chapters meet regularly, sponsor special events, and serve as an effective means of keeping more actively involved in the Association and industry activities.

Areas with Chapters include Northern California, the New York Metropolitan area, Washington D.C., and Boston.



**VIDEOTEX INDUSTRY
ASSOCIATION**

1901 N. Fort Myer Drive • Suite 200
Rosslyn, Virginia 22209
(703) 522-0883

Thank you for your recent inquiry.

The Videotex Industry Association is the only association dedicated solely to the promotion of videotex in North America. In order to fulfill this mission, the VIA conducts industry studies, publishes videotex information, and holds an annual meeting, in addition to its activities as an industry representative before regulatory and legislative bodies.

We have enclosed the information you requested. If you have questions, or want additional information, please contact us at the VIA executive office.

Sincerely,

Robert L. Smith
Executive Director



Chairman's Report

June 20, 1989
General Membership Meeting
VIDEOTECH INDUSTRY ASSOCIATION



STATE OF THE INDUSTRY: FORGET THE PIE, BUILD THE BAKERY

Videotex in North America is booming. 1989 has produced a flurry of project announcements, product rollouts, and new entries. National online services are experiencing substantial growth, and the Bell Operating Companies are introducing local gateways.

During this boom, our industry is exhibiting a new drive toward cooperation. Perhaps tempered by the expensive lessons of the past, present players in the videotex industry realize that cooperation, not isolation, is a key to success. Though industry participants still maintain a healthy competitive spirit, at this stage of industry development, such zeal must be matched by a cooperative attitude focused on building the overall industry. As one industry veteran observed, "At this point we need to become less preoccupied about our share of the pie and concentrate more on building the bakery."

It is the cooperative spirit that is fueling a maturation of the vision of videotex. Over time, we have tried to apply several historical models to this new medium, including the online newspaper, the online bank, the online shopping mall, and the online conference center. We have learned that videotex is not exactly any of the above, yet it derives much from all of the above. We have learned that the vision of videotex is not one business, but a series of businesses that must coexist. We all seek the mass market for online services, yet the mass market has never purchased just one product. We have learned that videotex is a distribution channel to be used by a variety of businesses for a variety of purposes.

As Phil Quigley, President, Pacific Bell recently declared, "We think more of a mass of markets rather than a mass market." However, even with acknowledging that there are a diversity of segmented markets, we have learned that without consistency and cooperation, videotex will never reach the level of acceptance required to be universally available.

We are doing well. We can do better. By most estimates we now have well over 1.5 million individuals using easy to use interactive services in North America. In addition, several industry analysts show videotex growing at a 20-30% annual rate. Yet we still have a long way to go. With over 100 million households in North America and untold business and educational sites, the potential market is vast. However, we have just started to exploit this potential. It is estimated that roughly 25% of households have a personal computer, and that 25% of those PC's also have a modem. This implies that roughly 6 million households are ready to accept videotex. This also implies that the industry has only penetrated 26% of the videotex equipped market, and only 6% of those homes that have a PC. This market penetration is before any low-cost videotex terminal distribution program has begun in earnest.

We must proceed by focusing on services. Before we can attract the vast set of potential users, the industry must be able to offer a diversified and robust set of services. Encouraging new players to employ electronic distribution channels in creative and unique ways is important to the success of our industry.

We must also focus on delivery. Services must be presented in a simple, easy-to-use fashion, and they must be delivered and accessed in a consistent and straight forward manner. Simply put, using videotex must be as simple as turning on a TV and changing the channels.

Yet, unlike television or the French example, we will not have a government agency or monopoly driving industry standards. In North America we have a variety of so-called standards. Unless things change dramatically, we will be operating in a multi-mode environment, with diverse factions vying for preeminence. In order to achieve the above simplicity and consistency, it will be incumbent on the industry to look beyond these protocol differences and create an environment that allows all parties to compete. While we will have to rely on the market to elect the preeminent protocol, we can develop an environment where differing services can directly compete. With a little cooperation between our

distinct technologies, divergent products can coexist without inconveniencing the end user and provider of services.

Finally, we must also focus on developing basic business practices. Issues such as privacy, user rights, and content restrictions are all topics that this industry must tackle in unison. Unlike our close cousins in audiotex, we must build industry standards ourselves before regulators and legislators impose potentially onerous restrictions in a reactionary fashion. If we do not act, the regulators will act as they already are doing with audiotex.

We must continue to build momentum. The greater the number and diversity of services, the greater the simplicity of access, the greater the chance for success for all participants. Diversified services within a simplified and consistent environment must be the hallmark of the videotex industry of the future. It is only then that we will be able to achieve the ubiquity that we all seek.

STATE OF THE ASSOCIATION: BUILDING THE BAKERY

The Videotex Industry Association (VIA) has solidified its position as the North American association for companies and professionals concerned with the delivery of easy-to-use interactive electronic services for mass-market use. Every activity of the association during the past year has focused on the mass-market use of interactive electronic services.

The VIA also is actively working to prove itself as the videotex association for all of North America. To more visibly demonstrate this fact, the VIA's annual conference will be held for the first time next year, May 30 - June 1, in Toronto, Canada. The conference in Toronto marks the beginning of a regular cycle in which the videotex industry's annual event will be held in Canada.

Further, the VIA has begun the important shifting of its activities from government relations to industry relations and development. At this time last year, my predecessor, Hilary Thomas, reviewed the VIA's effectiveness in government relations within the United States. The VIA's success included the repeal of a proposed computer telecommunications access charge regulation in the United States which would have significantly increased the cost of consumer videotex services and its direct influence of the first triennial review of the United States District Court's Modified Final Judgement.

The original Judgement led to the break-up of AT&T and the formation of the seven Regional Holding Companies. The VIA's active participation in the first triennial review contributed significantly to the change in the MFJ which now permits the local operating companies of the seven Regionals to offer local videotex gateways. As of this date, six of the seven have launched or announced their intentions to launch local gateways.

With the videotex industry revived, in part, due to the recent U.S. public policy successes of the VIA, the VIA has now concentrated its efforts on the business development and growth of the industry. The VIA has become both 1) an effective forum for cooperation and consensus building on industry issues and 2) a catalyst for videotex services development. A review of our recent and current activities demonstrates how the VIA is helping to build the new "bakery" from which we all will mutually prosper.

Gateway 2000: A Guide for Market Testing

In November 1987, the VIA began its study of North American gateways which concluded in October 1988 as scheduled. Twenty-four VIA member companies sponsored this activity, and the representatives of these companies met monthly over a nine month period. Further, the VIA involved hundreds of other videotex professionals in reviewing draft reports of the study at a specially organized workshop and last year's annual conference.

The objective of this study was to achieve the first comprehensive cross-industry view of how mass-market gateways can function to meet the needs of a dynamic videotex industry of providers and users. This

objective was met with the publication of *GATEWAY 2000* this past October. The 60 page report identified 77 core and 22 supplemental gateway characteristics needed to support mass markets for videotex services. It also achieved consensus on the market goal for the industry; namely, by the year 2000, 97% of the North American population will have access to videotex and 50% will use videotex on an occasional basis.

The study report benefits the entire industry because it serves as an important model for developers of mass-market gateways. Gateway providers are now able to test the collective thinking of the industry against the current technical, operational, regulatory and marketplace requirements. *GATEWAY 2000* represents the kind of cooperative industry effort required for the successful development of mass markets for videotex services.

With the implementation and growth of local and national gateways and the continued growth of national videotex gateways, all of us in the industry are confronting new operational and technical issues that threaten the ease of use of gateways for consumers. Such issues require the same cooperative industry effort that was applied in *GATEWAY 2000*, and accordingly a **long term Gateway effort is to be launched at our June '89 annual conference.** This activity will focus on topics such as mnemonic and category national registry of providers, billing consistency issues, and standard business practices.

Catalyst For Services Development

With local and national gateways growing and coming online, the demand for a diverse and robust set of services increases. To help the industry meet this demand, the VIA is assisting our membership in the development of new videotex services through a number of new innovative projects.

With the **Greenhouse Project**, the VIA launched a membership sponsored activity designed to produce marketing and educational materials for the prospective Information and Service Provider (ISP). This activity was launched in December, 1988 and completed in May, 1989. The project was funded by 11 member companies.

Greenhouse produced a direct marketing brochure entitled, "All You Need Is An Idea," and a 90+ page how-to-guide, "Opportunities In Videotex: A Guide To Communicating and Marketing Through Electronic Services." The VIA and its 11 sponsors committed to a first-run printing of 32,000 for the brochure and 13,000 of the guide. The brochure incites organizations and individuals to obtain more information about becoming an ISP. The guide provides them with basic technology, marketing and operational information on establishing a videotex service. From the guide, prospective ISPs can then build a business case for their videotex services and also communicate knowledgeably with gateway operators, hardware and software vendors, and service bureaus and packagers about developing and delivering the ISPs' services.

In fact, the VIA will help prospective ISPs identify those companies that can assist them with their service. As part of Greenhouse, the **VIA will serve as a clearinghouse of companies** that can help prospective providers design and develop, store, and distribute their service.

Greenhouse has produced for the first time in our industry's young history, a consistent and widely distributed message on how to become a participant in videotex. However, Greenhouse is only the beginning of the VIA's initiative to stimulate the development of services.

While Greenhouse provides basic general information on establishing a service, companies and organizations also need specific information on the type of services they are most capable of offering. For example, the type of service or application that a bank offers will be different from that being offered by a newspaper or a school.

Recognizing that such differences do exist, **the VIA has teamed with Public Technology, Inc.**, the research and development arm of the National League of Cities and the International City Management Association, to conduct a cooperative project that will investigate, test, and demonstrate the role of local governments as ISPs. This project will not only conduct an assessment of the types of videotex applications that will be responsive to the needs of local governments and their citizens, but will also establish actual local government videotex services in coordination with industry sponsors of this project.

The activities and results of this project will be widely communicated to the 20,000 local governments in North America. This 18 month project will begin in July 1989.

The VIA is also using its annual conference as a vehicle to stimulate services development. It is no accident that the 1989 conference theme is "Services '89: Building Mass Markets." This year's conference is designed to help the prospective ISP learn first hand from other ISPs on how to build and market their service. Further, the conference serves as a forum by which ISPs can voice their needs to gateway operators and service packagers.

Industry Promotion Through Cooperative Ventures

The VIA is always seeking new ways to work with other organizations to leverage its modest resources. The already mentioned joint project with Public Technology, Inc. is an example of how the VIA is seeking cost-effective ways to promote the value of videotex. Through PTI, the VIA now has credible access to thousands of cities and counties throughout North America, and a knowledgeable partner who can assist our industry in successfully bringing local governments online.

For this year's annual conference, the VIA has initiated two cooperative ventures; one with the Electronic Mail Association (EMA) and the other with the PC news magazine, *Bay Area Computer Currents*. With the EMA, a joint plenary session is being held the last day of the conference to explore the future of electronic messaging. The EMA's membership consists of electronic mail providers and business users, and many of its members will be attending this joint session as part of the EMA's spring quarterly meeting. This joint session enables the members of both associations to share the ideas on how the growing business use of E-Mail can be applied to growing the consumer use of videotex services.

Computer Currents, with a readership of 75,000, published at the initiative of the VIA a special videotex section in its May 30 issue. The issue carried three articles about the industry along with a number of advertisements from VIA members exhibiting at the 1989 conference. Further, the VIA, in its first attempt to attract consumers to its exhibit, placed an ad promoting the Monday afternoon Services Display Center and offering *Currents'* readers a discount rate of \$5. The articles combined with the VIA ads are designed to attract both users of online services and prospective ISPs.

The VIA is continually looking for new opportunities to partner with other organizations in promoting and growing the industry. Suggestions from members are encouraged.

Future Activities: Broadening Membership Involvement

In the coming year, the VIA is developing a number of new activities that will increase and broaden the participation of the membership. These activities include establishing the ISP Council, expanding the local chapters, and forming the Videotex Code of Rights & Conduct Task Force.

In continuing its efforts as a catalyst for services development, the VIA is launching at this year's conference an **ISP Council**. The Council will be chaired by Mark Walsh of Comp-U-Card and will be open only to members who are providers of videotex services. The purpose of the Council is to provide information and service providers with a forum within the VIA and the videotex industry to address their common needs. Through the ISP Council, the VIA will be better positioned to support the growing number of providers entering the videotex industry.

While the ISP Council is for providers only, the **Videotex Code of Rights & Conduct Task Force** is open to all members. The Task Force will be working to establish good business practices for the entire emerging videotex industry in such important areas as privacy, user control of usage costs, user control of access, free speech, and prevention of fraudulent activities via videotex. The establishment and acceptance of good business practices by the industry are essential while the industry is still young and the threat of government regulation is still small.

While the ISP Council and Videotex Code of Rights & Conduct Task Force appeal to members throughout the association, **local chapters provide activities in metropolitan areas** where clusters of members are located. Local chapters enable both member organizations and professional members to meet in an inexpensive way and exchange ideas on the latest developments within the industry. Local chapters often feature guest speakers around a meal function to facilitate networking. The VIA has a very active chapter in Northern California, and plans to revive chapters in Washington, D.C. and New York City. The VIA would welcome and encourage champions for forming chapters in other metropolitan areas as well.

While everyone in the industry is extremely busy these days, I would encourage members to actively participate in the VIA. By participating in the VIA, you will continue to develop new industry contacts, new business opportunities, and help improve the business conditions for your company. With so much to accomplish, I can assure you the time spent with the VIA is well worth the investment.



Thomas Morgan
Chairman



VIDEOTEX INDUSTRY ASSOCIATION PUBLICATION ORDER FORM

1901 N. Fort Myer Drive, Suite 200, Rosslyn, VA 22209

QTY. COST

Title: OPPORTUNITIES IN VIDEOTEX

Description: A report that helps potential Information Service Providers decide how to get involved in videotex.

Published: June, 1989

Cost: Members: first copy free, copies \$35.00 each,
Non-members: \$35.00/copy.

Title: ALL YOU NEED IS AN IDEA

Description: A brochure that introduces potential Information and Services Providers with the idea of using videotex in their businesses.

Published: June, 1989

Cost: Members: first copy free, copies \$7.00 each,
Non-members: \$7.00/copy.

Title: HANDBOOK AND MEMBERSHIP DIRECTORY

Description: Provides in-depth descriptions of the products and services of VIA members.

Published: Annually

Cost: Members: first copy free, copies \$55.00 each.,
Non-members: \$55.00/copy.

Title: GATEWAY 2000

Description: Defines the characteristics of mass-market gateways for user interface, connectivity, and administrative support functions.

Published: October, 1988

Cost: Members: first copy free, copies 2-10/\$25.00 each, 11 and over \$20.00 each. Non-members: \$160.00 first copy, copies 2-10/\$25.00 each, 11 and over \$20.00 each.

Title: RECOMMENDATION FOR INTERCHANGE BETWEEN INFORMATION PROVIDERS AND VIDEOTEX SYSTEM OPERATORS

Description: Provides a common syntax for transmitting a service provider's content to multiple systems.

Published: April, 1987

Cost: Members: first copy free, copies \$12.00 each. Non-members: \$30.00 first copy, copies \$12.00 each.

Title: VIDEOTEX USER INTERFACE

Description: Proposes a common user interface that allows a service provider to create one service that is portable across multiple system operators.

Published: April, 1987

Cost: Members: first copy free, copies \$18.00 each,
Non-members: \$35.00 first copy, copies \$18.00 each.

QTY. COST

Title: GUIDELINES FOR DEVELOPING BASIC VIDEOTEX
MARKET AND ADVERTISING RESEARCH

Description: Identifies and defines that set of market research and information which is both relevant and useful, and within the ability of the system operator to provide.

Published: December, 1986

Cost: Members: first copy free, copies \$12.50 each,
Non-members: \$29.50 first copy, copies \$12.50 each.

Title: AN EXECUTIVE'S GUIDE FOR UNDERSTANDING AND IMPLEMENTING
BUSINESS VIDEOTEX

Description: Describes the operation, applications, implementation, and benefits of both "business-to-business" and "corporate" videotex.

Published: June, 1986

Cost: Members: first copy free, copies \$20.00 each,
Non-members: \$55.00 first copy, copies \$20.00 each.

Title: A MODEL FOR VIDEOTEX TRANSACTION PROCESSING

Description: Provides a frame of reference by which businesses can construct an effective, commercially sound process for conducting transactions through videotex.

Published: November, 1984

Cost: Members: first copy free, second copy \$25.00,
Non-members: \$95.00 first copy, copies \$25.00 each.

Add \$4.00 per title for shipping outside of North America

TOTAL

\$ _____

PLEASE NOTE: Only member organizations receive the free first copy of all publications. Professional members only receive the Handbook and Membership Directory free.

NAME/TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ MEMBER _____ NONMEMBER _____

METHOD OF PAYMENT:

_____ VISA _____ MASTERCARD _____ AM. EXPRESS _____ CHECK

CREDIT CARD NUMBER: _____

EXPIRATION DATE: _____

PURCHASES MUST INCLUDE PAYMENT BEFORE PUBLICATION WILL BE SHIPPED BY THE VIA .



VIDEOTECH INDUSTRY ASSOCIATION

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(703) 522-0883

VIA CORPORATE MEMBERSHIP LIST

AIS VISCO Products & Systems	E/Soft Inc.	New York University Tisch School of Arts
American Airlines SABRE Travel Info. Network	Entertainment and Consumers Network	NORPAK Corporation
American CitiNet	FC&B Direct	Northern Telecom Canada Ltd.
Ameritech	David Fenichell, Consultant	NYNEX Corporation
Apple Computer, Inc.	Formic Videotex Systems	Ogilvy Group
Applied Information Svcs., Inc.	Gartner Group, Inc.	OST, Inc.
Applied Information Technologies Research Center	General Electric Information Services, Inc.	Paul M. Orme & Associates
Arlen Communications Inc.	General Videotex Corporation	Pacific Bell
Bank of America	Genesys Group, Inc.	Pandora Systems International
Bell Atlantic	Global Villages, Inc.	Passport Telematique
Bell Canada	Hewlett-Packard Telecom Industry Group	PBS Enterprises
Bell Communications Research	IdealDial	R. G. Pilcher & Associates
BellSouth Services	IDON Corporation	Qandu Computing, Inc.
Berkeley Softworks	Image Base Videotex Design	Quantum Computer Services, Inc.
CANNEX	IMATEX Communications Inc.	Saco River Telegraph & Telephone
Cardinal Technologies, Inc.	IMTEC	David Sarnoff Research Center
Checkfree Systems, Inc.	ICL Networks Industry	William W. Seelinger Associates
Cincinnati Bell	Indiana University	Servotel Videotex Systems
Citibank/Humanware	Infonet	Southwestern Bell
Citibank, N.A.	Institute for the Future	St. Clair Videotex Design
C-Line Corporation	IP Services	T A Engineering Company, Inc.
Communication & Information Consultancy Group	Issue Dynamics, Inc.	Tandem Computers, Inc.
Communications Canada	JCC Technologies, Inc.	Telenet
Comp-U-Card	Jupiter Communications	Toper Associates
Comtex Scientific Corporation	LINK Resources Corporation	University of Wisconsin - Ext.
Consulting Resources for Management, Inc.	Loto-Quebec	U S Tel, Inc.
CTL Communications, Inc.	L'VISION	U.S. Videotel
Data Burst	McCann-Erickson, Inc.	US WEST
DHD Services, Inc.	Ministere des Communication du Quebec	Vicorp Interactive Systems
Digital Equipment Corporation	Minitel Services Company	Videodial Inc.
Pat Dunbar & Associates	Minitel USA Inc.	Videotex Grocery Systems, Inc.
	Network 90	Les Entreprises Videoway Ltee
		Windom Health Enterprises
		Ziff Communications



UPDATE

A NEWSLETTER FOR MEMBERS OF THE VIDEOTEX INDUSTRY ASSOCIATION

Volume 8, No. 5
May/June 1989

1989 Videotex Industry Association's 4th Annual Conference

Services '89: Building Mass Markets

A Business Development Forum

June 19 - 21, 1989 * Fairmont Hotel * San Francisco, CA.

Registration: Sunday, 2:30 - 6:30 p.m. * Monday, 7:00 a.m. - 7:30 p.m.
Grand Ballroom Lobby

FEATURED IN THIS MONTH'S UPDATE:

- * Formation of Information and Service Provider Council (p. 2)
- * Membership Meeting June 20 (p. 3)
- * Exhibit Update (p. 3)
- * First Hearing By Congress on Free the RBOCS (p. 5)
- * Welcome New Members (p. 7)
- * Latest French Videotex User Statistics (p. 10)

CONFERENCE REGISTRATION

We are looking forward to seeing you at the Annual Conference! If you haven't registered, we encourage you to do so as soon as possible. The registration fee is an additional \$80 if you sign-up on arrival, so it is to your advantage to pre-register. Please try to stop by the registration desk in front of the Grand Ballroom at the Fairmont Hotel to pick up your registration package on Sunday afternoon. Why wait on long lines on Monday morning when you could pick up your registration materials on Sunday?

To register, please take advantage of our fax machine (703-522-0884) to send in the registration form sent with the newsletter. Or you could call the VIA office directly to register by phone (703-522-0883.) Both registrations require payment by credit card.

Professional members please note! The member rates for the conference registration apply only to member organizations. We regret any misunderstandings you may have had. With the nonmember conference fee being \$200 more than the nonmember rate, now may be the time for your organization to join the VIA.

You will be meeting a new staff member at this conference, Regina O'Hare, Director of Membership. Regina comes from The Source Telecomputing Corporation where she was the Product Marketing Manager for the Special Interest Groups and Exchanges on The Source. She was responsible for new "SIGS," and for ongoing relationships with the ISP's in that product set.

CHAIRMAN'S REPORT

The VIA is changing. We have spent a great deal of effort focusing the association on building mass markets for interactive services. We continue to concentrate on activities that provide practical and useful results to members actually in the business. We started with the Gateway 2000 project, and followed up with the Greenhouse publications, (which are now available.) We are now working on two major follow-on efforts that should be of real interest to anyone interested in this industry.

The first project, to be kicked off at the Annual Conference, will be a staffed clearinghouse and registry for industry consistency. Topics such as standard topical classifications for gateways and a North American mnemonic registry will be the focus of this clearinghouse. The goal of this effort will be to ensure as much consistency between the different gateways on both a national and a local level.

The second effort for the VIA will be a limited attempt at industry self regulation in the area of privacy and user rights. As we have witnessed through the experiences of our cousins in the audiotex arena, these issues can be quite controversial and damaging to the industry if not addressed. We must address these issues as an industry before regulators and legislators do it for us. Thus at the annual conference we also will be initiating an industry effort to address these issues and draft policies that we believe will be acceptable to the industry and end customers alike.

So I encourage you to attend this year's industry conference. This year's meeting is to be held at the Fairmont Hotel in sunny and gracious San Francisco (my West Coast bias showing true). It is shaping up to be a well attended event and the agenda has been targeted to be both a working session for industry players, as well as an idea generator for new participants. I think you will find this year's conference to be a valuable tool in your efforts to build a healthy and profitable business in the world of videotex.

ANNUAL CONFERENCE

Member Events

The newly formed Information and Service Provider Council of the VIA will hold its organizational meeting at this year's conference from 11:45 a.m.-

12:30 p.m. on Tuesday, in the Vanderbilt Room of the Fairmont Hotel. The meeting is for VIA members who are videotex providers only. Mark Walsh from Comp-U-Card will be the chairman of the committee. The ISP Council has several goals: 1) the promotion of the aims and aspirations of the various constituencies of ISPs to the videotex industry at large; 2) to serve as a forum for marketing, sales, and promotion professionals from other consumer-service industries to share their expertise with ISPs; 3) to serve as a "databank" for the types of ISPs, their market niches, distribution channels, and potential for strategic alliances with other ISPs or system operators; and 4) to promote the applicability of ISP products to the general public at large, and to actively seek to generate media and consumer awareness of the breadth and utility of the databases and electronic services available.

The Council, like the marines, is looking for a few good men and women to help crystallize these... and other goals. We would urge any and all interested parties to show up, sign in, and get to know each other. The VIA is committed to having a more cohesive voice from this segment of the industry, and is looking forward to this Council's growth. This meeting will be open to current and prospective members.

The Northern California Chapter of VIA is hosting a meeting for all Local Chapters on Tuesday morning from 11:00 a.m. - 11:45 a.m. If you are interested in becoming active in a local chapter or forming a new chapter, please be sure to attend this meeting. The meeting will be open to current and prospective members.

Participating in the local chapters is an excellent way to keep current on developments in the industry, and a terrific way to make new business contacts.

The New York Chapter of VIA would like to announce an upcoming gathering scheduled for July 20th in New York. The topic of discussion is Translating Traditional Media into Interactive Media. The speaker is scheduled from 4:00 - 5:15 p.m., and a cocktail session will follow from 5:15 - 6:30. For more information, please call Pamela Topper at (203) 531-0585, or look for Pamela at the meeting of Local Chapters during the convention.

Also, on Tuesday afternoon from 4:45 - 5:45 p.m. is the VIA Annual Membership Meeting which is only open to member organizations and professional members. This meeting is your best opportunity to meet with the VIA officers and directors and express your views on the future direction of the association. We have enclosed a copy the minutes from last year's membership meeting for your review. Voting to approve the minutes will take place at this meeting. The Board will be holding its mid-year planning meeting in July to set the Association's direction for the next 12 months. So please do schedule some time to attend the membership meeting. Your input counts!

Exhibits

When you are at the conference, remember to stop by the **PRODUCT AND SERVICES DISPLAY CENTER RECEPTION**. A comprehensive range of technology solutions will be available at the Product Display Center - including gateway operators, service bureaus and service packagers, terminal manufacturers, and hardware and software vendors to develop and host services and gateways. All your technology solutions will be under one roof for your convenience.

Companies participating in the full three days of the Product Display

Center are: American Airlines Eeasy Sabre/Travelers Access, American CitiNet, Inc., BaseLine II, Bell Atlantic, Bell Canada, CTL Communications, Com:Port International, DHD Services, Inc., GPT Data Systems, Meta International, Minitel USA Inc., Minitelnet Inc., Norpak Corp., Northern Telecom Canada Ltd., NYNEX Service Company, O.S.T., Omaha CitNet Inc., Pacific Bell, Pandora Systems International, Phillips (La Radiotechnique Portenseigne), Servotel Videotex Systems, St. Clair Videotex, U.S. Videotel, U S West Communications, and Vicorp Interactive Systems Inc.

The exhibit will enable you to get sneak previews of the Pacific Bell and U S West gateways, and see the latest developments of the Bell Canada, Bell Atlantic, NYNEX, and Southwestern Bell gateways.

For the first time, seven companies representing the Commission of European Communities will be exhibiting European products and services in the Display Center. We are pleased to announce this participation of the European Commission. Hopefully, interest on the part of the EC working with North American videotex companies will continue in the future. Be sure to stop by and meet with the company representatives. Companies in attendance will be: Deutsche Bundespost, France Telecom, Bell Telephone Alcatel, Philips BV, Siemens, and IBM Europe.

The attendance of the European exhibitors is a nice complement to the discussion scheduled from 3:30 to 5:00 p.m., the focus of which is "Services from Overseas". There have been some changes in the speakers on this program. Gerard LaDoux, the General Secretary will be representing AFTEL instead of Jean Luc Lenart. And Nicola Melideo, Managing Director of Ancitel, S.P.A. is also expected to speak.

Providers of services have a low-cost option of setting up a tabletop for the Monday afternoon Services Display Center (3:30 - 7:30 p.m.). Participating in the Monday afternoon only displays are Bank of America's HomeBanking, Comtex Scientific Corporation NewsGrid R, General Electric's GENie, Quantum Computer Services' AppleLink Personal Edition and PC-Link. Several public interest services will be displayed through the support of Pacific Bell. These services include AIDScom, PeaceNet, SeniorNet, and HandsNet.

The Monday afternoon displays are open to conference attendees as well as consumers of online services. To promote the Product and Services Display Center, an advertisement is running in the popular magazine May 30th issue of Computer Currents. Computer Currents' readership of over 75,000 will be offering a discount coupon of \$5 to attend the exhibit. If you are interested in setting up an tabletop display, please immediately contact Jane King of Wedgewood Productions, 301-621-9600. The cost to VIA members for a tabletop is \$300 (or \$400 for nonmembers) per table.

The Services Display Center and Monday reception is sponsored by Pacific Bell.

Special Events

With so much to do and see at the convention, VIA is doing its part in helping you juggle several tasks at once. For those of you who want to see the exhibits during the lunch break on Monday, the VIA will be distributing aprons with pockets for your food and beverages on Monday in the exhibit area. This may render a whole new meaning to the "working lunch", and we hope this

will help you take full advantage of the conference exhibits.

The VIA Conference won't be all work, though. Don't miss the Tuesday evening Hornblower Dinner Cruise on the San Francisco Bay, sponsored by Northern Telecom. Conference attendees will be bused from the Fairmont Hotel to the yacht at 5:45 p.m. Exhibit personnel not attending the conference can purchase tickets (\$65) to the Tuesday evening event, but must do so by 7:30 p.m. Monday, June 19, at the VIA registration desk.

Program Update

On Tuesday morning from 9:00 to 10:30, there will be a panel discussion on Content Strategies: Design and Ease of Use. Mr. H. Doug Peter, President of St. Clair Videotex Design will be moderating the panel which will be made up of Paul Trainer, President of Servotel Videotex Systems, and Nancy Piper, a consultant who has worked on such videotex systems as Knight-Ridder's Viewtron and NYNEX's gateway.

Pat Dunbar will be moderating the Home Office and Opportunities discussion, also on Tuesday, from 9:00 - 10:30 a.m. Participating in that discussion will be Mr. David Fleming who is the Program Manager from the State of California's Telecommunications Division, Mr. Paul Edwards from the Association of Electronic Cottages, and Tim Miller, a consultant from LINK Resources.

The session on Good Business Practices for an Emerging Industry: The Need to Self Regulate (Tuesday, 1:15 - 4:30) will be moderated by Jeff Richards. Panelists include Carolyn V. Perkins, Director of Marketing, Viacom Cablevision, San Francisco, Mike Todd, President of Mike Todd Associates and the "sigop" of IBMSIG on The Source, and Henry Der, Executive Director, Chinese for Affirmative Action, Intelligent Networks Task Force. This panel will discuss the policy and business issues of obscenity, privacy, online chat services, and consumer rights and responsibilities.

GOVERNMENT RELATIONS

Congressional Hearings on Telecommunications

On May 4, the United States House Subcommittee on Telecommunications and Finance held the first of what promises to be several hearings this year on legislation dealing with the antitrust restrictions placed on the seven Regional Holding Companies (RHCs). As reviewed in our April issue, the legislation H.R. 2140 sets the conditions under which the Regionals can offer electronic services, including yellow pages, and manufacturing. The hearing lasted nearly four hours, primarily because nearly every one of the 24 members had an opening statement.

The general sentiment of the members of the committee was that Congress should set telecommunications policy for the United States, not a federal district court judge by the name of Harold Greene. Several members were concerned that the United States competitive position in world telecommunications is being threatened by the antitrust restrictions and the lack of a telecommunications policy in the United States.

However, all members recognized that it would not be easy to achieve consensus on changing the current restrictions imposed upon the Regionals. On more than one occasion the concern of the inability or unwillingness of the

Federal Communications Commission (FCC) to carry out the policies of Congress was raised. During the Reagan years, the relationship between the Democratic Congress and the FCC was adversarial. Adding to Congressional concern is the fact the FCC has had two of its five Commissioner slots open for over a year, the current Chairman of the Commission has stated he is stepping down, and another Commissioner with Democratic ties is expected to step down when her term expires in June. Thus, the FCC is an unknown in terms of its leadership and future relationship with the Democratic Congress.

After the committee members had their say, the invited witnesses were given their opportunity to speak. There were two panels. The first panel consisted of William Weiss, Chairman & CEO of Ameritech; William Esray, President & CEO of United Telecommunications; and David Easterly, President of Cox Newspapers. The second panel was Stephen Brobeck, Executive Director of the Consumer Federation of America and Dr. Barbara O'Connor, Professor at California State University and Chair of the Intelligent Network Task Force sponsored by Pacific Bell.

Mr. Weiss of Ameritech argued for loosening the restrictions on the grounds that each Regional only controls 15% of U.S. local exchange. He cited a national survey by Kennan Research & Consulting in New York City of 24,291 U.S. voters which found 58% of the voting public think Congress should address the issue of national telecommunications policy in 1989. Further, the survey also found that 79% think the manufacturing restrictions should be lifted and 78% think that the Regionals should be allowed to compete in information services. A copy of this survey provided with Mr. Weiss' testimony can be obtained from the VIA. When asked by a member of Congress what exactly he wants from new legislation, he answered the flexibility to provide whatever my customer wants.

The position of Mr. Esray of United Telecommunications, an independent telephone company, was not to remove the restrictions. He also suggested that the FCC conduct a detailed analysis of the public interest effect of removing the restrictions before Congress changes the current antitrust restriction[s].

Mr. Easterly of Cox Newspapers and testifying on behalf on the American Newspapers Publishers Association stated that the Regionals must be excluded from providing electronic publishing on their own lines because of their monopoly position. He cited several problems that his company has had with BellSouth and its Atlanta gateway. The Atlanta Journal and Constitution is a provider on the BellSouth gateway and offers 2000 mini-movie reviews and classified advertising of personal computers. First, BellSouth promised it would begin promoting its gateway service by January 1, 1989, and as of May 4 had not done so. Second, despite repeated requests of user statistics on the gateway and the Atlanta Journal's services, Mr. Easterly stated that BellSouth refused even though BellSouth has conducted such research. What is needed says Mr. Easterly is that the Regionals need to "open their gateways and promote them heavily" to potential users and providers.

The second panel consisted of consumer representatives with different perspectives. Steve Brobeck of Consumer Federation asked Congress to exercise caution in changing current telecommunications policy and not upset the current affordability of voice communications to nearly all Americans.

This position led to a contrary opinion by Dr. Barbara O'Connor of San Francisco State which expanded the definition for affordable universal services to include interactive services, both voice and data. Dr. O'Connor

added that public policy must identify ways by which the general consumer and business users of the telephone network can subsidize the access to information services by those without the resources to do so. The goal is to ensure equitable and ubiquitous access for all citizens to the new telephone delivered services. Otherwise, Dr. O'Connor believes that a substantial number of United States citizens will be disenfranchised from the benefits of the information age.

The debate in Halls of Congress has only begun. With the Senate showing little interest in tackling this issue, it is unclear whether anything beyond talk will occur in Congress in 1989.

Congressional Think Tank Launches Info-Age Project

The Congressional Institute for the Future will be kicking off an Information Age Project on Thursday, July 13, 1989. The Information Age Project will address public policy issues involving a range of technologies including electronic mail, electronic publishing, videotex, graphics, display terminals, video transport, facsimile, data transfer, and digital switching media conversion.

The Congressional Institute of the Future is a nonprofit organization which provides information about future implications for a broad range of trends, including emerging technologies, demographics, and economic, social, and political occurrences. Business leaders, academics, and more than 100 U.S. representatives and Senators draw upon the educational products, events, and services of the Institute particularly for summaries of new research that would be useful in developing innovative approaches for new policy.

Congressman Ed Markey, (D-MA), chairman of the Telecommunications and Finance subcommittee commented: "All of the technical expertise and capital resources of the United States must be utilized if we are to compete successfully internationally in information industries. Yet we must ensure that the consumers' gains and competitor's rights are protected from premature, ill-advised policies that could result in stifled development of a diverse, competitive marketplace."

Questions, recommendations, or ideas should be directed to Institute Director, Rob McCord or Research Director, Elaine Wicker at (202) 544-7994.

MEMBERSHIP

Over the past three months as interest in the industry continues to grow, so does the VIA membership. We welcome the following new corporate members:

CITIBANK, HUMANWARE: is an agency within Citicorp that was created as a centralized, corporate-wide resource with expertise in interactive design, screen writing, graphic design, cognitive psychology, legibility, usability, ergonomics, and industrial design. Contact: Mr. William Korach, V.P., Electronic Marketing and Sales, 919 3rd Avenue, 19th Floor, New York, New York, 10022, (212) 207-9389.

COM:PORT International: a private Canadian company, COM:PORT specializes in graphic communication products and services on microcomputers. Their products implement NAPLPS technology on IBM PCs and compatibles for applications such as corporate information systems, electronic publishing, POP

merchandising, computer based training, and public access information systems. Contact: Barry Brisco, General Manager, 55 Murray Street, Suite 320, Ottawa, Ontario, K1N 5M3, (613) 236-7799.

DHD SERVICES, INC.: provides NetCharge(tm), a comprehensive billing services designed to support all billing requirements for providers of network based services, such as information gateways and videotex services. Contact: Steven B. Heller, Director of Network Services, 2000 Corporate Ridge, Suite 910, McLean, VA, 22102, (703) 749-3636.

ENTERTAINMENT AND CONSUMERS NETWORK: provides various videotex host applications, including shopping, information retrieval, chat, and bulletin boards. Also accepts custom applications. Contact: Ed Maguire, President, 4811 Salem Village Drive, Culver City, CA, 90230, (213) 204-6006.

GENERAL VIDEOTEX CORPORATION: operates the Delphi Information Service, and also develops and packages information products for private distribution and distribution through gateways. Contact: Mr. Daniel J. Bruns, CEO, Three Blackstone Street, Cambridge, 02139, (617) 491-3342.

ICL NETWORKS INDUSTRY: ICL, Inc. is dedicated to developing integrated computer and telecommunications solutions. At the forefront of the ISDN workstation marketplace, ICL is developing integrated voice/data terminals. ICL is seeking to work with RBOC's, Independents, and Information Providers. Contact: Mr. Paul Markham, Market Manager, 777 Long Ridge Road, Stamford, CT, 06904, (203) 968-7200.

NETWORK 90: a partnership of two advertising and videotex veterans, Sandi Rosenzweig-Cooper and Mary Joan Schwab. A Marketing consulting firm employing new communications media as a conduit between business and the marketplace. Contact: Sandi Rosenzweig-Cooper, Managing Partner, 84 Cedar Drive, Suite 1100, Great Neck, New York, 11021, (516) 482-7081.

PASSPORT TELEMATIQUE: is an international company with American and European videotex experience. Their activities include consulting and high technology import/export videotex software sales. Passport Telematique is the American representative for the Philips French Minitel terminal. Contact: Mark Stoner, President, 1540 Market Street, Lower Level, San Francisco, CA, 94102 (415) 553-0477.

VIDEOTEX GROCERY SYSTEMS: VGS is developing a state of the art videotex grocery ordering software that is attractive and easy to use for consumers. Contact: Bari L. Garner-Holman, Marketing Director, 4728 Riley, Overland Park, KS, 66202 (913) 722-3663.

NEW PROFESSIONAL MEMBERS

VIA welcomes the following new professional members! John Deters (408) 943-6630, Susan D. Eiffert (315) 331-1042, John Evershed (409) 562-5731, William Grebitus (415) 631-0556, Marge Kelliher (203) 547-5939, Scott Ladin (716) 482-5000, Dale Lehman (303) 247-7494, Denman Maroney (212) 909-9140, Theodore Reitz (415) 378-5158, Artur Urbanski (918) 683-2762, and Garrett I. Yoshimi (808) 546-3152.

MEMBERS IN THE NEWS

Communications Week (May 8, 1989, "Closeup" Section, pgs. C5-C14) ran a comprehensive article in the May 8th issue about the current status of the BOCs' involvement in online information. A salient point in the article is the sheer diversity of opinions on how to best approach this developing market. While most of the Bell's are testing videotex products, Ameritech stands out as the only regional company that has no plans for a videotex gateway trial in the near future. Ken Thompson, manager for corporate strategy at Ameritech is quoted as saying, "There's no money to be made in videotex yet." Bailey Geeslin, V.P. of Marketing and Technology for NYNEX is more optimistic about videotex but says the biggest challenge is the dual marketing problem of selling ISP's information to users and users to ISP's.

Rensselaer Polytechnic Institute developed an online bulletin board on GEnie that will include information about curriculums, campus organizations, financial aid, student life, and careers for students and parents exploring opportunities at Rensselaer. Prospective students can review the school's curriculum and requirements and submit their applications electronically. The application is forwarded to the university's computer system directly rather than being rekeyed by clerks in the admissions office. The charge to submit an electronic application to Rensselaer is \$1 versus the standard \$35.

Correction: Connect Times, a newsletter by Jupiter Communications is published once a month, not six times a year as reported. For more information, call (212) 941-9252.

North American Minitelnet customers now have access to all the 10,000 services available on France Telecom's videotex information directory. The French videotex services will also be available on several Bell Operating Company gateways on June 1st, with Southwestern Bell and BellSouth being the first BOCs to participate. This expansion of services to the North American market enables France Telecom to promote international interconnection between European sellers and buyers and US companies wanting to enter the European market.

Minitel Services Company also announced the release of Minitel Electromarket Services, a "worldwide person-to-person communications service." The electromarket services concept is designed to facilitate the kind of business communications that build strong relationships between companies and their clients. Using this system, customers can use electronic mail to communicate regularly with their sales representatives, but customers would also have access to a wide range of support services, such as hotline support, user group meetings, training classes, and workshops.

Minitel also introduced access to its service to Commodore personal computer users. Since there are about 10 million Commodore computers in the marketplace globally... "Opening the Commodore marketplace to Minitel's service providers is a natural step in our commitment to a worldwide interactive electronic communication environment," say Minitel Services Company President Joe Mazzeo. The new services will include cultural classroom type exchanges between children around the globe, tutoring, homework support, children's encyclopedia look-up, research guides, and interactive global personal computer games. Commodore users access the Minitel service by installing

software that allows Commodore PCs to support the teletel protocol. The software, available for the 64 and 128, as well as the Professional PC Series and the Amiga 2000 equipped with a bridge board, is provided by Minitel, as well as the BOCs.

Minitel Services Corporation signed an agreement with CUC International to carry Comp-u-store OnLine[®], the nation's largest discount computerized shopping service. Comp-u-store OnLine will be listed on Minitel's Services Directory (which is available from 80 countries) in July. Comp-u-store features more than 250,000 brand name products at discounts of up to 50 percent. With this service, users can compare prices and product features, then order with a few keystrokes.

Mitsui Knowledge Industry Co. announced in May that it had become an agent for the Minitelnet videotex service of Intelmatique. The service will be offered in French and English to the trading, travel and fashion industries. The service will use InfoNet's communications network, and Nihon Philips Corporation will import the terminals. Mitsui will charge users \$45.45 and hour (6,000 yen) beginning May 1. They expect to have 10,000 users within several years.

The state of California's Competitive Technology Program (an adjunct of the Department of Commerce) has won the cooperation of Tandem Computers, Inc. and Apple Computer, Inc. to have both companies work with the State of California's central data processing center to offer a "Personnel Management Information System."

The project is a testbed for interconnecting the technologies developed by both companies and the State of California. The project will combine Apple workstations' ease of use with Tandem's online processing and database management capabilities, allowing users access to information housed centrally which they can manipulate on their own workstation.

Pacific Bell is sponsoring a telecommunications show that will feature a home that will remotely control lights, appliances, heating, and drapery. Titled the "Visionary Network," the exhibit will demonstrate future space-age applications for the telephone network. Keynote addresses will be delivered by CBS News Correspondent Harry Reasoner, Apple Computer Chairman John Sculley, and Pacific Bell President and CEO Philip Quigley. TEXPO '89 will run from June 7 to 9 at the San Francisco Civic Auditorium and Brooks Hall. Admission is free for all who preregister by calling 1-800-922-2788, or at the door admission is \$20.

U S West announced more details of the videotex gateway that will be offered in Omaha in the fall. to be called u s west communitylink(sm) service, the service is designed to provide an easy-to-use community source of information. Offerings will include grocery shopping, restaurant menus, community sports, cultural and school activities and news and discussion forums. Since most homes do not have personal computers, Philips terminals will be made available for sale in the \$265 - \$270 range, or users can lease them. The terminals will be distributed and serviced by Tel-e-tex, Inc. which will be opening a retail location. Passport Telematique is the American representative for Philips French Minitel Terminal.

VIDEOTEX CLIPS

With increasing rumors that France Telecom will soon be levying rental

fees for a Minitel terminal, Videotex International devoted most of its April 1989 issue to the situation in France and a survey by TMO consultants of Minitel users and non-users in France. The survey involved 546 Minitel holders and 836 people who don't have a terminal.

TMO estimates that 17.1% of the French population or over 4 million people have a Minitel and approximately 10% of these Minitel equipped people never use their Minitel. At the same time 16.3% of the population who don't have a Minitel at home nevertheless use a Minitel either in a public location, at a friend's home, or at work. Some 28% of people with a Minitel at home also use it at work, and half of this 28% confess to using a Minitel at work for personal reasons.

The top five services that are used by people with Minitel terminals are: 74% of Minitel holders use the electronic directory, 48% use transportation information and bookings, 36% use show information and bookings, 33% use home banking, and 32% use news. Interestingly, chat lines were in 12th position used only by 24% of the Minitel equipped users. Besides the electronic directory, telebanking is the only widely used service, about once a week.

On the controversial issue of charging for the Minitel, 50% of the people without a Minitel favor a charge (FF 10 to 15 a month, about \$2 - \$3 US), while only 21% of those with a terminal support such a measure. In fact, 25% of holders with a Minitel terminal would return their terminal if they were charged.

Also in this same issue of International Videotex, was a report on an innovative videotex fraud incident in France. Namely, a gang of friends of Minitel users and an owner of an online service rented an apartment and leased several telephone lines. The gang then proceeded to incur high usage on the friend's videotex service. They then vacated the apartments when it was time to pay the telephone bill. This left France Telecom obligated to pay their friend royalties which amounted to 5/8ths of the unpaid bill amount. The gang was apprehended!

ITEMS OF INTEREST

Information Industry Growing

John Akers, Chairman of IBM said IBM expects the information industry to continue its growth at two to three times the real worldwide economic growth. He said competition among thousands of companies is driving the information industry's growth. (UPI, April 24, 1989)

Home Software Catalog Shopping Stats

Did you know games are the hottest selling items in the home software market? In 1988, recreational software sales amounted to \$262 million, while educational software sales trailed behind at \$105 million. General software sales amounted to \$98 million. (USA Today, April 21, 1989, "USA Snapshots")

Americans are also doing more shopping by catalogue, mail, and telephone. Mail-order revenues were up 21.5% over last year, with Gander Mountain, Land's End, Spiegel, Sharper Image, and Williams and Sonoma all growing more than 24%. (USA Today, May 5, 1989)

Personal Computer Sales Down, Telecommunications Sales Up

Growth in US personal computer sales, computer chips, and other high-technology products is expected to trail other parts of the world. However, telecommunications equipment is expected to buck that trend. Global revenues of the information technology industry in 1988 totalled \$604.7 billion, up 11.2 percent from the previous year. Telecommunications ... facsimiles, voice messaging, and cellular radio are expected to be the fastest growing products. These trends are expected to continue through 1993. (UPI, April 24, 1989)

Knight-Ridder Investing in Electronic Information

Three years after closing its Viewtron Videotex System, Knight-Ridder announced it will sell eight television stations and some of its newspapers to enable it to invest more in electronic information services. James K. Batten, President and CEO of Knight-Ridder is quoted as saying "In effect, we are transferring money from slow-growth broadcasting and newspaper companies to what we believe will be faster-growing electronic base." Knight-Ridder recently purchased Dialog Information Systems for \$353 million. (UPI, May 1, 1989)

The Electronic Campus

Northwest Missouri State University has truly integrated computers into the lifestyle of students and faculty by investing in a \$3 million computer system for the campus. Built around a Digital Equipment VAX minicomputer, computer terminals were put in every dormitory room and faculty office. Available on each of these terminals is a range of software, including: word processing, online encyclopedia, dictionary, thesaurus, electronic mail, calculator, and spreadsheet software.

Using the videotex system, students and teachers can communicate by electronic mail, papers can be submitted, the status of library books can be checked, schedules of campus activities are accessible...all without leaving the desk! (Washington Post, April 3, 1989, Brit Hume)

CALENDAR OF EVENTS

Member Events at San Francisco Fairmont
Vanderbilt Room, Terrace Level

Tuesday
June 20

Local Chapter Meeting
11:00 a.m. - 11:45 a.m.

ISP Council Meeting
11:45 a.m. - 12:30 p.m.

Annual Membership Meeting
Members Only
4:45 p.m. - 5:45 p.m.

Wednesday
June 21

Board of Directors Meeting
Members Welcome
1:30 p.m. - 5:30 p.m.



UPDATE

A NEWSLETTER FOR MEMBERS OF THE VIDEOTEX INDUSTRY ASSOCIATION

Volume 8, No. 5
May/June 1989

1989 Videotex Industry Association's 4th Annual Conference

Services '89: Building Mass Markets

A Business Development Forum

June 19 - 21, 1989 * Fairmont Hotel * San Francisco, CA.

Registration: Sunday, 2:30 - 6:30 p.m. * Monday, 7:00 a.m. - 7:30 p.m.
Grand Ballroom Lobby

FEATURED IN THIS MONTH'S UPDATE:

- * Formation of Information and Service Provider Council (p. 2)
- * Membership Meeting June 20 (p. 3)
- * Exhibit Update (p. 3)
- * First Hearing By Congress on Free the RBOCS (p. 5)
- * Welcome New Members (p. 7)
- * Latest French Videotex User Statistics (p. 10)

CONFERENCE REGISTRATION

We are looking forward to seeing you at the Annual Conference! If you haven't registered, we encourage you to do so as soon as possible. The registration fee is an additional \$80 if you sign-up on arrival, so it is to your advantage to pre-register. Please try to stop by the registration desk in front of the Grand Ballroom at the Fairmont Hotel to pick up your registration package on Sunday afternoon. Why wait on long lines on Monday morning when you could pick up your registration materials on Sunday?

To register, please take advantage of our fax machine (703-522-0884) to send in the registration form sent with the newsletter. Or you could call the VIA office directly to register by phone (703-522-0883.) Both registrations require payment by credit card.

Professional members please note! The member rates for the conference registration apply only to member organizations. We regret any misunderstandings you may have had. With the nonmember conference fee being \$200 more than the nonmember rate, now may be the time for your organization to join the VIA.

You will be meeting a new staff member at this conference, Regina O'Hare, Director of Membership. Regina comes from The Source Telecomputing Corporation where she was the Product Marketing Manager for the Special Interest Groups and Exchanges on The Source. She was responsible for new "SIGS," and for ongoing relationships with the ISP's in that product set.

CHAIRMAN'S REPORT

The VIA is changing. We have spent a great deal of effort focusing the association on building mass markets for interactive services. We continue to concentrate on activities that provide practical and useful results to members actually in the business. We started with the Gateway 2000 project, and followed up with the Greenhouse publications, (which are now available.) We are now working on two major follow-on efforts that should be of real interest to anyone interested in this industry.

The first project, to be kicked off at the Annual Conference, will be a staffed clearinghouse and registry for industry consistency. Topics such as standard topical classifications for gateways and a North American mnemonic registry will be the focus of this clearinghouse. The goal of this effort will be to ensure as much consistency between the different gateways on both a national and a local level.

The second effort for the VIA will be a limited attempt at industry self-regulation in the area of privacy and user rights. As we have witnessed through the experiences of our cousins in the audiotex arena, these issues can be quite controversial and damaging to the industry if not addressed. We must address these issues as an industry before regulators and legislators do it for us. Thus at the annual conference we also will be initiating an industry effort to address these issues and draft policies that we believe will be acceptable to the industry and end customers alike.

So I encourage you to attend this year's industry conference. This year's meeting is to be held at the Fairmont Hotel in sunny and gracious San Francisco (my West Coast bias showing true). It is shaping up to be a well attended event and the agenda has been targeted to be both a working session for industry players, as well as an idea generator for new participants. I think you will find this year's conference to be a valuable tool in your efforts to build a healthy and profitable business in the world of videotex.

ANNUAL CONFERENCE

Member Events

The newly formed Information and Service Provider Council of the VIA will hold its organizational meeting at this year's conference from 11:45 a.m.-

12:30 p.m. on Tuesday, in the Vanderbilt Room of the Fairmont Hotel. The meeting is for VIA members who are videotex providers only. Mark Walsh from Comp-U-Card will be the chairman of the committee. The ISP Council has several goals: 1) the promotion of the aims and aspirations of the various constituencies of ISPs to the videotex industry at large; 2) to serve as a forum for marketing, sales, and promotion professionals from other consumer-service industries to share their expertise with ISPs; 3) to serve as a "databank" for the types of ISPs, their market niches, distribution channels, and potential for strategic alliances with other ISPs or system operators; and 4) to promote the applicability of ISP products to the general public at large, and to actively seek to generate media and consumer awareness of the breadth and utility of the databases and electronic services available.

The Council, like the marines, is looking for a few good men and women to help crystallize these... and other goals. We would urge any and all interested parties to show up, sign in, and get to know each other. The VIA is committed to having a more cohesive voice from this segment of the industry, and is looking forward to this Council's growth. This meeting will be open to current and prospective members.

The Northern California Chapter of VIA is hosting a meeting for all Local Chapters on Tuesday morning from 11:00 a.m. - 11:45 a.m. If you are interested in becoming active in a local chapter or forming a new chapter, please be sure to attend this meeting. The meeting will be open to current and prospective members.

Participating in the local chapters is an excellent way to keep current on developments in the industry, and a terrific way to make new business contacts.

The New York Chapter of VIA would like to announce an upcoming gathering scheduled for July 20th in New York. The topic of discussion is Translating Traditional Media into Interactive Media. The speaker is scheduled from 4:00 - 5:15 p.m., and a cocktail session will follow from 5:15 - 6:30. For more information, please call Pamela Toper at (203) 531-0585, or look for Pamela at the meeting of Local Chapters during the convention.

Also, on Tuesday afternoon from 4:45 - 5:45 p.m. is the VIA Annual Membership Meeting which is only open to member organizations and professional members. This meeting is your best opportunity to meet with the VIA officers and directors and express your views on the future direction of the association. We have enclosed a copy the minutes from last year's membership meeting for your review. Voting to approve the minutes will take place at this meeting. The Board will be holding its mid-year planning meeting in July to set the Association's direction for the next 12 months. So please do schedule some time to attend the membership meeting. Your input counts!

Exhibits

When you are at the conference, remember to stop by the PRODUCT AND SERVICES DISPLAY CENTER RECEPTION. A comprehensive range of technology solutions will be available at the Product Display Center - including gateway operators, service bureaus and service packagers, terminal manufacturers, and hardware and software vendors to develop and host services and gateways. All your technology solutions will be under one roof for your convenience.

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Center are: American Airlines Easysabre/Travelers Access, American CitiNet, Inc., BaseLine II, Bell Atlantic, Bell Canada, CTL Communications, Com:Port International, DHD Services, Inc., GPT Data Systems, Meta International, Minitel USA Inc., Minitelnet Inc., Norpak Corp., Northern Telecom Canada Ltd., NYNEX Service Company, O.S.T., Omaha CitiNet Inc., Pacific Bell, Pandora Systems International, Phillips (La Radiotechnique Portenseigne), Servotel Videotex Systems, St. Clair Videotex, U.S. Videotel, U S West Communications, and Vicorp Interactive Systems Inc.

The exhibit will enable you to get sneak previews of the Pacific Bell and U S West gateways, and see the latest developments of the Bell Canada, Bell Atlantic, NYNEX, and Southwestern Bell gateways.

For the first time, seven companies representing the Commission of European Communities will be exhibiting European products and services in the Display Center. We are pleased to announce this participation of the European Commission. Hopefully, interest on the part of the EC working with North American videotex companies will continue in the future. Be sure to stop by and meet with the company representatives. Companies in attendance will be: Deutsche Bundespost, France Telecom, Bell Telephone Alcatel, Philips BV, Siemens, and IBM Europe.

The attendance of the European exhibitors is a nice complement to the discussion scheduled from 3:30 to 5:00 p.m., the focus of which is "Services from Overseas". There have been some changes in the speakers on this program. Gerard LaDoux, the General Secretary will be representing AFTEL instead of Jean Luc Lenart. And Nicola Melideo, Managing Director of Ancitel, S.P.A. is also expected to speak.

Providers of services have a low-cost option of setting up a tabletop for the Monday afternoon Services Display Center (3:30 - 7:30 p.m.). Participating in the Monday afternoon only displays are Bank of America's HomeBanking, Comtex Scientific Corporation NewsGrid R, General Electric's GENie, Quantum Computer Services' AppleLink Personal Edition and PC-Link. Several public interest services will be displayed through the support of Pacific Bell. These services include AIDScom, PeaceNet, SeniorNet, and HandsNet.

The Monday afternoon displays are open to conference attendees as well as consumers of online services. To promote the Product and Services Display Center, an advertisement is running in the popular magazine May 30th issue of Computer Currents. Computer Currents' readership of over 75,000 will be offering a discount coupon of \$5 to attend the exhibit. If you are interested in setting up an tabletop display, please immediately contact Jane King of Wedgewood Productions, 301-621-9600. The cost to VIA members for a tabletop is \$300 (or \$400 for nonmembers) per table.

The Services Display Center and Monday reception is sponsored by Pacific Bell.

Special Events

With so much to do and see at the convention, VIA is doing its part in helping you juggle several tasks at once. For those of you who want to see the exhibits during the lunch break on Monday, the VIA will be distributing aprons with pockets for your food and beverages on Monday in the exhibit area. This may render a whole new meaning to the "working lunch", and we hope this

will help you take full advantage of the conference exhibits.

The VIA Conference won't be all work, though. Don't miss the Tuesday evening Hornblower Dinner Cruise on the San Francisco Bay, sponsored by Northern Telecom. Conference attendees will be bused from the Fairmont Hotel to the yacht at 5:45 p.m. Exhibit personnel not attending the conference can purchase tickets (\$65) to the Tuesday evening event, but must do so by 7:30 p.m. Monday, June 19, at the VIA registration desk.

Program Update

On Tuesday morning from 9:00 to 10:30, there will be a panel discussion on Content Strategies: Design and Ease of Use. Mr. H. Doug Peter, President of St. Clair Videotex Design will be moderating the panel which will be made up of Paul Trainer, President of Servotel Videotex Systems, and Nancy Piper, a consultant who has worked on such videotex systems as Knight-Ridder's Viewtron and NYNEX's gateway.

Pat Dunbar will be moderating the Home Office and Opportunities discussion, also on Tuesday, from 9:00 - 10:30 a.m. Participating in that discussion will be Mr. David Fleming who is the Program Manager from the State of California's Telecommunications Division, Mr. Paul Edwards from the Association of Electronic Cottages, and Tim Miller, a consultant from LINK Resources.

The session on Good Business Practices for an Emerging Industry: The Need to Self Regulate (Tuesday, 1:15 - 4:30) will be moderated by Jeff Richards. Panelists include Carolyn V. Perkins, Director of Marketing, Viacom Cablevision, San Francisco, Mike Todd, President of Mike Todd Associates and the "sigop" of IBMSIG on The Source, and Henry Der, Executive Director, Chinese for Affirmative Action, Intelligent Networks Task Force. This panel will discuss the policy and business issues of obscenity, privacy, online chat services, and consumer rights and responsibilities.

GOVERNMENT RELATIONS

Congressional Hearings on Telecommunications

On May 4, the United States House Subcommittee on Telecommunications and Finance held the first of what promises to be several hearings this year on legislation dealing with the antitrust restrictions placed on the seven Regional Holding Companies (RHCs). As reviewed in our April issue, the legislation H.R. 2140 sets the conditions under which the Regionals can offer electronic services, including yellow pages, and manufacturing. The hearing lasted nearly four hours, primarily because nearly every one of the 24 members had an opening statement.

The general sentiment of the members of the committee was that Congress should set telecommunications policy for the United States, not a federal district court judge by the name of Harold Greene. Several members were concerned that the United States competitive position in world telecommunications is being threatened by the antitrust restrictions and the lack of a telecommunications policy in the United States.

However, all members recognized that it would not be easy to achieve consensus on changing the current restrictions imposed upon the Regionals. On more than one occasion the concern of the inability or unwillingness of the

Federal Communications Commission (FCC) to carry out the policies of Congress was raised. During the Reagan years, the relationship between the Democratic Congress and the FCC was adversarial. Adding to Congressional concern is the fact the FCC has had two of its five Commissioner slots open for over a year, the current Chairman of the Commission has stated he is stepping down, and another Commissioner with Democratic ties is expected to step down when her term expires in June. Thus, the FCC is an unknown in terms of its leadership and future relationship with the Democratic Congress.

After the committee members had their say, the invited witnesses were given their opportunity to speak. There were two panels. The first panel consisted of William Weiss, Chairman & CEO of Ameritech; William Esray, President & CEO of United Telecommunications; and David Easterly, President of Cox Newspapers. The second panel was Stephen Brobeck, Executive Director of the Consumer Federation of America and Dr. Barbara O'Connor, Professor at California State University and Chair of the Intelligent Network Task Force sponsored by Pacific Bell.

Mr. Weiss of Ameritech argued for loosening the restrictions on the grounds that each Regional only controls 15% of U.S. local exchange. He cited a national survey by Kennan Research & Consulting in New York City of 24,291 U.S. voters which found 58% of the voting public think Congress should address the issue of national telecommunications policy in 1989. Further, the survey also found that 79% think the manufacturing restrictions should be lifted and 78% think that the Regionals should be allowed to compete in information services. A copy of this survey provided with Mr. Weiss' testimony can be obtained from the VIA. When asked by a member of Congress what exactly he wants from new legislation, he answered the flexibility to provide whatever my customer wants.

The position of Mr. Esray of United Telecommunications, an independent telephone company, was not to remove the restrictions. He also suggested that the FCC conduct a detailed analysis of the public interest effect of removing the restrictions before Congress changes the current antitrust restriction[s].

Mr. Easterly of Cox Newspapers and testifying on behalf on the American Newspapers Publishers Association stated that the Regionals must be excluded from providing electronic publishing on their own lines because of their monopoly position. He cited several problems that his company has had with BellSouth and its Atlanta gateway. The Atlanta Journal and Constitution is a provider on the BellSouth gateway and offers 2000 mini-movie reviews and classified advertising of personal computers. First, BellSouth promised it would begin promoting its gateway service by January 1, 1989, and as of May 4 had not done so. Second, despite repeated requests of user statistics on the gateway and the Atlanta Journal's services, Mr. Easterly stated that BellSouth refused even though BellSouth has conducted such research. What is needed says Mr. Easterly is that the Regionals need to "open their gateways and promote them heavily" to potential users and providers.

The second panel consisted of consumer representatives with different perspectives. Steve Brobeck of Consumer Federation asked Congress to exercise caution in changing current telecommunications policy and not upset the current affordability of voice communications to nearly all Americans.

This position led to a contrary opinion by Dr. Barbara O'Connor of San Francisco State which expanded the definition for affordable universal services to include interactive services, both voice and data. Dr. O'Connor

added that public policy must identify ways by which the general consumer and business users of the telephone network can subsidize the access to information services by those without the resources to do so. The goal is to ensure equitable and ubiquitous access for all citizens to the new telephone delivered services. Otherwise, Dr. O'Connor believes that a substantial number of United States citizens will be disenfranchised from the benefits of the information age.

The debate in Halls of Congress has only begun. With the Senate showing little interest in tackling this issue, it is unclear whether anything beyond talk will occur in Congress in 1989.

Congressional Think Tank Launches Info-Age Project

The Congressional Institute for the Future will be kicking off an Information Age Project on Thursday, July 13, 1989. The Information Age Project will address public policy issues involving a range of technologies including electronic mail, electronic publishing, videotex, graphics, display terminals, video transport, facsimile, data transfer, and digital switching media conversion.

The Congressional Institute of the Future is a nonprofit organization which provides information about future implications for a broad range of trends, including emerging technologies, demographics, and economic, social, and political occurrences. Business leaders, academics, and more than 100 U.S. representatives and Senators draw upon the educational products, events, and services of the Institute particularly for summaries of new research that would be useful in developing innovative approaches for new policy.

Congressman Ed Markey, (D-MA), chairman of the Telecommunications and Finance subcommittee commented: "All of the technical expertise and capital resources of the United States must be utilized if we are to compete successfully internationally in information industries. Yet we must ensure that the consumers' gains and competitor's rights are protected from premature, ill-advised policies that could result in stifled development of a diverse, competitive marketplace."

Questions, recommendations, or ideas should be directed to Institute Director, Rob McCord or Research Director, Elaine Wicker at (202) 544-7994.

MEMBERSHIP

Over the past three months as interest in the industry continues to grow, so does the VIA membership. We welcome the following new corporate members:

CITIBANK, HUMANWARE: is an agency within Citicorp that was created as a centralized, corporate-wide resource with expertise in interactive design, screen writing, graphic design, cognitive psychology, legibility, usability, ergonomics, and industrial design. Contact: Mr. William Korach, V.P., Electronic Marketing and Sales, 919 3rd Avenue, 19th Floor, New York, New York, 10022, (212) 207-9389.

COM:PORT International: a private Canadian company, COM:PORT specializes in graphic communication products and services on microcomputers. Their products implement NAPLPS technology on IBM PCs and compatibles for applications such as corporate information systems, electronic publishing, POP

merchandising, computer based training, and public access information systems. Contact: Barry Brisco, General Manager, 55 Murray Street, Suite 320, Ottawa, Ontario, K1N 5M3, (613) 236-7799.

DHD SERVICES, INC.: provides NetCharge(tm), a comprehensive billing services designed to support all billing requirements for providers of network based services, such as information gateways and videotex services. Contact: Steven B. Heller, Director of Network Services, 2000 Corporate Ridge, Suite 910, McLean, VA, 22102, (703) 749-3636.

ENTERTAINMENT AND CONSUMERS NETWORK: provides various videotex host applications, including shopping, information retrieval, chat, and bulletin boards. Also accepts custom applications. Contact: Ed Maguire, President, 4811 Salem Village Drive, Culver City, CA, 90230, (213) 204-6006.

GENERAL VIDEOTEX CORPORATION: operates the Delphi Information Service, and also develops and packages information products for private distribution and distribution through gateways. Contact: Mr. Daniel J. Bruns, CEO, Three Blackstone Street, Cambridge, 02139, (617) 491-3342.

ICL NETWORKS INDUSTRY: ICL, Inc. is dedicated to developing integrated computer and telecommunications solutions. At the forefront of the ISDN workstation marketplace, ICL is developing integrated voice/data terminals. ICL is seeking to work with RBOC's, Independents, and Information Providers. Contact: Mr. Paul Markham, Market Manager, 777 Long Ridge Road, Stamford, CT, 06904, (203) 968-7200.

NETWORK 90: a partnership of two advertising and videotex veterans, Sandi Rosenzweig-Cooper and Mary Joan Schwab. A Marketing consulting firm employing new communications media as a conduit between business and the marketplace. Contact: Sandi Rosenzweig-Cooper, Managing Partner, 84 Cedar Drive, Suite 1100, Great Neck, New York, 11021, (516) 482-7081.

PASSPORT TELEMATIQUE: is an international company with American and European videotex experience. Their activities include consulting and high technology import/export videotex software sales. Passport Telematique is the American representative for the Philips French Minitel terminal. Contact: Mark Stoner, President, 1540 Market Street, Lower Level, San Francisco, CA, 94102 (415) 553-0477.

VIDEOTEX GROCERY SYSTEMS: VGS is developing a state of the art videotex grocery ordering software that is attractive and easy to use for consumers. Contact: Bari L. Garner-Holman, Marketing Director, 4728 Riley, Overland Park, KS, 66202 (913) 722-3663.

NEW PROFESSIONAL MEMBERS

VIA welcomes the following new professional members! John Deters (408) 943-6630, Susan D. Eiffert (315) 331-1042, John Evershed (409) 562-5731, William Grebitus (415) 631-0556, Marge Kelliher (203) 547-5939, Scott Ladin (716) 482-5000, Dale Lehman (303) 247-7494, Denman Maroney (212) 909-9140, Theodore Reitz (415) 378-5158, Artur Urbanski (918) 683-2762, and Garrett I. Yoshimi (808) 546-3152.

MEMBERS IN THE NEWS

Communications Week (May 8, 1989, "Closeup" Section, pgs. C5-C14) ran a comprehensive article in the May 8th issue about the current status of the BOCs' involvement in online information. A salient point in the article is the sheer diversity of opinions on how to best approach this developing market. While most of the Bell's are testing videotex products, Ameritech stands out as the only regional company that has no plans for a videotex gateway trial in the near future. Ken Thompson, manager for corporate strategy at Ameritech is quoted as saying, "There's no money to be made in videotex yet." Bailey Geeslin, V.P. of Marketing and Technology for NYNEX is more optimistic about videotex but says the biggest challenge is the dual marketing problem of selling ISP's information to users and users to ISP's.

Rensselaer Polytechnic Institute developed an online bulletin board on GEnie that will include information about curriculums, campus organizations, financial aid, student life, and careers for students and parents exploring opportunities at Rensselaer. Prospective students can review the school's curriculum and requirements and submit their applications electronically. The application is forwarded to the university's computer system directly rather than being rekeyed by clerks in the admissions office. The charge to submit an electronic application to Rensselaer is \$1 versus the standard \$35.

Correction: Connect Times, a newsletter by Jupiter Communications is published once a month, not six times a year as reported. For more information, call (212) 941-9252.

North American Minitelnet customers now have access to all the 10,000 services available on France Telecom's videotex information directory. The French videotex services will also be available on several Bell Operating Company gateways on June 1st, with Southwestern Bell and BellSouth being the first BOCs to participate. This expansion of services to the North American market enables France Telecom to promote international interconnection between European sellers and buyers and US companies wanting to enter the European market.

Minitel Services Company also announced the release of Minitel Electromarket Services, a "worldwide person-to-person communications service." The electromarket services concept is designed to facilitate the kind of business communications that build strong relationships between companies and their clients. Using this system, customers can use electronic mail to communicate regularly with their sales representatives, but customers would also have access to a wide range of support services, such as hotline support, user group meetings, training classes, and workshops.

Minitel also introduced access to its service to Commodore personal computer users. Since there are about 10 million Commodore computers in the marketplace globally..."Opening the Commodore marketplace to Minitel's service providers is a natural step in our commitment to a worldwide interactive electronic communication environment," say Minitel Services Company President Joe Mazzeo. The new services will include cultural classroom type exchanges between children around the globe, tutoring, homework support, children's encyclopedia look-up, research guides, and interactive global personal computer games. Commodore users access the Minitel service by installing

software that allows Commodore PCs to support the teletel protocol. The software, available for the 64 and 128, as well as the Professional PC Series and the Amiga 2000 equipped with a bridge board, is provided by Minitel, as well as the 80Cs.

Minitel Services Corporation signed an agreement with CUC International to carry Comp-u-store OnLine[®], the nation's largest discount computerized shopping service. Comp-u-store OnLine will be listed on Minitel's Services Directory (which is available from 80 countries) in July. Comp-u-store features more than 250,000 brand name products at discounts of up to 50 percent. With this service, users can compare prices and product features, then order with a few keystrokes.

Mitsui Knowledge Industry Co. announced in May that it had become an agent for the Minitelnet videotex service of Intelmatique. The service will be offered in French and English to the trading, travel and fashion industries. The service will use InfoNet's communications network, and Nihon Philips Corporation will import the terminals. Mitsui will charge users \$45.45 and hour (6,000 yen) beginning May 1. They expect to have 10,000 users within several years.

The state of California's Competitive Technology Program (an adjunct of the Department of Commerce) has won the cooperation of Tandem Computers, Inc. and Apple Computer, Inc. to have both companies work with the State of California's central data processing center to offer a "Personnel Management Information System."

The project is a testbed for interconnecting the technologies developed by both companies and the State of California. The project will combine Apple workstations' ease of use with Tandem's online processing and database management capabilities, allowing users access to information housed centrally which they can manipulate on their own workstation.

Pacific Bell is sponsoring a telecommunications show that will feature a home that will remotely control lights, appliances, heating, and drapery. Titled the "Visionary Network," the exhibit will demonstrate future space-age applications for the telephone network. Keynote addresses will be delivered by CBS News Correspondent Harry Reasoner, Apple Computer Chairman John Sculley, and Pacific Bell President and CEO Philip Quigley. TEXPO '89 will run from June 7 to 9 at the San Francisco Civic Auditorium and Brooks Hall. Admission is free for all who preregister by calling 1-800-922-2788, or at the door admission is \$20.

U S West announced more details of the videotex gateway that will be offered in Omaha in the fall. to be called u s west communitylink(sm) service, the service is designed to provide an easy-to-use community source of information. Offerings will include grocery shopping, restaurant menus, community sports, cultural and school activities and news and discussion forums. Since most homes do not have personal computers, Philips terminals will be made available for sale in the \$265 - \$270 range, or users can lease them. The terminals will be distributed and serviced by Tel-e-tex, Inc. which will be opening a retail location. Passport Telematique is the American representative for Philips French Minitel Terminal.

VIDEOTEX CLIPS

With increasing rumors that France Telecom will soon be levying rental

fees for a Minitel terminal, Videotex International devoted most of its April 1989 issue to the situation in France and a survey by TMO consultants of Minitel users and non-users in France. The survey involved 546 Minitel holders and 836 people who don't have a terminal.

TMO estimates that 17.1% of the French population or over 4 million people have a Minitel and approximately 10% of these Minitel equipped people never use their Minitel. At the same time 16.3% of the population who don't have a Minitel at home nevertheless use a Minitel either in a public location, at a friend's home, or at work. Some 28% of people with a Minitel at home also use it at work, and half of this 28% confess to using a Minitel at work for personal reasons.

The top five services that are used by people with Minitel terminals are: 74% of Minitel holders use the electronic directory, 48% use transportation information and bookings, 36% use show information and bookings, 33% use home banking, and 32% use news. Interestingly, chat lines were in 12th position used only by 24% of the Minitel equipped users. Besides the electronic directory, telebanking is the only widely used service, about once a week.

On the controversial issue of charging for the Minitel, 50% of the people without a Minitel favor a charge (FF 10 to 15 a month, about \$2 - \$3 US), while only 21% of those with a terminal support such a measure. In fact, 25% of holders with a Minitel terminal would return their terminal if they were charged.

Also in this same issue of International Videotex, was a report on an innovative videotex fraud incident in France. Namely, a gang of friends of Minitel users and an owner of an online service rented an apartment and leased several telephone lines. The gang then proceeded to incur high usage on the friend's videotex service. They then vacated the apartments when it was time to pay the telephone bill. This left France Telecom obligated to pay their friend royalties which amounted to 5/8ths of the unpaid bill amount. The gang was apprehended!

ITEMS OF INTEREST

Information Industry Growing

John Akers, Chairman of IBM said IBM expects the information industry to continue its growth at two to three times the real worldwide economic growth. He said competition among thousands of companies is driving the information industry's growth. (UPI, April 24, 1989)

Home Software Catalog Shopping Stats

Did you know games are the hottest selling items in the home software market? In 1988, recreational software sales amounted to \$262 million, while educational software sales trailed behind at \$105 million. General software sales amounted to \$98 million. (USA Today, April 21, 1989, "USA Snapshots")

Americans are also doing more shopping by catalogue, mail, and telephone. Mail-order revenues were up 21.5% over last year, with Gander Mountain, Land's End, Spiegel, Sharper Image, and Williams and Sonoma all growing more than 24%. (USA Today, May 5, 1989)

Personal Computer Sales Down, Telecommunications Sales Up

Growth in US personal computer sales, computer chips, and other high-technology products is expected to trail other parts of the world. However, telecommunications equipment is expected to buck that trend. Global revenues of the information technology industry in 1988 totalled \$604.7 billion, up 11.2 percent from the previous year. Telecommunications ... facsimiles, voice messaging, and cellular radio are expected to be the fastest growing products. These trends are expected to continue through 1993. (UPI, April 24, 1989)

Knight-Ridder Investing in Electronic Information

Three years after closing its Viewtron Videotex System, Knight-Ridder announced it will sell eight television stations and some of its newspapers to enable it to invest more in electronic information services. James K. Batten, President and CEO of Knight-Ridder is quoted as saying "In effect, we are transferring money from slow-growth broadcasting and newspaper companies to what we believe will be faster-growing electronic base." Knight-Ridder recently purchased Dialog Information Systems for \$353 million. (UPI, May 1, 1989)

The Electronic Campus

Northwest Missouri State University has truly integrated computers into the lifestyle of students and faculty by investing in a \$3 million computer system for the campus. Built around a Digital Equipment VAX minicomputer, computer terminals were put in every dormitory room and faculty office. Available on each of these terminals is a range of software, including: word processing, online encyclopedia, dictionary, thesaurus, electronic mail, calculator, and spreadsheet software.

Using the videotex system, students and teachers can communicate by electronic mail, papers can be submitted, the status of library books can be checked, schedules of campus activities are accessible...all without leaving the desk! (Washington Post, April 3, 1989, Brit Hume)

CALENDAR OF EVENTS

Member Events at San Francisco Fairmont
Vanderbilt Room, Terrace Level

Tuesday
June 20

Local Chapter Meeting
11:00 a.m. - 11:45 a.m.

ISP Council Meeting
11:45 a.m. - 12:30 p.m.

Annual Membership Meeting
Members Only
4:45 p.m. - 5:45 p.m.

Wednesday
June 21

Board of Directors Meeting
Members Welcome
1:30 p.m. - 5:30 p.m.

THE VIDEOTEX INDUSTRY ASSOCIATION DUES STRUCTURE

(PLEASE READ FIRST)

CALCULATING DUES:

Apply TABLE 1 if your organization is *not* owned, funded by, or is a subsidiary of another organization.

Apply TABLE 2 if your organization is owned, funded by, or is a subsidiary of another organization; or is owned by two or more parties.

If you have questions on how to apply the Tables, please call the VIA office at (703) 522-0883.

- Each organization's annual revenue is the figure found in the most recent annual report or fiscal year audit.
- Staff devoted to videotex is defined as: the equivalent number of staff members working full-time on videotex projects (e.g. two people devoting 50% is considered one full-time staff equivalent).
- Please note: The maximum amount of annual dues is \$6,000.

TABLE 1

Find the dues factor in column A that corresponds to your organization's revenue and add it to the factor in column B that corresponds to the equivalent number of staff devoted to videotex projects.

Column A		Column B		Add Dues Factors: A & B	
Applicant revenue, up to:	Dues factor	Staff devoted to Videotex, up to:	Dues factor	Column	Dues Factor
1 M	150	1	150		
3 M	230	3	250	A	
8 M	350	5	420		
25 M	550	7	690	B +	
70 M	840	15	1150		
200 M	1290	25	1920	Total Dues =	
600 M	1980	50	3190		
1700 M	3050	100	5300		
5000 M	4690	190	6000		

One phone call does it all. Call 703-522-0883 and ask for membership assistance. We will gladly help you apply for VIA membership right away.

TABLE 2

Find the dues factor in column C that corresponds to your parent organization's annual revenue. Find the dues factor in column D that applies to your organization's annual revenue. Find the dues factor for the equivalent number of staff devoted to videotex. Add these factors together to calculate your dues.

Please note: By applying this table your parent or other supporting companies will not be considered VIA members or eligible for member benefits.

Column C		Column D		Column E		Add Dues Factors: C, D & E	
Applicant's Parent revenue, up to:	Dues factor	Applicant revenue, up to:	Dues factor	Staff devoted to Videotex, up to:	Dues factor	Column	Dues Factor
1 M	75	1 M	75	1	150		
3 M	115	3 M	115	3	250	C	
8 M	175	8 M	175	5	420		
25 M	275	25 M	275	7	690	D	
70 M	420	70 M	420	15	1150		
200 M	645	200 M	645	25	1920	E +	
600 M	990	600 M	990	50	3190		
1700 M	1525	1700 M	1525	100	5300	Total Dues =	
5000 M	2345	5000 M	2345	190	6000		

The company information above is VIA office-proprietary and will be used solely for the calculation of annual dues.



MEMBERSHIP APPLICATION

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Facsimile _____

Electronic/Videotex mail address _____

Telex _____

Annual Dues Amount _____ (total from above)

Payment enclosed Send invoice

Signature _____

Please photocopy and mail this form, an annual report and any other information describing your organization's activities to:

Videotex Industry Association—Membership
 1901 N. Ft. Myer Drive, Suite 200
 Rosslyn, VA 22209

YOU CAN GET TO THE FUTURE AHEAD OF YOUR COMPETITION...

...WITH THE VIDEOTEX INDUSTRY ASSOCIATION.



JOIN THE ASSOCIATION THAT IS BUILDING THE GATEWAY TO THE FUTURE

THE VIA—CREATING MASS MARKETS FOR INTERACTIVE ELECTRONIC SERVICES

VIDEOTEX—TODAY AND TOMORROW

Videotex services—easy-to-use interactive electronic services—are an increasingly important means of communication for businesses. In the consumer marketplace, however, North America currently lacks the range of and easy access to the videotex services so popular with European consumers, services such as electronic directories, home shopping, home banking, bulletin boards and messaging.

The lack of local videotex gateways is partially responsible for hampered domestic growth. As telephone companies and others initiate gateway development, expansion of domestic videotex services will follow. The VIA is positioned as the lead organization in developing mass markets for these electronic services. Our Association's goal: 97% of the North American population will have access to videotex and 50% of the population will be using videotex on an occasional basis by the year 2000.

THE VIA—WHO WE ARE

The VIA is the only national organization solely devoted to the promotion and development of videotex in North America. Formed in December 1981, VIA members include advertising agencies, consultants, equipment and software manufacturers, financial institutions, publishers, telephone companies, videotex system operators and user companies.

When businesses, government, or the press seek information on videotex, they turn to the VIA and its members... shouldn't you?

THE VIA PROVIDES VALUE

There are many good reasons for joining the VIA.... here are just a few:

- Staying informed through *VIA UPDATE*, the VIA monthly, members-only newsletter providing in-depth discussion of videotex and member business issues.
- Executive contact and awareness through the VIA's international network of videotex companies and professionals.
- Business and press referrals.
- Influence over the future direction of the industry.
- On-site representation before government agencies and committees.
- Access to unique, otherwise-unavailable industry research, statistical information and member insights.
- Savings—and registration privileges for the annual VIA conference and publications.
- Participation in local VIA professional chapters.

THE VOICE OF VIDEOTEX

The *New York Times*, *Wall Street Journal*, *Business Week*, *Communications Week* and *MIS Week* are examples of the many publications that depend upon the VIA for industry reaction and perspective. Our objective is to provide balanced commentary on industry developments and future direction.

THE VIA SUPPORTS THE INDUSTRY

The VIA has adopted a successful strategy of quick response to industry concerns. By focusing on the issues currently affecting videotex growth, and responding rapidly, the VIA has become a powerful voice for the industry. Among the current activities are:

The North American Gateway Project

After successfully influencing Judge Harold Greene's thinking on the telecommunications infrastructure requirements for videotex, the VIA is bringing together a representative body of the videotex industry to select the key components of a videotex gateway. Over 20 VIA member companies are devoting a full year to the study with final publication of results expected in October, 1988.

The Regulatory Window on Washington

The VIA provides an effective means of reporting and influencing the regulatory and legislative activities in U.S. federal and state governments. Our objective is to bring to policymakers a greater awareness of the potential of videotex as a major mass medium for consumers and business users, and to increase the understanding of what is needed to "grow the market."

Our most recent activities include participation in the triennial review of the Modification of Final Judgment (the divestiture of AT&T) and the fight against the proposed FCC computer access charge.

The Annual Conference

Industry professionals gather each year to participate in the only North American event devoted specifically to the videotex industry. The VIA conference features knowledgeable speakers, concurrent sessions on timely topics, workshops, and displays of the latest products and services. Also offered through this unique event is the invaluable opportunity to meet with colleagues to share ideas and discuss common concerns.

Chapter Memberships

The VIA Chapters offer a chance to network on the local level. Chapters meet regularly, sponsor special events, and serve as an effective means of keeping more actively involved in the Association and industry activities.

Areas with Chapters include Northern California, the New York Metropolitan area, Washington D.C., and Boston.



UPDATE

A NEWSLETTER FOR MEMBERS OF THE VIDEOTEX INDUSTRY ASSOCIATION

Volume 8, No. 5
May/June 1989

1989 Videotex Industry Association's 4th Annual Conference

Services '89: Building Mass Markets

A Business Development Forum

June 19 - 21, 1989 * Fairmont Hotel * San Francisco, CA.

Registration: Sunday, 2:30 - 6:30 p.m. * Monday, 7:00 a.m. - 7:30 p.m.
Grand Ballroom Lobby

FEATURED IN THIS MONTH'S UPDATE:

- * Formation of Information and Service Provider Council (p. 2)
- * Membership Meeting June 20 (p. 3)
- * Exhibit Update (p. 3)
- * First Hearing By Congress on Free the RBOCS (p. 5)
- * Welcome New Members (p. 7)
- * Latest French Videotex User Statistics (p. 10)

CONFERENCE REGISTRATION

We are looking forward to seeing you at the Annual Conference! If you haven't registered, we encourage you to do so as soon as possible. The registration fee is an additional \$80 if you sign-up on arrival, so it is to your advantage to pre-register. Please try to stop by the registration desk in front of the Grand Ballroom at the Fairmont Hotel to pick up your registration package on Sunday afternoon. Why wait on long lines on Monday morning when you could pick up your registration materials on Sunday?

To register, please take advantage of our fax machine (703-522-0884) to send in the registration form sent with the newsletter. Or you could call the VIA office directly to register by phone (703-522-0883.) Both registrations require payment by credit card.

Professional members please note! The member rates for the conference registration apply only to member organizations. We regret any misunderstandings you may have had. With the nonmember conference fee being \$200 more than the nonmember rate, now may be the time for your organization to join the VIA.

You will be meeting a new staff member at this conference, Regina O'Hare, Director of Membership. Regina comes from The Source Telecomputing Corporation where she was the Product Marketing Manager for the Special Interest Groups and Exchanges on The Source. She was responsible for new "SIGS," and for ongoing relationships with the ISP's in that product set.

CHAIRMAN'S REPORT

The VIA is changing. We have spent a great deal of effort focusing the association on building mass markets for interactive services. We continue to concentrate on activities that provide practical and useful results to members actually in the business. We started with the Gateway 2000 project, and followed up with the Greenhouse publications, (which are now available.) We are now working on two major follow-on efforts that should be of real interest to anyone interested in this industry.

The first project, to be kicked off at the Annual Conference, will be a staffed clearinghouse and registry for industry consistency. Topics such as standard topical classifications for gateways and a North American mnemonic registry will be the focus of this clearinghouse. The goal of this effort will be to ensure as much consistency between the different gateways on both a national and a local level.

The second effort for the VIA will be a limited attempt at industry self-regulation in the area of privacy and user rights. As we have witnessed through the experiences of our cousins in the audiotex arena, these issues can be quite controversial and damaging to the industry if not addressed. We must address these issues as an industry before regulators and legislators do it for us. Thus at the annual conference we also will be initiating an industry effort to address these issues and draft policies that we believe will be acceptable to the industry and end customers alike.

So I encourage you to attend this year's industry conference. This year's meeting is to be held at the Fairmont Hotel in sunny and gracious San Francisco (my West Coast bias showing true). It is shaping up to be a well attended event and the agenda has been targeted to be both a working session for industry players, as well as an idea generator for new participants. I think you will find this year's conference to be a valuable tool in your efforts to build a healthy and profitable business in the world of videotex.

ANNUAL CONFERENCE

Member Events

The newly formed Information and Service Provider Council of the VIA will hold its organizational meeting at this year's conference from 11:45 a.m.-

12:30 p.m. on Tuesday, in the Vanderbilt Room of the Fairmont Hotel. The meeting is for VIA members who are videotex providers only. Mark Walsh from Comp-U-Card will be the chairman of the committee. The ISP Council has several goals: 1) the promotion of the aims and aspirations of the various constituencies of ISPs to the videotex industry at large; 2) to serve as a forum for marketing, sales, and promotion professionals from other consumer-service industries to share their expertise with ISPs; 3) to serve as a "databank" for the types of ISPs, their market niches, distribution channels, and potential for strategic alliances with other ISPs or system operators; and 4) to promote the applicability of ISP products to the general public at large, and to actively seek to generate media and consumer awareness of the breadth and utility of the databases and electronic services available.

The Council, like the marines, is looking for a few good men and women to help crystallize these... and other goals. We would urge any and all interested parties to show up, sign in, and get to know each other. The VIA is committed to having a more cohesive voice from this segment of the industry, and is looking forward to this Council's growth. This meeting will be open to current and prospective members.

The Northern California Chapter of VIA is hosting a meeting for all Local Chapters on Tuesday morning from 11:00 a.m. - 11:45 a.m. If you are interested in becoming active in a local chapter or forming a new chapter, please be sure to attend this meeting. The meeting will be open to current and prospective members.

Participating in the local chapters is an excellent way to keep current on developments in the industry, and a terrific way to make new business contacts.

The New York Chapter of VIA would like to announce an upcoming gathering scheduled for July 20th in New York. The topic of discussion is Translating Traditional Media into Interactive Media. The speaker is scheduled from 4:00 - 5:15 p.m., and a cocktail session will follow from 5:15 - 6:30. For more information, please call Pamela Toper at (203) 531-0585, or look for Pamela at the meeting of Local Chapters during the convention.

Also, on Tuesday afternoon from 4:45 - 5:45 p.m. is the VIA Annual Membership Meeting which is only open to member organizations and professional members. This meeting is your best opportunity to meet with the VIA officers and directors and express your views on the future direction of the association. We have enclosed a copy the minutes from last year's membership meeting for your review. Voting to approve the minutes will take place at this meeting. The Board will be holding its mid-year planning meeting in July to set the Association's direction for the next 12 months. So please do schedule some time to attend the membership meeting. Your input counts!

Exhibits

When you are at the conference, remember to stop by the PRODUCT AND SERVICES DISPLAY CENTER RECEPTION. A comprehensive range of technology solutions will be available at the Product Display Center - including gateway operators, service bureaus and service packagers, terminal manufacturers, and hardware and software vendors to develop and host services and gateways. All your technology solutions will be under one roof for your convenience.

Companies participating in the full three days of the Product Display

Center are: American Airlines Easys Sabre/Travelers Access, American CitiNet, Inc., BaseLine II, Bell Atlantic, Bell Canada, CTL Communications, Com:Port International, DHD Services, Inc., GPT Data Systems, Meta International, Minitel USA Inc., Minitelnet Inc., Norpak Corp., Northern Telecom Canada Ltd., NYNEX Service Company, O.S.T., Omaha CitNet Inc., Pacific Bell, Pandora Systems International, Phillips (La Radiotechnique Portenseigne), Servotel Videotex Systems, St. Clair Videotex, U.S. Videotel, U S West Communications, and Vicorp Interactive Systems Inc.

The exhibit will enable you to get sneak previews of the Pacific Bell and U S West gateways, and see the latest developments of the Bell Canada, Bell Atlantic, NYNEX, and Southwestern Bell gateways.

For the first time, seven companies representing the Commission of European Communities will be exhibiting European products and services in the Display Center. We are pleased to announce this participation of the European Commission. Hopefully, interest on the part of the EC working with North American videotex companies will continue in the future. Be sure to stop by and meet with the company representatives. Companies in attendance will be: Deutsche Bundespost, France Telecom, Bell Telephone Alcatel, Philips BV, Siemens, and IBM Europe.

The attendance of the European exhibitors is a nice complement to the discussion scheduled from 3:30 to 5:00 p.m., the focus of which is "Services from Overseas". There have been some changes in the speakers on this program. Gerard LaDoux, the General Secretary will be representing AFTEL instead of Jean Luc Lenart. And Nicola Melideo, Managing Director of Ancitel, S.P.A. is also expected to speak.

Providers of services have a low-cost option of setting up a tabletop for the Monday afternoon Services Display Center (3:30 - 7:30 p.m.). Participating in the Monday afternoon only displays are Bank of America's HomeBanking, Comtex Scientific Corporation NewsGrid R, General Electric's GENie, Quantum Computer Services' AppleLink Personal Edition and PC-Link. Several public interest services will be displayed through the support of Pacific Bell. These services include AIDScom, PeaceNet, SeniorNet, and HandsNet.

The Monday afternoon displays are open to conference attendees as well as consumers of online services. To promote the Product and Services Display Center, an advertisement is running in the popular magazine May 30th issue of Computer Currents. Computer Currents' readership of over 75,000 will be offering a discount coupon of \$5 to attend the exhibit. If you are interested in setting up an tabletop display, please immediately contact Jane King of Wedgewood Productions, 301-621-9600. The cost to VIA members for a tabletop is \$300 (or \$400 for nonmembers) per table.

The Services Display Center and Monday reception is sponsored by Pacific Bell.

Special Events

With so much to do and see at the convention, VIA is doing its part in helping you juggle several tasks at once. For those of you who want to see the exhibits during the lunch break on Monday, the VIA will be distributing aprons with pockets for your food and beverages on Monday in the exhibit area. This may render a whole new meaning to the "working lunch", and we hope this

will help you take full advantage of the conference exhibits.

The VIA Conference won't be all work, though. Don't miss the Tuesday evening Hornblower Dinner Cruise on the San Francisco Bay, sponsored by Northern Telecom. Conference attendees will be bused from the Fairmont Hotel to the yacht at 5:45 p.m. Exhibit personnel not attending the conference can purchase tickets (\$65) to the Tuesday evening event, but must do so by 7:30 p.m. Monday, June 19, at the VIA registration desk.

Program Update

On Tuesday morning from 9:00 to 10:30, there will be a panel discussion on Content Strategies: Design and Ease of Use. Mr. H. Doug Peter, President of St. Clair Videotex Design will be moderating the panel which will be made up of Paul Trainer, President of Servotel Videotex Systems, and Nancy Piper, a consultant who has worked on such videotex systems as Knight-Ridder's Viewtron and NYNEX's gateway.

Pat Dunbar will be moderating the Home Office and Opportunities discussion, also on Tuesday, from 9:00 - 10:30 a.m. Participating in that discussion will be Mr. David Fleming who is the Program Manager from the State of California's Telecommunications Division, Mr. Paul Edwards from the Association of Electronic Cottages, and Tim Miller, a consultant from LINK Resources.

The session on Good Business Practices for an Emerging Industry: The Need to Self Regulate (Tuesday, 1:15 - 4:30) will be moderated by Jeff Richards. Panelists include Carolyn V. Perkins, Director of Marketing, Viacom Cablevision, San Francisco, Mike Todd, President of Mike Todd Associates and the "sigop" of IBMSIG on The Source, and Henry Der, Executive Director, Chinese for Affirmative Action, Intelligent Networks Task Force. This panel will discuss the policy and business issues of obscenity, privacy, online chat services, and consumer rights and responsibilities.

GOVERNMENT RELATIONS

Congressional Hearings on Telecommunications

On May 4, the United States House Subcommittee on Telecommunications and Finance held the first of what promises to be several hearings this year on Legislation dealing with the antitrust restrictions placed on the seven Regional Holding Companies (RHCs). As reviewed in our April issue, the legislation H.R. 2140 sets the conditions under which the Regionals can offer electronic services, including yellow pages, and manufacturing. The hearing lasted nearly four hours, primarily because nearly every one of the 24 members had an opening statement.

The general sentiment of the members of the committee was that Congress should set telecommunications policy for the United States, not a federal district court judge by the name of Harold Greene. Several members were concerned that the United States competitive position in world telecommunications is being threatened by the antitrust restrictions and the lack of a telecommunications policy in the United States.

However, all members recognized that it would not be easy to achieve consensus on changing the current restrictions imposed upon the Regionals. On more than one occasion the concern of the inability or unwillingness of the

Federal Communications Commission (FCC) to carry out the policies of Congress was raised. During the Reagan years, the relationship between the Democratic Congress and the FCC was adversarial. Adding to Congressional concern is the fact the FCC has had two of its five Commissioner slots open for over a year, the current Chairman of the Commission has stated he is stepping down, and another Commissioner with Democratic ties is expected to step down when her term expires in June. Thus, the FCC is an unknown in terms of its leadership and future relationship with the Democratic Congress.

After the committee members had their say, the invited witnesses were given their opportunity to speak. There were two panels. The first panel consisted of William Weiss, Chairman & CEO of Ameritech; William Esray, President & CEO of United Telecommunications; and David Easterly, President of Cox Newspapers. The second panel was Stephen Brobeck, Executive Director of the Consumer Federation of America and Dr. Barbara O'Connor, Professor at California State University and Chair of the Intelligent Network Task Force sponsored by Pacific Bell.

Mr. Weiss of Ameritech argued for loosening the restrictions on the grounds that each Regional only controls 15% of U.S. local exchange. He cited a national survey by Kennan Research & Consulting in New York City of 24,291 U.S. voters which found 58% of the voting public think Congress should address the issue of national telecommunications policy in 1989. Further, the survey also found that 79% think the manufacturing restrictions should be lifted and 78% think that the Regionals should be allowed to compete in information services. A copy of this survey provided with Mr. Weiss' testimony can be obtained from the VIA. When asked by a member of Congress what exactly he wants from new legislation, he answered the flexibility to provide whatever my customer wants.

The position of Mr. Esray of United Telecommunications, an independent telephone company, was not to remove the restrictions. He also suggested that the FCC conduct a detailed analysis of the public interest effect of removing the restrictions before Congress changes the current antitrust restriction[s].

Mr. Easterly of Cox Newspapers and testifying on behalf on the American Newspapers Publishers Association stated that the Regionals must be excluded from providing electronic publishing on their own lines because of their monopoly position. He cited several problems that his company has had with BellSouth and its Atlanta gateway. The Atlanta Journal and Constitution is a provider on the BellSouth gateway and offers 2000 mini-movie reviews and classified advertising of personal computers. First, BellSouth promised it would begin promoting its gateway service by January 1, 1989, and as of May 4 had not done so. Second, despite repeated requests of user statistics on the gateway and the Atlanta Journal's services, Mr. Easterly stated that BellSouth refused even though BellSouth has conducted such research. What is needed says Mr. Easterly is that the Regionals need to "open their gateways and promote them heavily" to potential users and providers.

The second panel consisted of consumer representatives with different perspectives. Steve Brobeck of Consumer Federation asked Congress to exercise caution in changing current telecommunications policy and not upset the current affordability of voice communications to nearly all Americans.

This position led to a contrary opinion by Dr. Barbara O'Connor of San Francisco State which expanded the definition for affordable universal services to include interactive services, both voice and data. Dr. O'Connor

added that public policy must identify ways by which the general consumer and business users of the telephone network can subsidize the access to information services by those without the resources to do so. The goal is to ensure equitable and ubiquitous access for all citizens to the new telephone delivered services. Otherwise, Dr. O'Connor believes that a substantial number of United States citizens will be disenfranchised from the benefits of the information age.

The debate in Halls of Congress has only begun. With the Senate showing little interest in tackling this issue, it is unclear whether anything beyond talk will occur in Congress in 1989.

Congressional Think Tank Launches Info-Age Project

The Congressional Institute for the Future will be kicking off an Information Age Project on Thursday, July 13, 1989. The Information Age Project will address public policy issues involving a range of technologies including electronic mail, electronic publishing, videotex, graphics, display terminals, video transport, facsimile, data transfer, and digital switching media conversion.

The Congressional Institute of the Future is a nonprofit organization which provides information about future implications for a broad range of trends, including emerging technologies, demographics, and economic, social, and political occurrences. Business leaders, academics, and more than 100 U.S. representatives and Senators draw upon the educational products, events, and services of the Institute particularly for summaries of new research that would be useful in developing innovative approaches for new policy.

Congressman Ed Markey, (D-MA), chairman of the Telecommunications and Finance subcommittee commented: "All of the technical expertise and capital resources of the United States must be utilized if we are to compete successfully internationally in information industries. Yet we must ensure that the consumers' gains and competitor's rights are protected from premature, ill-advised policies that could result in stifled development of a diverse, competitive marketplace."

Questions, recommendations, or ideas should be directed to Institute Director, Rob McCord or Research Director, Elaine Wicker at (202) 544-7994.

MEMBERSHIP

Over the past three months as interest in the industry continues to grow, so does the VIA membership. We welcome the following new corporate members:

CITIBANK, HUMANWARE: is an agency within Citicorp that was created as a centralized, corporate-wide resource with expertise in interactive design, screen writing, graphic design, cognitive psychology, legibility, usability, ergonomics, and industrial design. Contact: Mr. William Korach, V.P., Electronic Marketing and Sales, 919 3rd Avenue, 19th Floor, New York, New York, 10022, (212) 207-9389.

COM:PORT International: a private Canadian company, COM:PORT specializes in graphic communication products and services on microcomputers. Their products implement NAPLPS technology on IBM PCs and compatibles for applications such as corporate information systems, electronic publishing, POP

merchandising, computer based training, and public access information systems. Contact: Barry Brisco, General Manager, 55 Murray Street, Suite 320, Ottawa, Ontario, K1N 5M3, (613) 236-7799.

DHD SERVICES, INC.: provides NetCharge(tm), a comprehensive billing services designed to support all billing requirements for providers of network based services, such as information gateways and videotex services. Contact: Steven B. Heller, Director of Network Services, 2000 Corporate Ridge, Suite 910, McLean, VA, 22102, (703) 749-3636.

ENTERTAINMENT AND CONSUMERS NETWORK: provides various videotex host applications, including shopping, information retrieval, chat, and bulletin boards. Also accepts custom applications. Contact: Ed Maguire, President, 4811 Salem Village Drive, Culver City, CA, 90230, (213) 204-6006.

GENERAL VIDEOTEX CORPORATION: operates the Delphi Information Service, and also develops and packages information products for private distribution and distribution through gateways. Contact: Mr. Daniel J. Bruns, CEO, Three Blackstone Street, Cambridge, 02139, (617) 491-3342.

ICL NETWORKS INDUSTRY: ICL, Inc. is dedicated to developing integrated computer and telecommunications solutions. At the forefront of the ISDN workstation marketplace, ICL is developing integrated voice/data terminals. ICL is seeking to work with RBOC's, Independents, and Information Providers. Contact: Mr. Paul Markham, Market Manager, 777 Long Ridge Road, Stamford, CT, 06904, (203) 968-7200.

NETWORK 90: a partnership of two advertising and videotex veterans, Sandi Rosenzweig-Cooper and Mary Joan Schwab. A Marketing consulting firm employing new communications media as a conduit between business and the marketplace. Contact: Sandi Rosenzweig-Cooper, Managing Partner, 84 Cedar Drive, Suite 1100, Great Neck, New York, 11021, (516) 482-7081.

PASSPORT TELEMATIQUE: is an international company with American and European videotex experience. Their activities include consulting and high technology import/export videotex software sales. Passport Telematique is the American representative for the Philips French Minitel terminal. Contact: Mark Stoner, President, 1540 Market Street, Lower Level, San Francisco, CA, 94102 (415) 553-0477.

VIDEOTEX GROCERY SYSTEMS: VGS is developing a state of the art videotex grocery ordering software that is attractive and easy to use for consumers. Contact: Bari L. Garner-Holman, Marketing Director, 4728 Riley, Overland Park, KS, 66202 (913) 722-3663.

NEW PROFESSIONAL MEMBERS

VIA welcomes the following new professional members! John Deters (408) 943-6630, Susan D. Eiffert (315) 331-1042, John Evershed (409) 562-5731, William Grebitus (415) 631-0556, Marge Kelliher (203) 547-5939, Scott Ladin (716) 482-5000, Dale Lehman (303) 247-7494, Denman Maroney (212) 909-9140, Theodore Reitz (415) 378-5158, Artur Urbanski (918) 683-2762, and Garrett I. Yoshimi (808) 546-3152.

MEMBERS IN THE NEWS

Communications Week (May 8, 1989, "Closeup" Section, pgs. C5-C14) ran a comprehensive article in the May 8th issue about the current status of the BOCs' involvement in online information. A salient point in the article is the sheer diversity of opinions on how to best approach this developing market. While most of the Bell's are testing videotex products, Ameritech stands out as the only regional company that has no plans for a videotex gateway trial in the near future. Ken Thompson, manager for corporate strategy at Ameritech is quoted as saying, "There's no money to be made in videotex yet." Bailey Geeslin, V.P. of Marketing and Technology for NYNEX is more optimistic about videotex but says the biggest challenge is the dual marketing problem of selling ISP's information to users and users to ISP's.

Rensselaer Polytechnic Institute developed an online bulletin board on GENie that will include information about curriculums, campus organizations, financial aid, student life, and careers for students and parents exploring opportunities at Rensselaer. Prospective students can review the school's curriculum and requirements and submit their applications electronically. The application is forwarded to the university's computer system directly rather than being rekeyed by clerks in the admissions office. The charge to submit an electronic application to Rensselaer is \$1 versus the standard \$35.

Correction: Connect Times, a newsletter by Jupiter Communications is published once a month, not six times a year as reported. For more information, call (212) 941-9252.

North American Minitelnet customers now have access to all the 10,000 services available on France Telecom's videotex information directory. The French videotex services will also be available on several Bell Operating Company gateways on June 1st, with Southwestern Bell and BellSouth being the first BOCs to participate. This expansion of services to the North American market enables France Telecom to promote international interconnection between European sellers and buyers and US companies wanting to enter the European market.

Minitel Services Company also announced the release of Minitel Electromarket Services, a "worldwide person-to-person communications service." The electromarket services concept is designed to facilitate the kind of business communications that build strong relationships between companies and their clients. Using this system, customers can use electronic mail to communicate regularly with their sales representatives, but customers would also have access to a wide range of support services, such as hotline support, user group meetings, training classes, and workshops.

Minitel also introduced access to its service to Commodore personal computer users. Since there are about 10 million Commodore computers in the marketplace globally..."Opening the Commodore marketplace to Minitel's service providers is a natural step in our commitment to a worldwide interactive electronic communication environment," say Minitel Services Company President Joe Mazzeo. The new services will include cultural classroom type exchanges between children around the globe, tutoring, homework support, children's encyclopedia look-up, research guides, and interactive global personal computer games. Commodore users access the Minitel service by installing

software that allows Commodore PCs to support the teletel protocol. The software, available for the 64 and 128, as well as the Professional PC Series and the Amiga 2000 equipped with a bridge board, is provided by Minitel, as well as the BOCs.

Minitel Services Corporation signed an agreement with CUC International to carry Comp-u-store OnLine^R, the nation's largest discount computerized shopping service. Comp-u-store OnLine will be listed on Minitel's Services Directory (which is available from 80 countries) in July. Comp-u-store features more than 250,000 brand name products at discounts of up to 50 percent. With this service, users can compare prices and product features, then order with a few keystrokes.

Mitsui Knowledge Industry Co. announced in May that it had become an agent for the Minitelnet videotex service of Intelmatique. The service will be offered in French and English to the trading, travel and fashion industries. The service will use InfoNet's communications network, and Nihon Philips Corporation will import the terminals. Mitsui will charge users \$45.45 and hour (6,000 yen) beginning May 1. They expect to have 10,000 users within several years.

The state of California's Competitive Technology Program (an adjunct of the Department of Commerce) has won the cooperation of Tandem Computers, Inc. and Apple Computer, Inc. to have both companies work with the State of California's central data processing center to offer a "Personnel Management Information System."

The project is a testbed for interconnecting the technologies developed by both companies and the State of California. The project will combine Apple workstations' ease of use with Tandem's online processing and database management capabilities, allowing users access to information housed centrally which they can manipulate on their own workstation.

Pacific Bell is sponsoring a telecommunications show that will feature a home that will remotely control lights, appliances, heating, and drapery. Titled the "Visionary Network," the exhibit will demonstrate future space-age applications for the telephone network. Keynote addresses will be delivered by CBS News Correspondent Harry Reasoner, Apple Computer Chairman John Sculley, and Pacific Bell President and CEO Philip Quigley. TEXPO '89 will run from June 7 to 9 at the San Francisco Civic Auditorium and Brooks Hall. Admission is free for all who preregister by calling 1-800-922-2788, or at the door admission is \$20.

U S West announced more details of the videotex gateway that will be offered in Omaha in the fall. to be called u s west communitylink(sm) service, the service is designed to provide an easy-to-use community source of information. Offerings will include grocery shopping, restaurant menus, community sports, cultural and school activities and news and discussion forums. Since most homes do not have personal computers, Philips terminals will be made available for sale in the \$265 - \$270 range, or users can lease them. The terminals will be distributed and serviced by Tel-e-tex, Inc. which will be opening a retail location. Passport Telematique is the American representative for Philips French Minitel Terminal.

VIDEOTEX CLIPS

With increasing rumors that France Telecom will soon be levying rental

fees for a Minitel terminal, Videotex International devoted most of its April 1989 issue to the situation in France and a survey by TMO consultants of Minitel users and non-users in France. The survey involved 546 Minitel holders and 836 people who don't have a terminal.

TMO estimates that 17.1% of the French population or over 4 million people have a Minitel and approximately 10% of these Minitel equipped people never use their Minitel. At the same time 16.3% of the population who don't have a Minitel at home nevertheless use a Minitel either in a public location, at a friend's home, or at work. Some 28% of people with a Minitel at home also use it at work, and half of this 28% confess to using a Minitel at work for personal reasons.

The top five services that are used by people with Minitel terminals are: 74% of Minitel holders use the electronic directory, 48% use transportation information and bookings, 36% use show information and bookings, 33% use home banking, and 32% use news. Interestingly, chat lines were in 12th position used only by 24% of the Minitel equipped users. Besides the electronic directory, telebanking is the only widely used service, about once a week.

On the controversial issue of charging for the Minitel, 50% of the people without a Minitel favor a charge (FF 10 to 15 a month, about \$2 - \$3 US), while only 21% of those with a terminal support such a measure. In fact, 25% of holders with a Minitel terminal would return their terminal if they were charged.

Also in this same issue of International Videotex, was a report on an innovative videotex fraud incident in France. Namely, a gang of friends of Minitel users and an owner of an online service rented an apartment and leased several telephone lines. The gang then proceeded to incur high usage on the friend's videotex service. They then vacated the apartments when it was time to pay the telephone bill. This left France Telecom obligated to pay their friend royalties which amounted to 5/8ths of the unpaid bill amount. The gang was apprehended!

ITEMS OF INTEREST

Information Industry Growing

John Akers, Chairman of IBM said IBM expects the information industry to continue its growth at two to three times the real worldwide economic growth. He said competition among thousands of companies is driving the information industry's growth. (UPI, April 24, 1989)

Home Software Catalog Shopping Stats

Did you know games are the hottest selling items in the home software market? In 1988, recreational software sales amounted to \$262 million, while educational software sales trailed behind at \$105 million. General software sales amounted to \$98 million. (USA Today, April 21, 1989, "USA Snapshots")

Americans are also doing more shopping by catalogue, mail, and telephone. Mail-order revenues were up 21.5% over last year, with Gander Mountain, Land's End, Spiegel, Sharper Image, and Williams and Sonoma all growing more than 24%. (USA Today, May 5, 1989)

Personal Computer Sales Down, Telecommunications Sales Up

Growth in US personal computer sales, computer chips, and other high-technology products is expected to trail other parts of the world. However, telecommunications equipment is expected to buck that trend. Global revenues of the information technology industry in 1988 totalled \$604.7 billion, up 11.2 percent from the previous year. Telecommunications ... facsimiles, voice messaging, and cellular radio are expected to be the fastest growing products. These trends are expected to continue through 1993. (UPI, April 24, 1989)

Knight-Ridder Investing in Electronic Information

Three years after closing its Viewtron Videotex System, Knight-Ridder announced it will sell eight television stations and some of its newspapers to enable it to invest more in electronic information services. James K. Batten, President and CEO of Knight-Ridder is quoted as saying "In effect, we are transferring money from slow-growth broadcasting and newspaper companies to what we believe will be faster-growing electronic base." Knight-Ridder recently purchased Dialog Information Systems for \$353 million. (UPI, May 1, 1989)

The Electronic Campus

Northwest Missouri State University has truly integrated computers into the lifestyle of students and faculty by investing in a \$3 million computer system for the campus. Built around a Digital Equipment VAX minicomputer, computer terminals were put in every dormitory room and faculty office. Available on each of these terminals is a range of software, including: word processing, online encyclopedia, dictionary, thesaurus, electronic mail, calculator, and spreadsheet software.

Using the videotex system, students and teachers can communicate by electronic mail, papers can be submitted, the status of library books can be checked, schedules of campus activities are accessible...all without leaving the desk! (Washington Post, April 3, 1989, Brit Hume)

CALENDAR OF EVENTS

Member Events at San Francisco Fairmont Vanderbilt Room, Terrace Level

Tuesday
June 20

Local Chapter Meeting
11:00 a.m. - 11:45 a.m.

ISP Council Meeting
11:45 a.m. - 12:30 p.m.

Annual Membership Meeting
Members Only
4:45 p.m. - 5:45 p.m.

Wednesday
June 21

Board of Directors Meeting
Members Welcome
1:30 p.m. - 5:30 p.m.



VIDEOTEX INDUSTRY ASSOCIATION

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May 29, 1991

Ms. Evelyn Pine
Executive Director
Community Memory
2617 San Pablo Avenue
Berkeley, CA 94702

Dear Evelyn,

Thank you for sending us the Spring issue of "The Community Memory Network." Community Memory looks like a warm, friendly neighborhood online environment, and I admire your efforts to draw more people in the neighborhood to participate.

I would like to take this opportunity update you a little about what The Videotex Industry Association (VIA) is doing these days also. The VIA is an excellent way for you to make important contacts in the industry, and membership in the VIA will help you keep current with industry developments. As you will see from the enclosed "Videotex 91" brochure, this year's annual conference (June 18 - 21) focuses on "Broadening the Consumer Market." **You may be particularly interested in the Wednesday afternoon session on "Community Services for the Consumer," moderated by Joe Alber of Heartland Freetet.**

The VIA offers two memberships: corporate and professional membership.

Corporate Membership helps you:

- Keep current with industry news and receive valuable insights about industry developments with the monthly newsletter, the **VIA UPDATE**.
- Gain key insights by participating in the **VIA Annual Conference**.
- Save money with **member discounts** on registrations and exhibit space at VIA activities, especially the annual conference. (Corporate members save \$200 on the registration fee, and \$600 on an exhibit booth.)
- Raise your understanding of key industry issues with a complementary copy of each of **VIA's publications**, a value of over \$500.00!
- Obtain valuable exposure when you place a full page company listing in the **Membership Directory** (at no additional charge)!

Corporate membership dues range from \$300 - \$6000 and are based on company revenues and number of employees devoted to videotex. Your annual membership dues would probably be \$300, based on my understanding that your total annual revenue is under \$1 million and that one person is working on videotex projects. Please note that corporate members save \$200 on the conference registration fee.

A **professional membership** provides you with a subscription to the VIA's monthly newsletter and a copy of the Membership Directory, for an annual fee of \$90.

If I can be of any assistance, please don't hesitate to contact me.

Best Regards,

Regina O'Hare
Director of Membership Services



KeeP current with essential industry news!

Receive your own copies of the **UPDATE**, VIA's monthly newsletter.

The VIA **UPDATE** will help you:

- Learn about the videotex developments in North America and around the world.
- Keep track of government relations and standards developments.
- Know what VIA members are doing.

VIDEOTEX INDUSTRY ASSOCIATION
8403 Colesville Road, Suite 865
Silver Spring, MD 20910



**KEEP INFORMED
ABOUT THE
FAST-PACED
VIDEOTEX
INDUSTRY**



VIDEOTEX INDUSTRY ASSOCIATION

Subscribe to the VIA's
**PROFESSIONAL
MEMBERSHIP**



Why subscribe to a Professional Membership if your company is already a VIA corporate member?

With a VIA corporate membership, there is one person in your company who receives the newsletter, Membership Directory, and other VIA correspondence.

If you would like to receive the newsletter on a more timely basis, and would like your own copy of the Membership Directory, subscribe to the Professional Membership. The discounted Member Rate is only \$55 a year.

If you are not an employee of a member company, you can still receive some services member companies have come to value. While you do not receive the corporate member discounts when you attend or exhibit at the annual conference*, you do receive the newsletter, the Membership Directory, and discounts on local chapter events. All this for the affordable price of \$90 a year.

*Corporate members receive at least a \$200 discount on registration when they attend the annual conference, and a \$600 discount on the rental of exhibit space at the annual conference.



You will receive a copy of the Membership Directory.

The Membership Directory is the "Who's Who" of the Videotex Industry. With your Directory, you will know who offers what products and services, and how you can contact them for more information. Next year you will be listed in the professional member's section of the Membership Directory.

Participate in VIA activities!

Join in the councils, committees, chapter events, and much more!

You will receive discounts at VIA Chapter events. At local chapter meetings, you can share information, meet new contacts, and establish new business relationships.

Metropolitan New York City, Northern California, Boston, and Ontario, Canada all have active VIA chapters.



YES! I want to subscribe to the VIA's Professional Membership!

It will entitle me to a copy of the monthly newsletter, a copy of the Membership Directory, and discounts at local VIA events.

Name _____

Title _____

Company _____

Street _____

City _____

State/Zip _____

Country _____

Phone _____

FAX _____

I qualify for:

- Subscription for employee of VIA member company (\$55)
 - Standard Professional Membership (\$90)
(Please add \$25 for shipping and handling if shipping address is outside North America.)
 - Payment is enclosed.
 - Please send invoice.
-

VIA 6TH ANNUAL CONFERENCE & EXPOSITION

"BROADENING THE CONSUMER MARKET"

JUNE 18-21, 1991

WASHINGTON, DC METROPOLITAN AREA

HYATT REGENCY CRYSTAL CITY

CRYSTAL CITY, VA



VIDEOTECH INDUSTRY ASSOCIATION

We cordially invite you to attend the only videotex conference in North America, the VIA 6th Annual Conference & Exposition in the Metropolitan Washington DC area, June 18-21, 1991. We want to help you stay informed, so mark your calendar now to attend this once a year event!

You are a part of a rapidly changing industry and it's our job to help you keep up with those changes. This is what the Annual Conference is all about. It's a place to ask questions and find the answers to the emerging issues for the interactive services industry that are critical to your business success.

"Broadening The Consumer Market" is an important step for the VIA and the videotex industry. The industry has realized a healthy 20% per annual subscription growth for the past several years. How can the industry maintain and accelerate this growth? Will the personal computer continue to drive this consumer growth? How do simple terminals and smart telephones, ISDN, HDTV, fiber, or interactive cable fit into the future industry picture? What is the role of the telephone company? Even more important, what is the consumer of the 90's likely to want and can we deliver?

You'll benefit from the knowledge and expertise of more than 65 experts addressing these and dozens of other important issues. Just glance at the educational program available to you. We know that you'll

agree that our Annual Conference offers you the most comprehensive and impressive program available today.

Our Exposition gives you an advanced look at videotex technology breakthroughs that are occurring right now. Today's leading companies will be there, ready to answer your questions.

Finally, let's not forget the unique business opportunities that come from meeting with over 750 of your professional peers. All are eager to share information with you. The VIA Annual Conference is the only chance you'll have this year to experience a multi-disciplinary videotex forum, so take advantage of the opportunity and come join us!

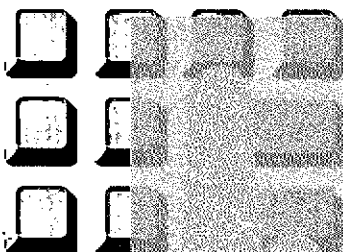
The '91 Annual Conference is NOT to be missed! Register early and take advantage of the discount on the registration fees and low hotel rates at the Hyatt. Not to mention the special low fares offered on USAir. It's so easy, there's no excuse. Register today. I look forward to seeing you there.



Martin Nisenholtz

Martin Nisenholtz
Senior Vice President, Ogilvy and Mather Direct
1991 Conference Chairman

What is the consumer of the 90's likely to want and can we deliver?



VIDEOTEX91

Can you afford not to know what is going on during this critical period in the videotex industry? Come to Washington, DC and find out what's on your business horizon.

Who Should Attend

If you are involved or thinking of becoming involved in interactive electronic services, VIA's 6th Annual Conference & Exposition is a must attend. Whatever your business interest, hardware or software provider, information and service provider (ISP), telecommunications provider, gateway operator, service bureau or packager, consultant or design firm, or ad agency, this conference is for you.

The Advantages You'll Receive by Attending VIA's 6th Annual Conference & Exposition

■ Outstanding Educational Opportunities

— Simply put, we offer you the most comprehensive lineup of sessions available today in the challenging and constantly changing world of interactive services. You'll hear from respected leaders in the field, sure to give you valuable tips to take home. All sessions will be tape-recorded for your convenience.

■ The Largest State-of-the-Art Exposition in the Videotex Field

— Over 40 of the world's leading companies will be present to answer your questions and to demonstrate the latest advances. Don't miss this first-hand look at new and emerging products!

■ Information Exchange — Networking is the name of the game!

Over 750 of your professional colleagues from all over the world will be there. Don't miss this once-a-year opportunity. Make plans to attend today!

What is the role of the telephone company?



Special Joint Session with The Electronic Mail Association — At No Extra Cost!

There will be a bonus session in conjunction with the Electronic Mail Association's Spring Meeting. 150-200 people will attend the EMA meeting, which takes place immediately before the VIA Conference. In a joint session, the EMA and the VIA will discuss the integration of consumer videotex and the business applications of electronic mail. The session is open to all fully paid VIA conference attendees and will be held on Tuesday, June 18, 1:30-5:30pm.

Social Programs

Don't overlook the fun side of the Annual Conference! We've got some great activities planned, including a cruise down the Potomac River, a grand opening reception, and breaks in the mornings and afternoons to relax, unwind, and network with your colleagues and friends. Full paid attendees also have a chance to win \$1,000 in the exhibit hall on June 21.

VIA's Conference Sponsors

The Videotex Industry Association expresses its sincere appreciation to the following sponsors:

Joint EMA/VIA Reception in the Exhibit Hall
Sponsored by: Microstar Software Ltd.



Welcome Reception in the Exhibit Hall
Sponsored by: Bell Atlantic

Ⓢ Bell Atlantic

Thursday's Mid-Morning Break
Sponsored by: Checkfree Corporation



Thursday's Mid-Afternoon Break
Sponsored by: NYNEX Telesector Resources Group



Exhibitors include:

Bell Atlantic
Bell Canada
BellSouth
CHECKFREE Corporation
Com:Port International
CTL Communications, Inc.
Image Base Videotex Design, Inc.
IMATEX Communications, Inc.
J. Walter Thompson/Online
Les Entreprises Vidéoway Ltée
Microstar Software Ltd.
Minitel Services Company
Minitel USA
NORPAK Corporation
Northern Telecom
NYNEX Telesector Resources Group
SNET Locator
Tayson Systems, Inc.
U.S. Videotel
U S WEST Communications
VICORP Interactive Systems, Inc.

The Exposition

You'll have the opportunity to view over 40 displays from top names in the videotex industry — many introducing products and services for the first time. See, compare, and evaluate the best gateway operators, service bureaus and service packagers, terminal manufacturers, hardware and software vendors, and information and service providers today.

When planning your schedule, be sure to leave plenty of time to visit the exhibit hall. The hall hours are:

Tuesday, June 18, 5:30-7:30pm for the
Joint EMA/VIA Reception;
Wednesday, June 19, 12noon-2pm; 3:30-7:30pm;
Thursday, June 20, 11am-1:15pm; 2:45-5:30pm;
Friday, June 21, 10am-1:30pm.

Service Displays

The exhibit hall will have tabletops of videotex services on Wednesday, June 19, 3:30-7:30pm. Information and service providers (ISPs) are given a low-cost way of showing their services to potential customers during this three hour showcase period.

(Companies interested in exhibiting or taking a table at the service display, can call Debbie Tritle, at 301/495-4955).

Registration Savings

The VIA provides many cost-saving opportunities to attend the 6th Annual Conference & Exposition including:

- Register by May 10th and save \$50 per registration. **VIA Members save \$200 per registration.** The general registration fee is \$595 for members and \$795 for nonmembers before May 10. Entrance into the Exhibit Hall is only \$20.
- Register four full paying registrants from your company and **receive the fifth one free.** To be eligible for this incredible offer, the VIA must receive your registration by May 10, 1991.
- The members of the Information Industry Association, Public Technology, Inc., and the Alliance for Public Technology receive a special reduced rate. See registration form for prices.

The registration fee includes entrance to all sessions, including the joint EMA/VIA session, all published social events, and entrance into the Exhibit Hall.

Hotel Reservations Savings

VIA has reserved at a special low rate a room block at the Hyatt Regency, the VIA Headquarter Hotel, 2799 Jefferson Davis Highway, Crystal City, VA 22202; 703/418-7227. Complete the right hand side of the enclosed registration form and send to the VIA and include credit card information or check payable to the Hyatt Regency for the first night amount. Do not call the hotel directly to make reservations.

USAir

Air Fare Savings

USAir has been designated as the official carrier for the VIA 6th Annual Conference & Exposition. USAir agrees to offer an exclusive low fare for the attendees. This special fare will offer a 5% discount off any published USAir promotional round trip fare, excluding First Class and Government Contract Fares. This discount is valid providing all rules and restrictions are met and is applicable for travel from the Continental U.S., Bahamas, and San Juan, PR. Travel is valid June 16-24, 1991.

For attendees unable to meet the restrictions for promotional fares, USAir will offer a 40% discount off the standard round trip day coach fare for travel from the Continental United States, Bahamas, and San Juan, PR. For attendees traveling from Canada they will offer a 30% discount with no minimum stay requirement or a 35% discount with a 2 night minimum stay requirement. Additional restrictions apply for discounts on international travel. To obtain this convention discount, you or your travel agent must call USAir's Meeting and Convention Reservation Office at 1-800-334-8655 in the Continental US; from Canada, 1-800-428-4322, Ext. 7702; Monday through Friday, 8am-9pm, Eastern Time. Refer to Gold File No. 594516.

PROGRAM OUTLINE

Tuesday, June 18

12noon-2pm and 5-7pm **Registration Open**

1:30-5:30pm **EMA/VIA Joint Plenary Session: Electronic Mail and Videotex Integration: Opportunities and Challenges** - Electronic mail is becoming a common business tool in many corporations. Electronic mail and other communications applications are the most frequently used by users - both residential and small businesses - of videotex systems. This afternoon session will provide an overview of both industries, the technology compatibilities, and the integration of videotex information and transaction services with corporate electronic mail systems.

Panel I: Industry overview will include infrastructure, standards, technologies, and applications.

Speakers: Michael Cavanagh, Executive Director, Electronic Mail Association; Robert L. Smith, Executive Director, Videotex Industry Association

Panel II: An analysis of the similarities and differences of electronic mail and videotex technologies.

Speakers: Mark Holthouse, Managing Director, Vicorp Interactive Systems; Ric Myles, Director, Product Development, Telecom Canada; Douglas Frosst, Product Manager, Eicon Technology; Speaker from France Telecom's Minicom e-mail service.

Panel III: A discussion of the business issues and opportunities for e-mail and videotex systems interconnection.

Speakers: Edith Samers, Vice President, Marketing, Comtex Scientific Corporation; Two speakers from e-mail user companies.

5:30-7:30pm **Joint EMA/VIA Reception in the Exhibit Hall**

Sponsored by: Microstar Software Ltd.

How do simple terminals and smart telephones, ISDN, HDTV, fiber, or interactive cable fit into the future industry picture?

Wednesday, June 19

7am-7:30pm **Registration Open**

8:30-9am **Opening Ceremonies** - VIA Chairman and Executive Director welcome delegates

9-9:15am **VIA Annual Awards** - Presentation of the 1991 Awards for Distinguished Service, Innovation, Outstanding Achievement, and Videotex Design

9:15-9:45am **Plenary Keynote: Meeting Consumer Needs in the 90's** - A review of the changing needs of consumers and what videotex will need to do to meet those needs in this decade presented by the Chairman of the largest direct marketing company in the world.

Speaker: Jerome Pickholz, Chairman and CEO, Ogilvy & Mather Direct

10:15am-12nn **Industry Forum: Expanding the Market for Interactive Services** - Panelists will debate the technical and business requirements for expanding the market in the 90's.

Moderator: Mitch Rapoport, Consultant

Speakers: Linda Laskowski, Vice President and General Manager, U S WEST Communications; David Rosen, Vice President, International Marketing, Commodore International Limited; Mark L. Walsh, Vice President and General Manager, Online Services, CUC International, Inc.

12nn- 2pm; 3:30-7:30pm **Exhibits Open**

12nn-2pm **Complimentary Lunch in the Exhibit Hall**

2-3:30pm **Broadening Access: Marketing and Selling to the Consumer** - Leading industry companies will discuss their business approaches towards consumer market success.

Moderator: Roland Sharette, Manager, J. Walter Thompson/Online

Speakers: Ross Glatzer, Senior Vice President, Advertiser Marketing, Prodigy Services Company; Keith Arnold, Sales Manager, Information Services Division, CompuServe; Bob "Chip" Shiappone, Manager, Product Marketing, GENie; Glenn S. Myers, President and CEO, U.S. Videotel, Inc.

2-3:30pm **Adding Value: Community Services for the Consumer** – Local content is a critical element for success in the delivery of videotex services because consumers are most often affected by what happens in their own communities. This panel will discuss several of the most important developments underway in the delivery of community oriented services with the emphasis on non-profit services.

Moderator: Joe Alber, Co-founder, Heartland Free-net, Inc.

Speakers: Michael Monteith, Assistant City Manager, City of Hampton; Francie Gilman, Business Director, Community and Information Services, Public Technology, Inc.; Michael McDonald, President, Windom Health Enterprises.

3:30-7:30pm **Service Display Center: Tabletops of videotex services** – Spaces still available!

4-5:30pm **Broadening Access: Beyond the Telephone Network** – Today nearly 100% of the commercial videotex services are delivered only via the telephone network. Tomorrow is likely to present a different picture as cable, cable/telephone hybrids, and the broadcast spectrum are being developed to provide alternatives. These and other opportunities will be discussed.

Moderator: William W. Seelinger, Managing Director, New Castle Publications

Speakers: Michel Dufresne, President and Chief Operating Officer, Les Entreprises Vidéoway Ltée; Dan Downs, Executive Vice President, NTN Communications, Inc.; Jack Galmiche, President, Interactive Systems, Inc.

4-5:30pm **Adding Value: Convenience to the Consumer** – Providing convenience is a vital component of videotex services. Leading industry companies will discuss how they provide maximum convenience to the consumer.

Moderator: Karen Nielsen, Research Associate, Link Resources Group

Speakers: Richard Moeder, General Manager, Telegrocery; E. Marshall Wick, PhD, Professor, Business Administration, Galluadet University; Michael Sapienza, Vice President, Marketing Consumer Division, Checkfree Corporation.

5:30-7:30pm **Welcome Reception in the Exhibit Hall**

Sponsored by: Bell Atlantic

Thursday, June 20

8am-5:30pm **Registration Open**

8:30-9:15am **Keynote Speaker: Does North America Need an Information Age Industrial Policy?** – If future economic success is determined by continent alliances and the transformation into a services economy, can the U.S. and its neighbors in North America compete globally without an information age policy? Dr. Fields experience in overseeing U.S. defense government support of High Definition Television and other high technology projects, and President of the information technologies R & D consortium MCC is well qualified to discuss the future direction of North America.

Speaker: Craig Fields, President and Chief Operating Officer, Microelectronics and Computer Technology Corporation

9:30-11am **Industry Forum: What Role Do The Phone Companies Play in the Information Age?** – Seven years after the break up of AT&T, U.S. telephone companies are still trying to develop their proper role in the growing information age. What is truly in the public's interest? Full competitors with current information service providers? Providers of advanced network services that simplify access to interactive services? Both? And where does the promise of universal service fit into this brave new world? These and other issues will be debated.

Moderator: Hilary Thomas, President, Minitel USA, Inc.

Speakers: Mary Gardner Jones, President, Consumer Interest Research Institute; Gene Kimmelman, Legislative Director, Consumer Federation of America; Kent Stuckey, General Counsel, CompuServe; Charles Oliver, Senior Policy Advisor to the Assistant Secretary, U.S. National Telecommunications and Information Administration; Doug Bulleit, President, BellSouth Advanced Networks.

11am-1:15pm **Exhibits Open**
& 2:45-5:30pm

11am-12:30pm **VIA Council and Chapter Business Meetings**

1:15-2:45pm Broadening Access: Interactive Marketing: A Growing Consumer Success – Leading providers share their experiences in selling products and services directly to the consumer via videotex. Issues for discussion: the role of the provider and gateway operator in consumer promotion and advertising, quality control of service content, pricing of service, where and how to distribute a service, how to reach your consumer target and manage expectations, and requirements for expanding the market.

Moderator: Sandi Cooper, Managing Partner, Network 90

Speakers: William Tobin, President, P.C. Flowers; J. Chris Jennewein, Director, Information Services, Voice Information Services, Inc.; Speakers to be announced.

1:15-2:45pm Adding Value: Consumer Learning With Videotex - Videotex has the capability of enhancing the learning experience of youngsters and adults in homes and the schools. What are the challenges and hurdles in using videotex in the learning process? How can videotex benefit and help the learning process? These and other issues will be covered.

Moderator: Peter Grunwald, Vice President, Issue Dynamics, Inc.

Speakers: Louis Pugliese, Project Director, Turner Educational Services; Gene Dunne, Manager, Information Industry Strategy, Ameritech Services; Audrey Weil, Vice President of Development, Quantum Computer Services, Inc.

3:15-4:45pm Broadening Access: Advanced Network and Computer Technologies: Opening the Door to New Opportunities? – Fiber to the home or curb, ISDN, multimedia, voice response and the smart telephone all can have an important role in determining how interactive services are provided and used by a majority of consumers at the end of this decade? Can these developments affect the consumer market within this decade? If so, what will be required of the technology developers and the application providers in making these new technologies consumer affordable and usable.

Moderator: Martin Nisenholtz, Senior Vice President, Ogilvy & Mather Direct

Speakers: Rick Hofman, Director, Fiber in the Loop Planning, Bell Atlantic; David J. Waks, Director of Business Development, Prodigy Services Company; Speaker to be announced.

3:15-4:45pm Adding Value: New People Connections for the Consumer – Communications continue to be the most used applications in videotex. Is this a long term trend or will it decline as the market grows? Different avenues people use to communicate back and forth will be explored.

Moderator: Daniel J. Bruns, President/CEO, General Videotex Corporation

Speakers: Richard Adler, Director of Development, SeniorNet; Cliff Figallo, President, The Whole Earth Electronic Link (The WELL); Ken Rogers, Director, Business Statistics and Information Systems Division, Department of Commerce

4:45-5:45pm Membership Meeting

7-10pm Dinner Cruise on the Potomac

Friday, June 21

8am-1:30pm Registration Open

8:30-10am Industry Forum: Outsiders Speak Out - A Panel of Press and Users – Representatives of the media and videotex users share their thoughts on the value of videotex and what improvements they would like to see.

Moderator: Gary Arlen, President, Arlen Communications Inc.

Speakers: Scott Mace, Washington Bureau Chief, *InfoWorld*; John Markoff, Reporter, Business Page, *The New York Times*; David Kiley, Senior Writer, *Ad Week's Marketing Week*.

10am-1:30pm Exhibits Open

10:30am-12nn Industry Forum: Insiders Meet Outsiders – Industry representatives join the previous panel in a lively dialogue on the issues they raised and the future of the industry.

Moderator: Gary Arlen, President, Arlen Communications Inc.

Speakers: David Schneider, Director of Online Services, Ziff Communications Company; Joseph Mazzeo, President, Minitel Services Company

1:15pm \$1,000 Prize Drawing in the Exhibit Hall – for full paying attendees only.

1:30pm 6th Annual Conference & Exposition closes. See you next year for the VIA's 7th Annual Conference & Exposition, June 24-27, 1992, at the Hyatt Regency in Minneapolis, MN.

**VIA 6TH ANNUAL CONFERENCE & EXPOSITION
Registration Form**

June 18-21, 1991, The Hyatt Regency Crystal City

Save Money!

Register by May 10th and save \$50. Also, register four full paying conference registrants by May 10th and receive the fifth one FREE!

Please type or print:

NAME _____
 TITLE/DEPT _____
 COMPANY _____
 ADDRESS _____
 CITY STATE (COUNTRY) ZIP (POSTAL CODE) _____
 PHONE FAX _____

Conference Registration Fees

Includes full conference program, entrance into social events, exhibits and registration listing.

	Corporate Member	Special Groups*	Non-Member
Prior to May 10	___\$595	___\$695	___\$795
After May 10	___\$645	___\$745	___\$845
On-Site Registration	___\$695	___\$795	___\$895
One day fee	___\$325	___\$385	___\$450
I will be attending:	___Wednesday	___Thursday	___Friday
Exhibit Hall Only	___\$20	___\$20	___\$20
Total amount enclosed (US Currency)	\$ _____		

*The members of the following organizations receive this special rate: Alliance for Public Technology, Inc; The Information Industry Association; Public Technologies, Inc.

Are you a member of: ___ APT ___ IIA ___ PTI

Will you be going on the cruise? ___ Yes ___ No
 (Space is limited, so register early)

Method of Payment (Check one)

___ Check enclosed (payable to VIA in US currency)
 ___ Credit Card: ___ Visa ___ MasterCard ___ American Express
 Account Number: _____
 Expiration Date: _____
 Name on Card: _____
 Signature (Required): _____

Cancellation Policy

A full registration refund, less a \$90 processing fee, will be made for cancellations received in writing by May 10, 1991. **No refunds will be made after May 10.** A substitute delegate is always welcome at no additional charge.

Guaranteed Hotel Reservations

Your hotel reservations request must be accompanied by a deposit for your first night. You must complete the information requested below and submit with credit card information or check (payable to the Hyatt Regency) in order to reserve your room. Do not call the hotel directly to make reservations.

Hotel Changes and Cancellations

The hotel will send you a confirmation of your accommodations after the VIA makes your reservation. After receipt of your hotel confirmation, all changes in arrival, departure, type of accommodation, or cancellation must be made directly with the hotel either in writing or by telephone. In order to receive a full refund, all cancellations must be made within 24 hours prior to arrival. **Do not contact the VIA.**

This form must be submitted by May 10, 1991 to ensure the special VIA Conference guest room rates.

Please complete the following:

Arrival Date and Time (include AM or PM): _____
 Departure Date: _____

Please Check One:

Guest Room*: ___ Single \$120
 ___ Double \$120
 ___ Please send information regarding a suite.
 (Suites are only available to VIA exhibitors.)

*Rates are listed in US Currency and do not include sales tax.

Please send: ___ VIA Membership Information
 ___ Exhibitor Information
 ___ Additional programs for distribution
 Quantity _____
 ___ Please make sure I am listed on the VIA
 mailing list

Return this form with your payment to:

VIA Annual Conference
 8403 Colesville Road, Suite 865
 Silver Spring, MD 20910-3368
 301/495-4955

Or FAX with payment to 301/495-4959.

Annual Show

The conference gives you a chance to meet with other industry experts and build valuable industry contacts. A "must attend" gathering, attendees learn what's working and what's not, and what future trends are most likely to succeed.

As a VIA member, you save at least \$200 per registrant when you attend the conference. If you exhibit as a member, you can save \$600 or more! Join the other leading companies who display their newest products and services at the VIA show, and boost *your* sales.

VIA UPDATE

With your VIA membership, you have access to the information you need. You receive the monthly, members-only newsletter, the *VIA UPDATE*. The *UPDATE* keeps you informed about issues, trends, technology, news, VIA activities and services, and governmental issues.

Send us your press releases, and we will publish them. You will gain valuable exposure to the leaders of videotex.

Councils & Committees

Your company can influence the future of videotex. The VIA's Councils and Committees tackle many pressing issues. As these committees strive to develop consistent standards that will benefit the whole industry, they become forums where industry experts share their market experience and make new contacts.

The VIA's Committees and Councils include the Videotex Consistency Council, the Government Relations Committee, the Videotex Multimedia Committee, and the Information and Service Providers (ISP) Council.

Industry Publications

The VIA offers an impressive list of publications. Written by videotex experts, these reports are valuable reference sources you'll refer to for facts, guidance, and "how to" information.

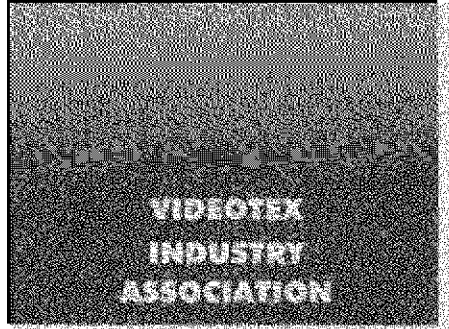
VIA members receive one copy of association publications at no charge. The total value of these publications is over \$500.

21 Reasons You Should Join the Experts

- 1** Establish new contacts to grow your business.
- 2** Promote your company.
- 3** Meet key decision-makers.
- 4** Gain visibility in the videotex industry.
- 5** Access market research and insights.
- 6** Influence the development of technical and business practices.
- 7** Protect your business interests vis-a-vis government bodies.
- 8** Save money on the North American Videotex Industry's Annual Show.
- 9** Save time and money with publications written by the industry experts.
- 10** Network with other executives at Local VIA Chapter Events.
- 11** Participate in Councils and Committees.
- 12** Receive vendor referrals.
- 13** Fulfill job openings.
- 14** Gain recognition for achievements in the industry with the annual Videotex Industry Awards.
- 15** Obtain media referrals.
- 16** Keep informed on government relations developments.
- 17** Advertise at no cost in our annual membership directory.
- 18** Use VIA's videotex industry library.
- 19** Obtain reference services for your videotex information needs.
- 20** Influence the future of videotex.
- 21** Enter the international network of videotex companies and associations.

For more membership information, check the appropriate box on the registration form or call 301/495-4955.





Yes! Please begin my Corporate Membership with the VIA so I can gain the competitive edge and join the leaders in the videotex industry!

Company Name: _____

Primary Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Phone: _____ Fax: _____

Your dues for the VIA will reflect: the annual revenues in your organization, and the number of people devoted to videotex in the organization. Dues can range from \$300 up to a maximum of \$6000. The VIA holds your revenue information in strict propriety. We use this information solely to calculate annual dues.

If your organization does not have a parent company that owns, funds, or holds your organization as a subsidiary, please use Table 1.

If your organization is owned, funded by, or is a subsidiary of another organization; or if your organization is owned by two or more parties, please work here, in Table 2.

Table 1: Wholly Owned Company

Column A		Column B		Add Dues Factors	
Applicant revenue, up to:	Dues Factor:	Staff devoted to Videotex, up to:	Dues Factor:	Column	Dues Factor:
1M	150	1	150		
3M	230	3	250	A	_____
8M	350	5	420		
25M	550	7	690	B	+ _____
70M	840	15	1150		
200M	1290	25	1920	Total	
600M	1980	50	3190	Dues* =	_____
1700M	3050	100	5300		
5000M	4690	190	6000		

Table 2: Subsidiary, Division, Joint Venture

Column C		Column D		Column E		Add Dues Factors	
Parent's revenue up to:	Dues Factor:	Applicant revenue, up to:	Dues Factor:	Staff devoted to Videotex, up to:	Dues Factor:	Column	Dues Factor:
1M	75	1M	75	1	150		
3M	115	3M	115	3	250	C	_____
8M	175	8M	175	5	420		
25M	275	25M	275	7	690	D	_____
70M	420	70M	420	15	1150		
200M	645	200M	645	25	1920	E	+ _____
600M	990	600M	990	50	3190		
1700M	1525	1700M	1525	100	5300	Total	
5000M	2345	5000M	2345	190	6000	Dues* =	_____

Payment Method:

- Our check for \$ _____ is enclosed.†
- Please bill us.

*If your added dues factors are more than \$6000, simply enter \$6000 as your Total Dues.

† Companies outside of North America, please add \$50 to cover increased postal costs.

Note:

Annual Revenue refers to the figure found in the most recent annual report or fiscal year audit.
Staff devoted to videotex is: the equivalent number of staff members working full-time on videotex projects. (For example, if 2 people devote 50% of their time, they are 1 full-time staff equivalent.)



8403 Colesville Road, Suite 865
 Silver Spring, MD 20910
 (301) 495-4955
 Fax: (301) 495-4959

**What Industry Leaders
say about the VIA**

"The VIA is the key trade group for the growing videotex industry. VIA provides our company with a forum so we can work with other organizations in the industry to address common issues. No prudent company with an interest in consumer online services should ignore the VIA's activities."

Steve Case
Executive Vice President
Quantum Computer Services, Inc.

"Through the VIA, we have been able to identify new business opportunities and form business alliances. It provides me with contacts that are important to expanding our business. The VIA is the place to come to for marketplace visibility in the videotex world."

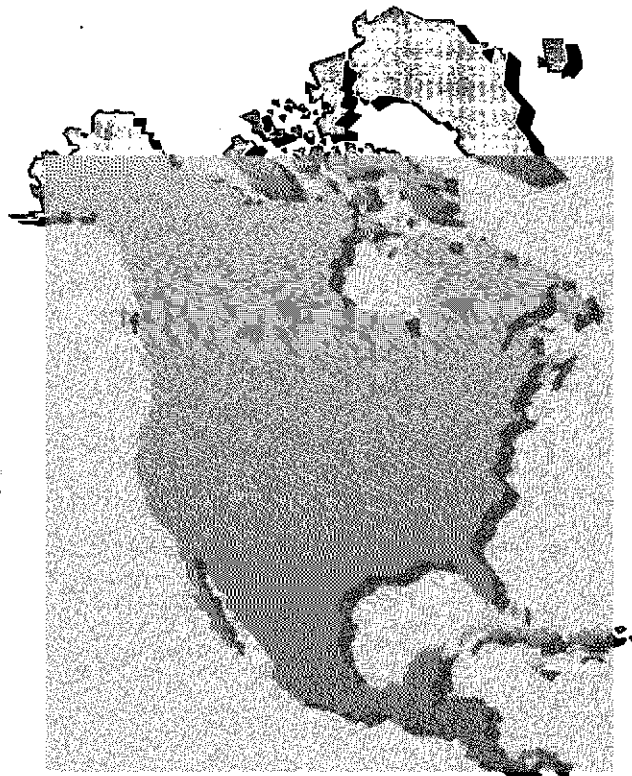
Helen G. Bradley
Product and Industry Analyst
American Airline's EAASY SABRE

"The VIA has done an outstanding job of coordinating the videotex consistency efforts in North America. It is the best organization to bring the industry participants together to establish practical solutions to industry-wide problems."

Ross Peacock
Director of Marketing
Northern Telecom

"The VIA has helped us target our videotex product developments more effectively. Our participation in the annual conference and the councils and committees provides us with insights on customer behavior, markets, and technologies."

Mark Holthouse
Managing Director
VICORP Interactive Systems, Inc.





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How You Benefit from Membership

Annual Show

The conference gives you a chance to meet with other industry experts and build valuable industry contacts. A "must attend" gathering, attendees learn what's working and what's not, and what future trends are most likely to succeed.

As a VIA member, you save at least \$200 per registrant when you attend the conference. If you exhibit as a member, you can save \$600 or more! Join the other leading companies who display their newest products and services at the VIA show, and boost your sales.

VIA UPDATE

With your VIA membership, you have access to the information you need. You receive the monthly, members-only newsletter, the VIA UPDATE. The UPDATE keeps you informed about issues, trends, technology, news, VIA activities and services, and governmental issues.

Send us your press releases, and we will publish them. You will gain valuable exposure to the leaders of videotex.

Councils & Committees

Your company can influence the future of videotex. The VIA's Councils and Committees tackle many pressing issues. As these committees strive to develop consistent standards that will benefit the whole industry, they become forums where industry experts share their market experience and make new contacts.

The VIA's Committees and Councils include the Videotex Consistency Council, the Government Relations Committee, the Videotex Multimedia Committee, and the Information and Service Providers (ISP) Council.

Industry Publications

The VIA offers an impressive list of publications. Written by videotex experts, these reports are valuable reference sources you'll refer to for facts, guidance, and "how to" information.

VIA members receive one copy of association publications at no charge. The total value of these publications is over \$500.

21 Reasons You Should Join the Experts

- 1** Establish new contacts to grow your business.
- 2** Promote your company.
- 3** Meet key decision-makers.
- 4** Gain visibility in the videotex industry.
- 5** Access market research and insights.
- 6** Influence the development of technical and business practices.
- 7** Protect your business interests vis-a-vis government bodies.
- 8** Save money on the North American Videotex Industry's Annual Show.
- 9** Save time and money with publications written by the industry experts.
- 10** Network with other executives at Local VIA Chapter Events.
- 11** Participate in Councils and Committees.
- 12** Receive vendor referrals.
- 13** Fulfill job openings.
- 14** Gain recognition for achievements in the industry with the annual Videotex Industry Awards.
- 15** Obtain media referrals.
- 16** Keep informed on government relations developments.
- 17** Advertise at no cost in our annual membership directory.
- 18** Use VIA's videotex industry library.
- 19** Obtain reference services for your videotex information needs.
- 20** Influence the future of videotex.
- 21** Enter the international network of videotex companies and associations.



Is your company prepared to take advantage of the next mass market medium?

VIA member companies know that to compete successfully, they must distribute their services quickly and effectively. They know that videotex is a distribution channel of the future, available today. Videotex helps these companies gain important advantages in the market. It could help your company too.

Videotex refers to all easy-to-use, interactive electronic services for the general public. These services are delivered using computer and communications technologies.

The videotex industry is growing rapidly. By 1990, videotex was a \$200,000,000 a year industry. Nearly 2 million people throughout North America use computers or terminals to access interactive services. These people have discovered the fun and convenience of banking, shopping, "chatting," playing games, and calling information services from remotely located computers. The number of users grows by over 20% per year.

VIA...Where the Experts Meet!

No matter what role(s) you fulfill in the industry, the VIA is vital to your success.

■ **Hardware and Software Providers:** You are knowledgeable in computer or telecommunications technology. How do you apply that knowledge to interactive services? Where do you go to learn the different protocols? How do you find out what competitors are doing?

■ **Information and Service Providers (ISPs):** Your specialty is publishing, financial services, retailing, government, or nonprofit association management! Where do you go to understand the necessary computer and communications technologies that make your services interactive? Where do you learn from experienced providers? Who will distribute your service?

■ **Telecommunications Providers:** While voice has been the mainstay of your business, the

Can you meet the demands of that time-sensitive but important customer, the two-income family?

Are you concerned about the next growth opportunity for your company?

data network is increasingly important for your business. How do you provide data network services for the general public? Who are the providers who need your services? What protocols do you need to support?

■ **Gateway Operators:** You can supply users with the easiest access to remote services. But how do you boost your user base? Where do you meet the best ISPs? How do you keep on top of new technical developments?

■ **Service Bureaus:** You are expert at supplying computer services. You can transform a provider's idea into a videotex product like a pro! But where do you go for marketplace visibility?

■ **Service Packagers:** You know how to assemble the best package of information and services. You know how to sell it to your users. How do you keep up with new technologies and marketing trends?

■ **Consultants:** You provide technical or marketing expertise to ISPs, or Gateway Operators, or vendors. But where do you go to develop those contacts further?

■ **Design Firm or Ad Agency:** You help ISPs design and market the content of a videotex service. Where do you go to identify new business opportunities?

If you are involved with the videotex industry, then you should be involved with the Videotex Industry Association!

The VIA is the only organization that has been devoted to the industry since 1981, providing an essential forum that brings this diverse industry together.

Gain the competitive edge to success. Join the VIA today – it's where the videotex experts meet!

**VIA Corporate
Membership:
Your Competitive
Edge to Success**



VIDEOTEX INDUSTRY ASSOCIATION



UPDATE

A NEWSLETTER FOR MEMBERS OF THE VIDEOTEX INDUSTRY ASSOCIATION

Volume 10, No. 4
April, 1991

**REGISTER BY MAY 10th FOR LARGEST SAVINGS
VIA's SIXTH ANNUAL CONFERENCE & EXPOSITION
JUNE 18 - 21, 1991
HYATT REGENCY - CRYSTAL CITY, VA
(Metropolitan Washington, DC)**

In this issue:

- New Members (p. 3 - 4)
- Members in the News (pp. 4 - 6)
- Oral Arguments Heard on Information Services Remand (pp. 6 - 8)
- Two U.S. Reports on Computer Use (pp. 9 - 10)
- French and German Videotex Updates (pp. 10 - 12)

ANNUAL CONFERENCE

What do PRODIGY, GENie, Heartland Free-Net, Windom Health Enterprises, NTN Communications, Galluadet University, Checkfree Corporation, BellSouth, Metro Online, Minitel USA, CompuServe, Les Entreprises Videoway Ltée, Quantum Computer Services, Bell Atlantic, Issue Dynamics, and Ogilvy & Mather Direct have in common? They all will be sharing their views and experiences regarding how to succeed as a business in videotex. By attending this year's conference, members will learn from these and other industry leaders about how to **significantly expand the market over the coming decade.**

By now you should have received the conference brochure inviting you to register for the VIA Annual Conference & Exposition, "Videotex 91: Broadening the Consumer Market". Whether you are a gateway operator, information and service provider (ISP), or a hardware or software vendor, listening to others share their ideas, concerns, experiences, and achievements will enable you to walk away from the Conference with answers to questions concerning the emerging issues for the interactive services industry that are critical to your business success.

THE EXPOSITION

This year's exhibit gives you an advanced look at videotex technology breakthroughs that are occurring right now. **You will find solutions to your videotex needs.** You can meet with gateway operators, service bureaus, service packagers, videotex designers,

terminal manufacturers, and hardware and software vendors at the Exposition. So, don't miss this first-hand look at new and emerging products and services, **talk to vendors about YOUR needs, and make valuable contacts.** If you haven't reserved your booth, now is the time to ensure you receive full promotional value at the conference.

SERVICE DISPLAY CENTER IN EXHIBIT HALL

Continuing with our successful past years, the VIA will allow information and service providers (ISPs) to promote their service at the Annual Conference in a cost-effective way. For \$350, member ISPs can obtain a skirted table, duplex electrical outlet, telephone line, and a tent card with the provider's name. (All long distance call charges must be borne by the provider.) Nonmembers pay a fee of \$450. The Service Display Center will be open from 3:30-7:30 p.m. on Wednesday, June 19.

MEETING CONSUMER NEEDS IN THE 90'S

Jerry Pickholz, Chairman & CEO, of Ogilvy & Mather Direct, will kick off this year's Conference as the opening keynote speaker. The head of the largest direct marketing firm in the world will talk about the changing needs of consumers in the 90's and what videotex will need to do to meet those needs.

Directly following his talk will be an industry forum, "Expanding the Market for Interactive Services". Panelists will debate the technical and business requirements for expanding the market in the 90's. Included in the panel are representatives from U S WEST, Commodore International, and CUC International.

EMA/VIA JOINT SESSION

During this joint session on June 18, representatives from both the Electronic Mail Association and the VIA will be on-hand to discuss how corporate electronic mail systems can enhance their product by adding videotex information and transaction services. Providers of videotex services will learn about new opportunities for their services in corporations.

PRESIDENT & CEO OF MICROELECTRONICS AND COMPUTER TECHNOLOGY CORPORATION TO SPEAK

Dr. Craig Fields will be our Thursday morning keynote speaker. As President and CEO of MCC, the leading industry sponsored research and development consortium for information technologies, he is understood to be revamping MCC to speed up innovations to market. The former Director of DARPA, the U.S. Defense Advanced Research Projects Agency, Dr. Fields is known for looking for new and innovative ways to transform ideas from the drawing table to reality. His speech entitled, "Does North America Need An Information Age Industrial Policy?", will explore if and how it is possible to establish an industrial policy for the information age, and what should be the long range goals of those policies. (Mr. Fields was recently featured in the Sunday Business Section of the *Washington Post*.)

REGISTRATION SAVINGS

It pays to register early, so don't wait until the last minute! Don't forget to take advantage of the **discounts available.** Register by May 10 and save \$50 off the member registration. Also, register four full paying conference registrants by May 10 and receive the fifth one FREE.

The VIA has reserved, at a special low rate, a block of rooms at the Hyatt Regency Crystal City, the VIA headquarters hotel. Room rates are \$120 for a single or double room. Please refer to the registration form in the program brochure to reserve sleeping rooms when you register for the Conference. You must reserve sleeping rooms through the VIA. Remember, to be guaranteed that special room rate, reserve your room before May 10.

USAir has been designated as the official carrier for the VIA Conference. USAir will be offering an exclusive low fare for the VIA attendees. Please refer to the program brochure for additional information. Book your flight early to take advantage of the special rates.

Contact Debbie Tritle at the VIA office for detailed information and exhibit opportunities. Telephone: (301) 495-4955 or Fax: (301) 495-4959.

MEMBERSHIP

NEW CORPORATE MEMBERS

American Data Fax: A new enterprise formed to acquire various existing companies in the videotex industry. It seeks joint ventures and acquisitions of service bureaus, information and service providers, and gateway operators. The company's first venture will be its merger with Exelvision, S.A. of Valbonne, France, a manufacturer of videotex terminals. Contact: Joyce R. Searles, President, 120 Amaral Street, East Providence, RI 02915; Telephone: (401) 431-1882; Fax: (401) 438-5557.

Information & Interactive Services Report (IISR): Published by Telecommunications Reports, IISR was formerly known as the "Interactivity Report". The *Information & Interactive Services Report* documents, on a biweekly basis, major developments in the information industry. It follows the videotex, audiotex, enhanced services, and interactive broadband businesses reporting events and targeting trends. Contact: Mara Rosenthal, Marketing Manager, Information & Interactive Services Report, 1333 H Street, NW, 11th Floor West, Washington, DC 20005; Telephone: (202) 842-3022; Fax: (202) 842-3047.

Prodigy Services Company: Markets information and transactional services for consumers and businesses through The PRODIGY® Service and PRODIGY® Business Services. The PRODIGY® Service is a consumer-based online service. The PRODIGY® Business Services markets and develops customized business-to-business online service for individual businesses, associations, and other organizations. Contact: Sirajul Islam, Manager, Industry Alliance Programs, Prodigy Services Company, 445 Hamilton Avenue, White Plains, NY 10601; Telephone: (914) 993-8000.

Reality Technologies: Reality designs and develops software systems. Two of Reality's current retail products, WealthBuilder® by Money Magazine and WealthStarter™, simplify personal financial planning. In the videotex arena, Reality is the largest independent software developer for Prodigy. Reality developed the CEO game and Baseball Manager, the new fantasy baseball game. Reality has a continuing relationship with Prodigy and intends to design, develop, and market additional interactive software on its own. Contact: Mark Goldstein, President, Reality Technologies, 3624 Market Street, Philadelphia, PA 19104; Telephone: (215) 387-6055; Fax: (215) 387-2179.

NEW PROFESSIONAL MEMBERS

Marcel Bay, Global Communications Network, Inc, (201) 761-4607
Jacques Cardinal, Bell Canada, (514) 870-0265
Alexander Cheng, NYNEX, (914) 287-5026
Linda Lee Coyner, BellSouth Advanced Networks, (404) 847-2918
Harold A. Dakin, NYNEX Information Resources Co., (508) 762-1019
Peter Gillespie, Gillespie Associates, (504) 861-1941
Kathy Ives, NYNEX Information Resources Co., (212) 513-9856
Andy McDermont, (801) 544-5329
Daniel Miller, OPUS Research, Inc., (415) 239-0244

Donna Z. Rubenstone, (914) 365-0682
Gary Schulz, (703) 430-4416
David Savage, Michigan Bell, (313) 626-4316
Dan Sawzak, BellSouth Services, (205) 977-8270
Tom Thompson, US WEST, (303) 896-5973
Chuck Waggoner, Waggoner Associates, (408) 739-8780

MEMBERS ADDRESS CHANGES

Through our error and member moves, there are some changes in the 1991 Membership Directory. Please note these changes in your Directory.

Star Telematics (formerly Videotel Eireann Ltd.) Contact: Mel Healy, Managing Director, 1 Mather Road North, Mt. Merrion, Co. Dublin, Ireland Phone: 353 1 884545; Fax: 353 1 884545.

Videotex Grocery Systems, Inc, Contact: Bari Garner-Holman, Marketing Director, 5901 Nieman Road, Shawnee, KS 66203 Phone: (913) 268-4100.

Digital Equipment, Contact: JoAnne Faucher Phone: (603) 884-3370; Fax: (603) 884-2253.

MEMBERS IN THE NEWS

U.S. VIDEOTEL LAUNCHES THE "ADOPT-A-CLASS" PROGRAM

On February 26, 1991, U.S. Videotel, in conjunction with Turner Elementary School and the University of Houston, initiated the "Adopt-A-Class" program. The new program is designed to provide "at-risk" fourth grade students with an exciting and fun to use learning tool -- called the HOMEWORK MACHINE.

Because of their concern over the state of education in Texas (nearly 58% of the students in the Houston Independent School District failed at least one portion of the Texas Assessment of Academic Skills (TAAS) test in October of 1990), USV developed the Adopt-A-Class program. The new program is designed to supplement education in the home by providing online educational services that reinforce the basic skills of reading, writing, and math. The ultimate objective of the program is to provide significant improvement in basic skill areas which will in turn improve TAAS test scores.

Students in the program receive free use of the Homework Machine -- a USV terminal and access to a special group of educational services, which were designed with specific TAAS objectives by professional educators. An online tutor who interacts individually with each child is also part of the program.

Initially USV hopes to provide this service to the 4,000 plus students in 44 Houston schools which are currently considered "at risk" by the Texas Education Agency. In the near future they plan to expand and include other Houston and Dallas/Fort Worth areas.

USV has made a major financial commitment in the development and implementation of this program. However, to provide the service to all the students who need it, USV will be recruiting support from the business sector. Contact: Adopt-A-Class program, (713) 840-9777.

PRODIGY CREATES CUSTOM CHOICES

Prodigy Services Company recently announced two new options called "Custom Choices" for PRODIGY members with special interests. The new Custom Choices are a personal investment product called Strategic InvestorSM and a unique multi-player, fantasy baseball game, Baseball ManagerSM. Custom Choices are optional flat rate services.

Strategic InvestorSM, allows the user to receive information on more than 4800 stocks and 2700 mutual funds. A few examples of the information available include: various ratios, yields, earnings, company financial information, and historical data. Investors can also receive investment recommendations and strategies, as well as economic, industry, and company analyses. The cost is \$14.95 per month.

Baseball ManagerSM, priced at \$119.95 for the entire season, is an interactive game in which members can join or create their own league, draft and trade players, then manage their teams in daily games over the season. Utilizing actual statistics from games played the day before, managers play against each other. Player line-ups can be changed until the day before a game. Unique features include the computer organizing the statistics and giving them to managers in printable daily reports and Baseball Manager utilizing a default mode based on your instructions if you have not prepared for a game. Contact: Brian Ek, (914) 993-8843.

DELPHI EXPANDS NEWS SERVICES

USA Today's Decisionline and the *PR Newswire* joined DELPHI's news line-up. The *USA Today* news service carries daily reports in 16 categories, summarizing facts, trends, and developments. Unique categories include advertising, law, energy, real estate, and technology. This will complement other DELPHI news services by providing a broader diversity of coverage.

Also debuting soon is the *PR Newswire*. *PR Newswire* offers access to press releases from more than 15,000 news sources including start-up companies, labor unions, trade associations, universities, hospitals, and most Fortune 500 corporations. Contact: Dan Bruns, (617) 491-3393.

MINITEL INTRODUCES NEW WORLD SERVICE DIRECTORY

Minitel Services Company began quarterly publication of a new *World Service Directory* that describes features and enhancements to increase subscriber interest. The new publication includes an editorial theme, special service offers, a subscription service category, and individual service listings.

Another enhancement to the Minitel services is that users can now view services and understand their pricing before going online. Contact: CeCe Drummond, (914) 694-6266.

QUANTUM COMPUTER SERVICES ANNOUNCES NATIONWIDE EVALUATION OF AMERICA ONLINE FOR PC USERS

Quantum Computer Services, Inc. started an evaluation program for its rollout of America Online for IBM-compatible personal computers. (America Online has previously only been available for Apple II and Macintosh owners.) Quantum is supplying 30,000 IBM users with software, documentation and free online time to America Online till the end of June. Participants are being asked to evaluate the service in terms of ease-of-use, functionality, value, suitability of services offered, and customer service responsiveness. Quantum will incorporate the feedback into a final product to be launched this summer.

America Online uses the PC/GEOSTM interface, developed by VIA member, GeoWorks. The graphic windowing environment of PC/GEOS is similar to Microsoft Windows, but will run quickly and efficiently on a computer with as little as 512K of memory.

In related news, America Online users along with users of Quantum's PC Link (for Tandy computers) and Promenade (for IBM PS/1 users) have recently begun experiencing an

expansion of their electronic communities. While each service will retain its unique features, general interest and club services will be intermixed to provide access to greater numbers of participants. Included will be E-Mail, software and computing forums, People Connection, and specialty clubs.

Quantum also announced that Steve Case has been elected President and Chief Executive Officer. A co-founder of Quantum, he was formerly Executive Vice President. Contact: Jean Wackes, (703) 448-8700.

ST. CLAIR INTERACTIVE WINS BOSTON CONTRACT FOR "WHAT'S NEW, NEW ENGLAND"

The Massachusetts Port Authority (Massport) has awarded a contract for St. Clair to upgrade its tourism information service at Logan International Airport. St. Clair will install new multi-media technology and produce new graphic and videodisc material that expand the capabilities of "What's New, New England". Massport expects more than 200,000 sessions on the twelve terminals each year, and more than four million information modules to be accessed.

This is the third major U.S. public access multi-media contract for St. Clair. The company is also currently installing multi-media interactive units in Pearson Airport in Toronto, as well as a number of point-of-sale merchandising systems. Contact: Doug Peter, (416) 423-7825.

GOVERNMENT RELATIONS

On April 4, U.S. District Court Judge Harold Greene announced that oral arguments on the information services remand would be held on April 18 and 19. The purpose of the oral argument was to debate ten questions (see below) among the proponents (those in favor) and opponents of the information services remand. The two sides were asked to agree on an attorney to represent each side, with each attorney given fifteen minutes to present. The VIA did not participate in this oral argument.

For the attorneys representing the removal of the information services restriction, there were the U.S. Department of Justice, the Federal Communications Commission (FCC), and the Regional Bell Operating Companies. Dividing the questions for the opponents were lawyers representing the American Newspaper Publishers Association, Consumer Federation of America, MCI, National Cable Television Association and ADAPSO - the Computer Software and Services Industry Association.

1. In determining whether the lifting of the information services restriction would be anti-competitive, to what extent may the Court consider and what weight may it have to the pre-divestiture history, evidence at the AT&T trial, the Tunney Act findings and conclusions, and Regional Company anti-competitive acts, if any, since 1984?
2. What weight is the Court required to give to the views of the Department of Justice on legal, factual, or mixed issues?
3. What is the practical difference on the present issues between the decree's section VII standard and that under section VIII-C? What difference, if any, is there between the public interest concept determination the Court applied pursuant to the Tunney Act for approval of the decree, and the public interest standard required by the Court of Appeals with respect to the removal of the information services restriction?

4. What opportunities, if any, exist for the subsidization of information services in funds or in kind from moneys received by the Regional Companies as a result of their regulated telephone activities?
5. May a Regional Company acquire and use for the development or marketing of information services information obtained about customers in the course of its regulated business?
6. By what specific methods could Regional Companies discriminate effectively against particular classes of competing information services providers?
7. Do telephone information services constitute a separate market, or are they part of a broader information services market?
8. What is the current status and effectiveness of FCC and state regulations with respect to information services?
9. Under the Court of Appeals decision, may this Court grant partial relief to the Regional Companies from the information services restriction, and if so, on what basis, and in what form?
10. Can cable, cellular, or other technology at this time provide sufficient access to information services to decrease or eliminate the dependency of information services providers on the local exchange system?

Rather than provide a detailed analysis of the discussion on these ten questions, we will review some of the key issues. Clearly, an important issue in this proceeding is whether the **Regional Bell Operating Companies (RBOCs) will be able to cross subsidize their information services offerings with revenue from their regulated local phone service.** Another issue is whether **the RBOCs could discriminate against competing information service offerings.** For example, would a local operating company be slow to correct a local network problem that affects an independent information service provider who competes with the RBOC's information service?

The proponents of the information services relief argued that there is no evidence that the RBOCs would either discriminate or cross-subsidize their information services. The proponents stated that the opponents are only able to theorize the possibility. RBOC provision of customer premise equipment was cited as an example of a competitive business in which there is no evidence of RBOC cross-subsidization. Regarding the discrimination issue, the proponents stated it was technically impossible to selectively discriminate against ISPs who use value added networks such as Tymnet.

The opponents countered that the evidence of cross-subsidization and discrimination exists but is scant because the state and federal regulatory resources are insufficient to detect these problems. In terms of discrimination, the opponents identified five ways in which the RBOCs could and would discriminate: 1. Manipulate design and development of local network services, 2. Manipulate when services are made available, 3. Manipulate the quality of the services, 4. Manipulate the price of the services, and 5. Manipulate the availability of the service. As an example of discrimination, the opponents cited Pacific Bell's plans for its gateway (which was never introduced). Those plans required gateway users to use PacBell's calling card for purposes of billing rather than another credit card.

• **Related to the discrimination debate is Judge Greene's concern with the telephone bottleneck created by the RBOC's monopoly of local operating companies.** The proponents argued that telephone delivery was only one form of distributing information services. Information is also delivered more commonly via print, radio, and television. The proponents also argued that there are other telecommunications alternatives to the telephone

network for the delivery of information services. An often cited example was the delivery of stock reports via the radio signal to personal computers.

The opponents stated that, while there are telecommunications alternatives to the local network, these alternatives service less than 1% of the total telecommunications market. Further, that these other forms of delivery are not relevant for many information services. For example, most videotex providers have no alternative to the local telephone network at this point in time.

On the issue of whether Greene can grant partial relief, there was agreement by both sides that there was no basis for partial relief. While the opponents argued that only full relief can be granted, the opponents argued that no relief was warranted.

So who won? Probably both sides believe they did. It was clear though, that Judge Greene was more challenging in his questions to the proponents than with the opponents. He still holds the same anticompetitive concerns about information services relief. Like any sporting event, the game is still in play, at least for a few more months. To try to predict the outcome is almost as risky as picking the winning lottery. While some are predicting a decision in August when the Court and Congress are in recess, a decision could be out by mid June based on the Court's schedule from the first triennial review in 1987.

ITEMS OF INTEREST

GENIE NAMES NEW GENERAL MANAGER

GE Information Services has announced John F. Barber to succeed William H. Loudon as General Manager of the GENie Service. Barber previously held positions in systems, sales, strategy development, marketing, and international programs for GE Information Services. Contact: Jacelyn Swenson, Phone: (301) 340-4485.

CALIFORNIA TRUST FUND SEEKS ADMINISTRATOR

The Telecommunications Education Trust (TET), based in San Francisco, recently announced it is looking for an organization that can act as the Administrator of the Trust. Until this year, the Trust was administered by the California Community Foundation (CCF) of Los Angeles. However, CCF recently decided not to renew the contract when it expires in September.

The Trust Administrator is responsible for reviewing and monitoring grants and other administrative functions. The Administrator also is responsible for promoting the Trust's activities to the media. Ideally, the new Administrator of the Trust will be headed by an Executive Director who will report to the Trust's Disbursements Committee.

The Trust's mission is to promote consumer understanding of the changing telecommunications environment in California. The California Public Utilities Commission (CPUC) established the trust three years ago with funds that were collected from Pacific Bell as penalties for violating CPUC rules. The Trust provides grants to consumer, community-based, and other organizations that propose telecommunications programs or projects. The Trust's Disbursements Committee has made nearly \$8 million in grants over the past two years. This June and September, it will award its third year grants. The Trust will be funded for three more years. It expects to award about \$3 million in grants in each of those years. The deadline for applications is May 24, 1991. Contact: Mr. Jack P. Eckley, Telecommunications Education Trust, c/o Public Advisors Office, California Public Utilities Commission, 505 Van Ness Avenue, Room 5303, San Francisco, CA 94102, Telephone: (415) 557-0890.

RESULTS OF TWO MAJOR U.S. P.C. SURVEYS

U.S. CENSUS BUREAU RELEASES STUDY ON U.S. COMPUTER OWNERSHIP AND USAGE

The U.S. Bureau of the Census recently released a study called "Computer Use in the United States: 1989". The data used in this report was collected in the October 1989 Current Population Survey (CPS). (The CPS is a monthly survey that provides estimates about labor and employment conditions in the United States by surveying 53,600 people in 729 sample areas.)

Here are some of the study's findings.

In October 1989, 15 percent of U.S. households (13,683,000) owned a computer. This is a significant increase from the 8.2 percent of households (6,980,000) who owned computers in 1984. Interestingly, this household statistic is far short of those collected by industry consultants. Forty-five percent of the computers were owned in households with yearly incomes of \$75,000 or more.

Households with school-age children were more than twice as likely to have a computer as those without children (25.7 versus 11.4 percent). Forty-six percent of children aged 3 to 17 (24,216,000) used a computer either at home or school (some in both places). At home, 24.2 percent of the children had a computer available, and 71.1 percent of these children used it. Most children (84.3 percent) reported they used home computers for games (as it was in 1984). About one-fourth said they used a computer for word processing, and 12 percent used it for graphics. Few children used more sophisticated applications, such as bulletin boards (2.3 percent), spreadsheets (1.3 percent), and electronic mail (.5 percent).

Of the 58.4% adults who use their home computer, most (61.6 percent) used it for word-processing. Other commonly-reported uses included games (44.1 percent) and household record-keeping (36.2). Among persons using a home computer, 12.5 percent said they used it to work at home to connect to their computer at work; 11.4 percent said they used it to run a home-based business. In addition, other adults reported using the home computer for database applications, desktop publishing and newsletters, bulletin boards, and electronic mail.

When asked about hardware components, most persons reported having a floppy or hard disk attached to their computer. Many people have a printer, either dot-matrix or laser. Many also had a color monitor and a joystick or mouse control (both of which are commonly used with computer games). Twenty-three percent (3.1 million people) reported having telephone modems for their computers.

About 28.1 percent of the adult population (50,668,000 persons) said they used a computer somewhere, either at home, at work, or at school (or some combination) in 1989. This is up from the 18.3 percent reported in 1984. Among general occupational categories, persons in managerial and professional positions (56.2 percent) and technical and administrative positions (55.1 percent) had by far the highest rates of use at work.

Certainly, computer ownership and use have increased at a healthy rate in the past 5 years. Since innovation and improvements in this industry continue to occur rapidly, computers may well become as commonplace as calculators or telephones, the report concludes. To receive a copy of this report, request Current Population Reports, Series P-23, No.171, "Computer Use in the United States: 1989", send a check or money order for \$2.50, made payable to the Superintendent of Documents to the Statistical Information Staff, Population Division, Bureau of the Census, Washington, D.C. 20233.

1990 HOME MEDIA CONSUMER SURVEY: PERSONAL COMPUTERS RELEASED BY LINK RESOURCES CORPORATION

LINK's eighth annual Home Media Consumer Survey was conducted in March and April of 1990 over a nationally projectable sample of 2500 households distributed

through the nine geographic regions determined by the U.S. Census Bureau. The major objectives of the Consumer Survey were to determine product penetration, market share, demographics, usage, applications/applicability, aftermarket potential, channels of distribution, intention, and impact of cross-ownership regarding a wide assortment of electronic products and services. The report represents the findings related to the personal computer owner segment of the Consumer Survey with comparisons to the total sample made.

Here are some of the major findings of the study.

As of April 1990, the survey suggests **24% (22 million) of U.S. households have a PC present**. The demographic profile of a typical PC owning household includes a head of household who is 39 years-old, has a college education, an average income of \$49,800, is married (76%), and has at least one child.

Word processing, games, database management, and educational applications are used most frequently. Other business applications, e.g., spreadsheets and graphics, are on the rise by extension of office work in the home.

Consumers are spending more on computer hardware, peripherals, and software than before; an average of \$1534 on hardware, \$600 on software, and \$838 on peripherals. Floppy disk drives, printers, and video monitors are the three primary peripherals. Hard disk drives have achieved significant penetration, with 48% of the PC households having one.

Modems ownership is also on the increase, with 29% (6.4 million households) of the PC owners having one. The majority of modem users employ their modems at least weekly, with 14% reporting daily usage. However, there is a similar percentage of modem owners who do not use their modems regularly, creating a noticeable polarization of active and nonactive users.

One-fifth of the active modem users said they subscribe to at least one videotex/online service. Popular services include conferencing (19%) and bulletin boards (19%). Online usage is predominantly a male activity (58%), however, female usage has doubled to 30% from 1989. Average online communication users spend an average of \$27 per month on activities. Communication costs are the primary obstacle to using online services, reported nearly one-third of the users. CompuServe (35%) continued to show the highest number of online subscribers, but recent entrants Quantum Computer Services (29%) and Prodigy Services Company (14%) are reporting noticeable penetration. Workplace, computer magazine advertising, and user groups are the three primary means for learning about online services.

Overall, 4% or 3.8 million households indicated they were likely to purchase a PC during 1990, while 13% somewhat likely. Working at home (57%) and children's education (47%) are the driving reason behind future PC purchases.

Copies of the report may be obtained for \$2,495 from LINK Resources Corporation, 79 Fifth Avenue, New York, New York 10003 Telephone: (212) 627-1500.

FRANCE & GERMANY VIDEOTEX UPDATES

GESTE PETITIONS FRENCH TELECOM AUTHORITIES

The Groupement des Editeurs des Services Telematiques (GESTE) offered several suggestions to the French Ministry of Posts and Telecommunications and the management of France Telecom to ensure healthy growth for the national videotex system.

GESTE said France Telecom needs to improve the Teletel system itself, and develop the terminal base. GESTE suggests continuing the free distribution of the M1 terminals. (The organization notes that the M2 terminal, which costs 20 FF per month, should be offered as a choice. However, the M1 should remain available, free-of-charge.)

Regarding the Teletel system, GESTE asked that France Telecom revise the current Teletel welcome screens and provide the user with more helpful information. The

organization suggested improving the service guide and making it an effective tool that is easy to access and use. The GESTE also would like France Telecom to consult ISPs when they develop promotional policy. The group also requested that France Telecom resume publication of a paper based service guide. (*Videotex International*, #131, February 18, 1991, pp. 8 - 10)

RESIDENTIAL USE OF MINITEL SERVICES IN FRANCE REVIEWED

Videotex International published the results of the second part of the 1990 MV2 survey. This part of the survey concerns the residential use of Minitel Services in France. The survey concludes that the typical residential Minitel user is 42 years old and has a family. Within the household, 46.5% of the primary users are men, 45% of the primary users are women, and 8.5% are children. Fifteen percent of the households have no active members at all. Managers and professional people account for nearly half of all residential users, 47% of the total, as opposed to only 21% for other office workers.

The average bimonthly phone bill for a family equipped with Minitel was 600FF (\$117) in 1990. This compares with the general average of 434 FF per household. In 1989 the bill for a family equipped with Minitel was 560 FF.

Residential users accessed the system about 13 times per month in 1990, as compared with 12 in 1989. Still, the average connect-time per call fell from 4.1 minutes in 1989 to 3.7 minutes in 1990.

Most users said they mainly consulted "useful" services - the telephone book, travel inquiries or reservations, mail order services, banking services, information on administrative or municipal facilities, tourism, schooling, training, and employment opportunities. The use of games and leisure services fell from 25% in 1988 to 10% in 1990. Messaging applications gained in popularity, and jumped from 9% to 13% in one year.

The most popular services (consulted at least once a week) were the electronic telephone book (66%), banking services (22.5%), transport services (5.5%) and financial and stock market services (5%).

Of users who accessed banking applications, 75% said that the suggestion to subscribe came from their bank. Only 20.5% of these users state they took the initiative themselves.

Sixty-eight percent of general users surveyed said they use the Minitel regularly to find phone numbers, as compared with 66% in 1989. Use of the electronic telephone book in 1990 was more common in the residential market than in the business environment (58%). In the business environment, people most frequently use the yellow pages service to look up a business number by trade category.

Information about available services remained inadequate for 43.5% of those surveyed. This compared with 42% in 1989. The Minitel Service Guide remained almost unknown to 35% of households in 1990. Consultation of the Guide increased (up from 17% in 1989) but remained inadequate.

Seventy-eight percent of those interviewed said that services were becoming more useful. Twelve percent said that they were indispensable. Ten percent thought that available services were not useful. (*Videotex International*, #132, February 28, 1991, pp. 1 - 9)

PROFILE OF GERMAN VIDEOTEX USAGE REVIEWED

Between March and July 1990, German newsletter "BTX Aktuell" conducted an opinion survey about use of the German BTX (or videotex) network.

The study concluded that 86% of BTX users are men. The typical user is married, has children, is between 35 and 40 years old, and is well established in his career. Forty percent of the users are professional people or company directors. Twenty-six percent of subscribers are top executives either in the private or public sectors. Another quarter are office workers or non-executive management staff.

Most BTX subscribers use it at least partly for business reasons. Business users tend to be able to define their expectations more clearly than residential users can. Residential users, therefore, tend to be more critical of the system than are business people. Most business subscribers have used the system for more than two years. Most residential users (75%) have subscribed for less than two years.

Subscribers say they prefer information services and applications that offer practical advantages (e.g., to avoid problems of traveling, waiting, opening hours, etc.). Here is how respondents rated their usage of different types of services: requests for catalogues or prospectuses (55%), banking (43%), shopping (41%), booking and reservation services and other general information services (25%), messaging (25%), games (12%).

According to the users, services provided by banks and building societies (52%), travel and tourism services (21%), transport and traffic information (19%), mail order houses and home shopping services (19%) were the most interesting types of applications. Services provided by insurance companies (5%), news services (4%), publishing services (4%), political and economic news (4%), entertainment (2%), trades (2%), and industries (2%) were the least interesting to users. (*Videotex International*, #134, March 26, 1991, pp. 1 - 6.) Telephone: (33) 1 42 96 67 22; Fax: (33) 1 40 20 07 75.

UPCOMING CONFERENCES

WORLD CONGRESS ON TECHNOLOGY ANNOUNCES CALL FOR PAPERS

The World Congress on Technology announced a first call for paper abstracts for its upcoming conference, December 1 through 5, 1991 in Crystal City, Virginia. **The deadline for the call for papers is May 31, 1991.** The conference and exhibition will examine technology for people with disabilities in the workplace. The Congress' purpose is to encourage the use of technologies to advance the employment of disabled persons. This conference will show how technology makes employees with disabilities competitive, valuable, and highly productive workers, whether in the factory, the office, at home, or as professionals.

The World Congress On Technology is sponsored by the Council on Accessible Technology*, the U.S. General Services Administration, the U.S. Department of Education, and the Electronic Industries Association.

(*The Council on Accessible Technology (COAT) is a consortium of United States Federal Government agencies. These agencies recognize that microcomputers can help make employees with disabilities become more productive.)

Contact: Ms. Sue Mercado, (202) 501-0720, Fax (202) 501-3510, or TDD (202) 501-2296.

CALENDAR OF EVENTS

Board of Directors Meeting	May 8, 1991 CUC International - Stamford, CT
VIA 6th Annual Conference & Exposition	June 18 - 21, 1991 Washington, DC