

# U.S. Videotel is changing the way business looks at communications.



## Introducing the first low-cost, visual communications network.

U.S. Videotel has combined the easy access of a telephone with the power of the written word to create the first low-cost, easy-to-use, on-line business network.

Introducing Videotel Desktop Communications. It's never been so easy to put your business on-line. Now, even small companies can afford the benefits of on-line information access, electronic communications and business transactions. Without buying computers, software or modems.

Now you can network the people in your business for a fraction of the cost of traditional on-line systems. Videotel Desktop Communications is simply the most cost-effective way to access information and communications in visual form.

To find out more, call U.S. Videotel at 840-9777.



**U.S. VIDEOTEL**

5555 San Felipe, 12th Floor, Houston, TX 77056

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Videotel  
brings home  
a new world  
of convenience.



# Introducing the U.S. Videotel Network of consumer services.

Look what happened when U.S. Videotel combined the convenience of a telephone with the power of visual communications.

Now consumers can have easy, inexpensive access to a whole new world of convenient services. At the touch of a finger, people can go shopping, pay bills, buy theatre tickets, make travel reservations, look up information, find a new recipe, play a video game, send electronic messages and more.

Now businesses can offer goods and services directly to the homes of thousands of potential customers in a way that was never before possible.

*You've never seen anything like it.*

The U.S. Videotel Network of services was created to make life a whole lot easier. Now customers can see your business as they've never seen it before, in the convenience of their own homes.

The Videotel Network is a revolutionary new way for people to visually access information, communicate, or buy products and services through existing phone

lines. When you become an information provider on the Videotel Network of services, you have the community at your fingertips.

*So affordable, every family will want one.*

For a remarkably low monthly subscription fee, consumers have instant, around-the-clock access to an expanding network of convenient, time-saving, money-saving services.

People access the network through small, easy-to-use terminals called Videotels. Videotels are the American version of the world's most popular videocommunication terminal. A Videotel may look like a little computer, but it's not. It gives people the power to tap hundreds of computerized services, with the ease of a push-button phone. Anyone can hook up a Videotel in seconds and comfortably learn to use it in less than 10 minutes.

Unlike expensive, on-line computer networks, the Videotel Network is priced within the reach of the average family. It doesn't require an expensive personal computer, modem or software. In fact, the Videotel terminal is included in the low monthly service charge. The Videotel Network is also PC compatible. Software is available to enable PC owners to access the network through their computers.

*The future is at hand.*

Look into the future. It is convenient. It is accessible. It opens a new world of possibilities to enhance consumer lifestyles and increase your business. The U.S. Videotel Network is about to change the way you look at the telephone.



*A new world of convenient services is at your community's fingertips. Videotel gives anyone instant access to information, communications, shopping, entertainment and financial services.*



# Videotel turns the home into a shopping center.

What could be more convenient? Videotel's Home Line service offers a constantly expanding list of stores and catalogs from which to choose. With just the tap of a finger, consumers can buy everything from clothes to cars, vacations to VCRs, diapers to pet food, furniture to fine wine.

Many Videotel shopping services offer convenient home delivery. Some offer products and services for a lower price than shoppers would expect to pay in the store. And each service saves time, every time.

### *An easier way to shop.*

Shopping on Videotel is a snap. Handy indexes guide users to the store and exact item they need in seconds. Consumers can shop anonymously in the privacy of their own homes to compare prices and features. When ready to buy, they simply enter the ordering information along with a personal identification number (PIN), credit card number or other billing information and press the "Send" button. Orders are sent instantly to the appropriate store and in many cases can be delivered the next day.



### *A better way to sell.*

Videotel's shopping service lets merchants add new markets without adding new stores. By offering consumers a more convenient way to buy, retailers are discovering a new way to sell. Videotel's electronic catalog pages can be updated instantly to promote special offers, advertise sales, add or delete merchandise, or change prices.

### *Take a Videotel shopping spree.*

#### **Department Stores**

Shop for everything from clothes to housewares from leading merchants around town and across the country.

#### **Convenience Stores**

Home delivery on hundreds of non-perishable items.

#### **Supermarket**

Do weekly grocery shopping without waiting in check-out lines.

#### **Electronic Superstores**

Discount prices on home electronics and appliances.

#### **Electronic Catalogs**

Flip through electronic catalogs from America's leading merchants.

#### **Auto Shopping**

Compare prices and features on new and used cars.

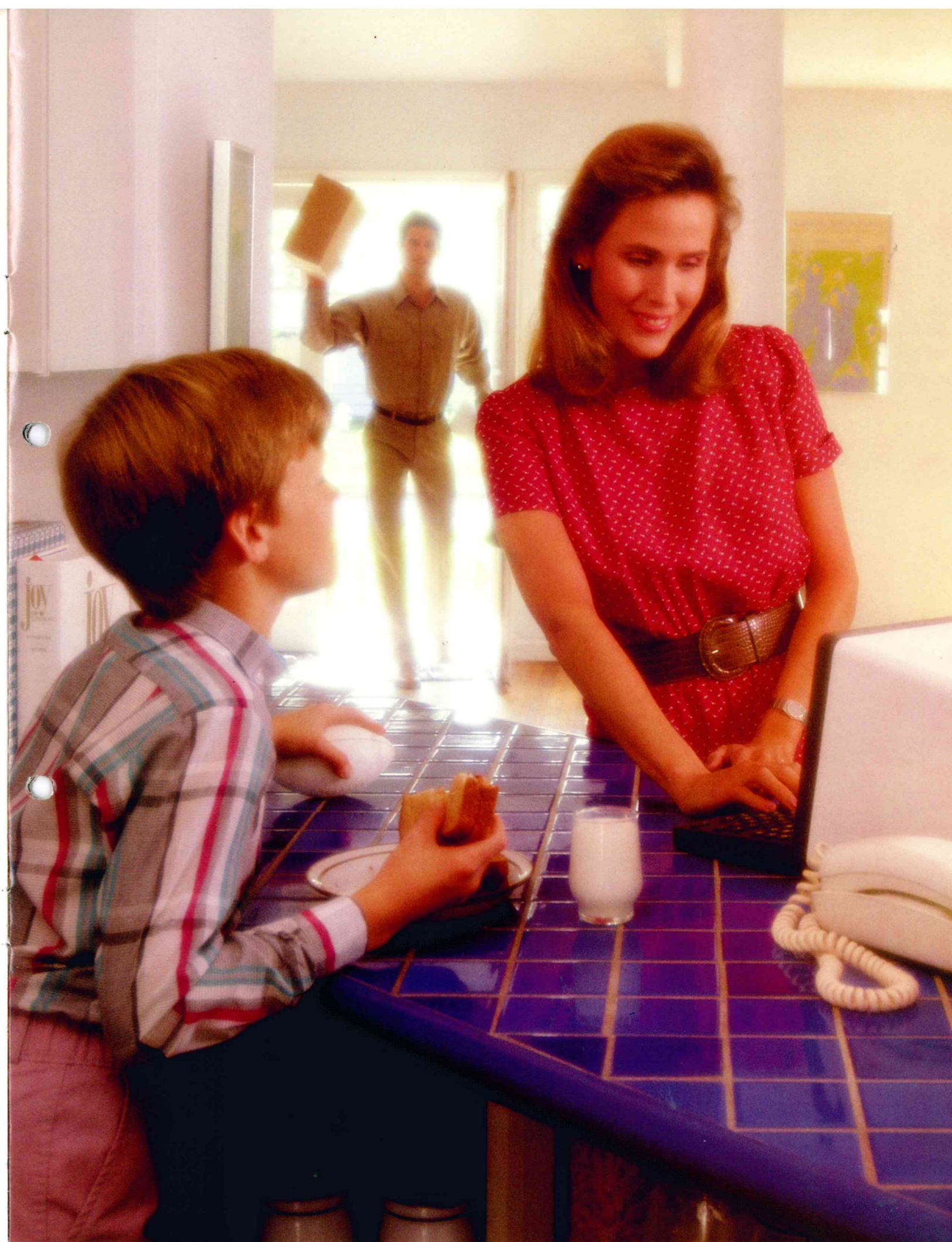
#### **Classified Ads**

It's like going to a garage sale without ever taking the car out of the garage.

#### **Travel Agent**

Let Videotel help plan a dream vacation. Review airline schedules, hotels and rental cars. Check prices, amenities and special offers. Then make reservations with the touch of a finger.

The U.S. Videotel Network is changing the way people look at shopping.



*Go shopping around town or across the country without ever leaving your home. Videotel's home shopping services save time, money and hassle.*

## Send electronic mail down the hall, around the city or across the country.

Say goodbye to disappearing and incorrect messages. No more "But didn't you get my memo?" Welcome to the Videotel Desktop Communications service, the ultimate business communications tool.

Internal messaging and business-to-business communications have never been so easy. Now you can send a memo to one person or everyone on your network at the touch of a button. Now you can send or receive accurate messages 24 hours a day. Now electronic mail can be stored in your Videotel electronic mailbox for reading at your convenience.

Videotel Desktop Communications is making the writing, sending and retrieval of electronic communications easier, quicker, cheaper and more dependable than the mail, facsimile machines, or overnight delivery. We've combined the speed of a phone call with the power of the written word.

#### Communications at your convenience.

You may never have to face a desk full of notes, messages, memos and forms again. To use the Videotel electronic mailbox feature, just enter your system I.D. and a password. Then you can recall messages on your Videotel screen, answer them, file or delete by tapping a few keys. Or you can send an electronic message, define its importance and verify that it was received, automatically.

#### Ideal for multi-location businesses.

Videotel Desktop Communications is the perfect way to keep branch offices and sales outlets in-touch and up-to-date. For a remarkably low cost, you can put any location on-line. The network makes it easy to send daily reports and routine communications to the home office without playing telephone tag. Or to send inventory and price updates, company memos and orders to remote locations.

#### The moveable office.

When you're at home or on the go, your Videotel can go with you. The portable terminals weigh less than 10 pounds and fold into compact workstations. So it's easy to move a Videotel from one office to another. Videotels are the most accurate, cost-effective way to keep in touch with traveling salespeople and field personnel around the clock.

#### Accurate, selective communications.

With Videotel Desktop Communications, you can rest assured that your message is transmitted correctly and selectively. By sending electronic messages directly to the designated mailbox, you eliminate the risk of messages being lost or written down incorrectly.

#### The first low-cost electronic messaging system.

Videotel Desktop Communications gives you electronic messaging at a fraction of the cost of traditional on-line networks. You save money by eliminating copying, postage and handling. You save time by sending written communications in seconds.

Imagine, communications at the speed of sight. Videotel Desktop Communications is changing the way business communicates.



An important message on your Videotel electronic mailbox.

We've combined the speed of a phone call with the power of the written word.

