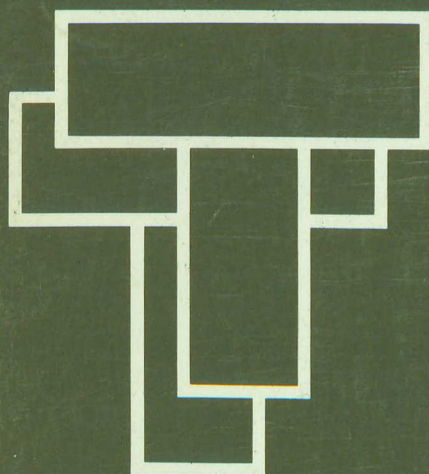




Government of Canada
Department of Communications

Gouvernement du Canada
Ministère des Communications



TELIDON

INDUSTRY INVESTMENT STIMULATION
PROGRAM
Request for proposal

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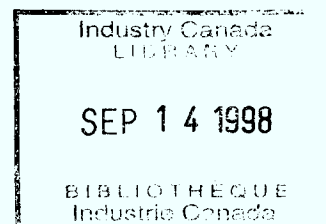
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DEPARTMENT OF COMMUNICATIONS

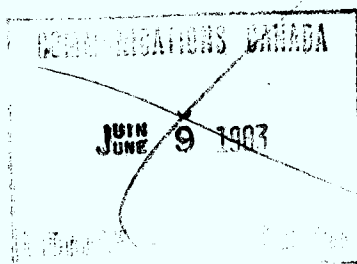
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INDUSTRY INVESTMENT STIMULATION PROGRAM

REQUEST FOR PROPOSAL ==



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TELIDON
INDUSTRY INVESTMENT STIMULATION PROGRAM
REQUEST FOR PROPOSAL

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TELIDON - INDUSTRY INVESTMENT STIMULATION PROGRAM

REQUEST FOR PROPOSAL

1.0 BACKGROUND

Telidon is the Canadian videotex system originated by the Department of Communications (DOC). The objectives of the Telidon program are:

- to promote development of a national videotex infrastructure through appropriate standards, regulations, and technology;
- to encourage the creation of a viable Telidon industry producing hardware, software, systems and services through appropriate joint government-industry research and development, product development, promotional activity as well as support of market trials and operational systems.

To date, joint government-industry effort has: established Telidon as the preferred international standard; developed commercial-grade systems; undertaken 8 domestic and 5 foreign field/market trials; and initiated the first commercial Telidon enterprise.

The next challenge is the full commercialization of Telidon technology in national and international markets. To achieve this, the government recently allocated an additional \$27.5 M for Telidon, including \$10.5 M in the 1981 and 1982 fiscal years for the Industry Investment Stimulation Program (IISP). Industry advice, channelled through the Canadian Videotex Consultative Committee (CVCC), contributed significantly to the formulation and approval of the IISP.

2.0 PROGRAM DESCRIPTION

2.1 Summary

Under the IISP, the government will have about 6,000 Telidon terminals manufactured, and will provide these to eligible organizations for operational systems or market trials, subject to their purchase of at least an equal number and to the advantages offered in their proposals. While directly promoting the manufacture of Telidon equipment, the IISP will also encourage Telidon data base content creation, not only by reducing equipment costs, but especially by expanding the potential audience.

2.2 Objectives

The objectives of the IISP are:

- to achieve the "critical mass" in both data base content and audiences needed for a viable videotex market;
- to reduce the price of Telidon terminals through volume production in order to facilitate end-user participation;
- to improve price competitiveness of Telidon in foreign markets, especially in the USA;
- to stimulate new private sector expenditures of over \$100M in the first year, as estimated by industry;
- to stimulate the development of videotex services in Canada which recognize social needs and cultural and regional realities.

2.3 Mechanism

The government will achieve these objectives by providing up to 50% of terminal acquisition costs for approved applications, up to the total amount of \$10.5M allocated for the IISP. Government will support approved applications through contributions or through loans of government purchased Telidon terminals. (The former is more likely, but a decision is still pending).

The IISP will proceed according to the following steps:

- . DOC issues this Request for Proposal (RFP).
- . Candidates for IISP assistance prepare and submit proposals to DOC.
- . DOC evaluates proposals.
- . Government decides which proposals to accept, reject, or return for modifications, and the extent to which it will support accepted proposals.
- . DOC and each accepted candidate negotiate and enter into a contract.
- . DOC provides IISP assistance according to contract stipulations.

2.4 Scope of Request for Proposal

This Request for Proposal (RFP) invites proposals for the use of terminals, not for their manufacture. It explains who can apply for IISP assistance, and how to apply. It assumes candidates know about videotex; if not, additional information is available from DOC or from sources listed in Annex C.

3.0 ELIGIBILITY

The following are eligible for assistance under the IISP:

- . Firms incorporated in Canada, including foreign-controlled business enterprises in Canada adhering to the Principles of International Business Conduct (see Annex B);
- . Federal and provincial Crown Corporations;

- . Non-profit organizations;
- . Incorporated educational institutions.

4.0 EVALUATION CRITERIA

Keeping in mind the program objectives, all proposals will be evaluated on four major factors outlined below: economic; data base/page creation; social and behavioural; and timing. Recommended proposal guidelines encompassing these four factors are provided in Annex A.

4.1 Economic Factors

Since a prime objective of the program is to establish a viable videotex industry, a comprehensive business plan will be judged on its viability (whether the project is large or smaller, whether focusing on a broad or specific market) and on the possibility of the multiplier factor developing.

A comprehensive business plan supporting your proposal should include:

- . Marketing Plan:
 - . domestic and export market segment coverage;
 - . expected market penetration rate.
- . Financial Plan:
 - . cost and revenue projections (5 years);
 - . proposed terminal cost sharing arrangement;
 - . payback period;
 - . Internal Rate of Return (IRR);
 - . existing investment base in videotex.
- . Organization Plan:
 - . qualifications and related experience of the organization, staff and subcontractors;
 - . overall performance on previous related projects;
 - . project management.

- . Technical viability of project.
- . Additional Benefits:
 - . job creation potential;
 - . technological spinoffs.

4.2 Data Base and Page Creation Factors

Since a prime objective of the program is to achieve critical mass of data base content, a comprehensive data base/page creation plan will be judged by how effectively it identifies and focuses on viable user groups and stimulates information providers, page creators, and system operators. Such a plan, speaking to the quality, quantity, and diversity of the data base, and the schedule for its development should indicate:

- . projected number of pages to be created according to:
 - . page type (e.g. retrieval, action pages);
 - . information provider category (e.g. commercial, education, government);
 - . category of user (e.g. general public, special (closed) user group, minority group);
 - . language (English, French, other);
 - . use of page creation equipment or software conversion programs.
- . projected number of users.
- . suitability of data base structure, page retrieval techniques and other access tools (e.g. directories).

- . innovative systems and software enhancements (e.g. gateways, downloading).

4.3 Societal and Behavioural Factors

This part of the proposal should indicate, where applicable, to what extent the applicant intends to or is willing to:

- . make available reports and evaluation information;
- . collect and share user, system and behavioural data and analysis with government researchers;
- . co-operate with researchers to study the impact of this new technology on society (e.g. human factors influencing acceptance/rejection);
- . respect privacy of the individual;
- . support the involvement of non-profit oriented, public interest and/or educational institutions (e.g. minority groups; multicultural, regional groups).

4.4 Timing Factor

From a scheduling perspective, the sooner a project starts, the more valuable it is deemed to be. The CVCC recommended the following priority for accepting projects: projects starting in 1981 were to have first priority, followed by projects starting in the first quarter of 1982, then second quarter of 1982, then the rest of 1982. We intend to honour the spirit of these recommendations.

5.0 TERMINALS

For the purpose of this program, "terminals" shall be defined to include Telidon user terminals, Telidon page creation terminals, Telidon user terminal with page creation capability and "the significant parts thereof" (e.g.

boards). This definition excludes computers, software, and telecommunications equipment which are not integral components of a terminal. IISP assistance can apply to modems integrated into another terminal component, and to Telidon decoders, keypads, keyboards, and monitors. Cases not accommodated under this definition will be evaluated individually on the basis of their merit.

5.1 Telidon User Terminals

Each Telidon user terminal must be operative in one of the two major modes: broadcast videotex ("teletext") or interactive videotex. Any terminal may be operative in both these modes, or in an internal data base mode.

The Telidon user terminals shall meet the general specifications and standards defined by the Department of Communications.

5.2 Telidon Page Creation Terminals

These terminals shall meet the general specifications and standards defined by the Department of Communications.

5.3 Telidon User Terminal with Page Creation Capability

Although such terminals do not currently exist, if a manufacturer proposed to have such a unit available in time to fit the IISP and project schedules, and if the equipment meets Department of Communications specifications, then a proposal involving such terminals will be considered under the terms of this program.

5.4 "Significant Parts Thereof"

If a proposer does not require complete Telidon terminals, but rather significant parts thereof, the proposal will be considered within the terms of this program, but the government will only

consider supporting the costs of the "significant parts thereof", not of any other manufacturing or integration costs.

6.0 TERMS AND CONDITIONS

6.1 Proposals

Address proposals and enquiries about the RFP to:
Telidon - Industry Investment Stimulation Program,
Department of Communications,
Journal Tower South, Room 2000,
300 Slater Street,
Ottawa, Ontario
K1A 0C8
Tel. (613) 996-4243

Proposals must be received before close of business on October 5, 1981. Should it be the case that due to mail disruptions, your submission will not arrive on time, a telegram, which clearly states your intent and willingness to comply with the conditions of acceptance, will be accepted in lieu of the full submission.

If an acceptance telegram/telex has been received but your full submission has not been received by close of business on October 12, 1981, you will be notified at the return address provided and given five days within which to have a full submission delivered.

6.2 Proposal Evaluation

Applicants will be:

- . notified of receipt of proposal;
- . notified in writing of their proposal's acceptance/rejection within 2 months of RFP closing date.

6.3 Proposal Costs

There will be no payment by the Crown for any costs incurred in the preparation and submission of the proposals.

6.4 Cancellation

The Crown reserves the right to cancel or reissue this RFP at any time.

6.5 Proposal Negotiations

This is a Request for Proposal and NOT an Invitation to Tender. The Crown reserves the right to:

- accept a proposal without negotiations;
- negotiate changes in the content of a responsive proposal;
- reject a proposal.

6.6 Contract

Successful applicants will be requested to sign a contract which will outline the form of government support and the obligations of the involved parties, including:

- government contribution and timing;
- agreed proposal program including the implementation schedule;
- audit and evaluation mechanisms;
- termination of agreement conditions.

PROPOSAL GUIDELINES

A.1 GENERAL

The government needs to have enough information about every proposal to select those which have the best chance of succeeding, and to determine the level of support, given the program objectives and the evaluation criteria.

We offer the following guidelines to help you give us enough information to permit us to make the best decisions possible. Please apply these guidelines where appropriate, supply any other relevant information, and include completed Tables 1-8 (see section A.3) with your proposal.

A.2 PROPOSAL CONTENT

Your proposal should cover the following topics, outlined in subsequent sections:

- . Summary Analysis;
- . Organization Description;
- . Project Description and Justification;
- . System Description;
- . Financial Analysis;
- . Costs;
- . Benefits;
- . Resources;
- . Schedule;
- . Project Management;
- . Requested Government Contribution.

A.2.1 Summary Analysis

- . Complete and return attached Table 1 based on detail provided in the following sections.

A.2.2 Organization Description

- . Annual Report or equivalent.
- . Previous/allied videotex experience.
- . Motivation for participation in videotex.
- . Reasons for applicant's need of assistance.
- . Existing investment base in videotex.

A.2.3 Project Description and Justification

- . General description of the project, its objectives, its size and why it should be supported.
- . Market analysis including competitor identification.
- . Domestic/export market penetration forecast.
- . Summary sales forecast.

A.2.4 System Description

- . summary narrative;
- . function description;
- . data base content (Complete and return Tables 6 and 7);
 - . subject matter;
 - . number of pages;
 - . update requirements (number/frequency);
 - . provisions for information quality;
- . audience (complete and return Table 8);
 - . accessibility and location of terminals (e.g. public area, office);
 - . frequency of usage per terminal and per user;
- . technical description;
 - . hardware;
 - . software;
 - . telecommunications;
 - . standards;
 - . performance criteria;
- . support services;
 - . documentation;
 - . training;
 - . maintenance/support provisions;
- . planned fee/price schedule for end-users;
- . system availability date;
- . systems and software enhancements;
 - . describe product enhancements/development not currently commercially available, if any (gateway, downloading, etc.);
- . success criteria.

A.2.5 Financial Analysis

Complete and return Tables 2 and 3 for a 5 year planning horizon together with supporting detail and assumptions used. Do not include government contribution amounts in Table 2.

We are interested in projected revenue, especially as it relates to advertisers, page creation, page storage, and end users.

A.2.6 Costs

We are interested in your projected investment for this project. The following should be considered in supplying cost data in Table 2:

- . Cost data should include key assumptions and loading rates where applicable.
- . Research and development costs should include material, labour, and overhead, incurred during product/service development, up to the initial installation/cutover date.
- . Operational costs should include material, labour, and overhead, incurred for product/service maintenance and subsequent development incurred after installation/cutover date, exclusive of sales, administrative and financial expenses.
- . Terminal acquisition costs should be substantiated by a firm quote from your preferred manufacturer for the total proposed quantity of terminals.

A.2.7 Benefits

A.2.7.1 Tangible

- . Revenue forecasts of Table 2 should be substantiated with supporting detail and assumptions including data on installed end-user base over time (e.g. number of installed units, number of customers, page creation, page storage, advertisers).

A.2.7.2 Intangible

- . technological spinoffs;
- . job creation potential;
- . applicability to special needs groups (e.g. Inuit, natives, women, handicapped, consumer associations);
- . social benefits;
- . availability of behavioural research data analysis for government analysis;
- . accessibility by non-profit oriented, public interest and/or educational in institutions.

A.2.8 Resources

- . Project team organization;
- . Subcontractor participation;
- . Resource loading.

A.2.9 Schedule

- . Activity network:
 - . milestones;
 - . deliverables.

A.2.10 Project Management

- . Project reporting structure;
- . Project manager with appropriate responsibility, authority, accountability;
- . Formalized management reporting at regular intervals;
- . Project tracking (costs, milestones) and control procedures.

A.2.11 Government Contribution

- . Provide required Telidon terminal delivery schedule in Table 4.
- . Based on manufacturer's quoted price for each different terminal type complete Table 5. Specify desired government contribution up to 50% of quoted cost.

A.3 FORMS

The following section contains the forms and tables which should accompany your Request for Proposal.

Please print or type the information and include all that is applicable to your proposal.

- . Table 1 - Summary Sheet;
- . Table 2 - Financial Evaluation;
- . Table 3 - Financial Indicators;
- . Table 4 - Terminal Delivery Plan;
- . Table 5 - Terminal Cost Sharing;
- . Table 6 - Data Base by Page Category;
- . Table 7 - Data Base by Information Provider Category;
- . Table 8 - Audience.

Applicant #

DOC File Number

TELIDON - INDUSTRY INVESTMENT STIMULATION PROGRAM

REQUEST FOR PROPOSAL

TABLE 1 - SUMMARY SHEET

Organization:
Address:
Postal Code:
Project Officer Name:
Telephone: () -

Project Name:
Project Description:

Eligibility

Canadian Firm ☐ Crown Corp. ☐ Educational Inst. ☐
Foreign Controlled ☐ Non-Profit Org. ☐
Firm

Proposal Summary

SCHEDULE	FINANCIAL SUMMARY (\$000's)	FINANCIAL INDICATORS		
Start Date : Initial Installation Date: End Date :	Total Revenue : Total Net Income: Before Tax : Total Government Contribution - Units : - Dollars :	Payback Period: yrs IRR : %		
<u>Database and Audience</u>	<u>At Project Start</u>	<u>12 Months Later</u>	<u>24 Months Later</u>	
Number of terminals				
Number of users				
Number of pages				
Number of info. providers				

Name and Title of Person
Authorized to Sign

SIGNATURE: _____

TITLE : _____

NAME : _____

DATE : _____

INDUSTRY INVESTMENT
STIMULATION PROGRAM

Organization

Project Title

TABLE 2 - FINANCIAL EVALUATION (\$000's)

	YEAR ENDED					
	<u>19</u>	<u>19</u>	<u>19</u>	<u>19</u>	<u>19</u>	<u>TOTAL</u>
Revenue
Operational Costs	_____	_____	_____	_____	_____	_____
Gross Profit
Selling Expense
Admin. & Financial Expenses
Research and Development Expenses.....	_____	_____	_____
Income from Operations
Other Revenue
Other Expenses	_____	_____	_____
Net Income Before Tax
Income Tax at ____%
Net Income After Tax	_____	_____	_____	_____	_____	_____
	=====	=====	=====	=====	=====	=====

INDUSTRY INVESTMENT
STIMULATION PROGRAM

Organization

Project Title

TABLE 3 - FINANCIAL INDICATORS

	Year ended				
	<u>19</u>	<u>19</u>	<u>19</u>	<u>19</u>	<u>19</u>
CASH FLOW					
Net Income After Tax
Depreciation/CCA
Deferred Taxes
Annual Net Cash Flow from Operations	<u> </u> <u> </u>	<u> </u> <u> </u>	<u> </u> <u> </u>	<u> </u> <u> </u>	<u> </u> <u> </u>

A) PAYBACK PERIOD from start date _____ is _____ years.

B) INTERNAL RATE OF RETURN (IRR)

Discount Rate to Equilibrate Future Cash Flows to Annual Net Cash Flow in First Year is ____% .

Organization

Project Title

TABLE 4 - TERMINAL DELIVERY PLAN

[illegible]

INDUSTRY INVESTMENT
STIMULATION PROGRAM

Organization

Project Title

TABLE 5 - TELIDON TERMINAL COST SHARING

<u>UNIT TYPE</u>	<u>PREFERRED MANUFACTURER</u>	<u>AVERAGE UNIT COST</u>	<u>NUMBER OF UNITS REQUIRED</u>	<u>TOTAL COST</u>	<u>APPLICANT'S CONTRIBUTION</u>	<u>GOVERNMENT CONTRIBUTION</u>
------------------	-----------------------------------	------------------------------	-------------------------------------	-----------------------	-------------------------------------	------------------------------------

TABLE 6 - DATA BASE BY PAGE CATEGORY

PAGE CATEGORIES	NUMBER OF PAGES AVAILABLE		
	AT PROJECT START	12 MONTHS LATER	24 MONTHS LATER
A. Broadcast or Retrieval pages			
1. Advertising			
2. Business Information			
3. Closed User Group(s)			
4. Community			
5. Education			
6. Government			
7. News/weather/sports entertainment/cultural			
8. Special interest group(s)			
9. Other			
10. Sub-Total			
B. Action/responsive Interactive Pages			
1. Banking			
2. Computer Assisted Learning			
3. Computation			
4. Electronic Mail			
5. Games			
6. Polls			
7. Quizzes			
8. Selling			
9. Tele-Messaging			
10. Other			
11. Sub-Total			
C. System Pages (Index, routing, system introduction user guide, etc.)			
D. Other			
E. TOTAL			
F. Language of Pages			
% English			
% French			
% Other			
G. Page Creation Method			
% via page creation unit			
% via software conversion			

INDUSTRY INVESTMENT
STIMULATION PROGRAM

Organization

Project Title

TABLE 7 - DATA BASE BY INFORMATION PROVIDER CATEGORY

INFORMATION PROVIDER CATEGORY	NUMBER OF PAGES AVAILABLE		
	AT PROJECT START	12 MONTHS LATER	24 MONTHS LATER
1. Community			
2. Education			
3. Government			
Municipal			
Provincial			
Federal			
4. Profit Oriented			
5. System Operator (menu, routing, etc.)			
6. Other			
7. Total			

INFORMATION PROVIDER CATEGORY	NUMBER OF INFORMATION PROVIDERS		
	AT PROJECT START	12 MONTHS LATER	24 MONTHS LATER
INFORMATION PROVIDER CATEGORY			
1. Community			
2. Education			
3. Government			
Municipal			
Provincial			
Federal			
4. Profit oriented			
5. Other			
6. Total			

INDUSTRY INVESTMENT
STIMULATION PROGRAM

Organization

Project Title

TABLE 8 - AUDIENCE

LOCATION		NUMBER OF TERMINALS INSTALLED		
		AT PROJECT START	12 MONTHS LATER	24 MONTHS LATER
1.	Home			
2.	Public Area			
3.	Work Area			
4.	Other			
5.	TOTAL			
USER CATEGORY		NUMBER OF USERS		
		AT PROJECT START	12 MONTHS LATER	24 MONTHS LATER
1.	Closed Users Group (CUG)			
	Internal			
	External			
2.	General Public			
3.	Special Groups			
	Handicapped			
	Inuit			
	Natives			
	Women			
	Consumer Associations			
4.	Students			
	Elementary			
	Secondary			
	College			
	University			
	Continuing Education			
	Vocational			
	Job Oriented			
5.	Other			
6.	Total Number of Users			

PRINCIPLES OF INTERNATIONAL BUSINESS CONDUCT

A further indication of broad government policy regarding the activities and responsibilities of foreign-controlled business enterprises in Canada is contained in the Principles of International Business Conduct issued by the Government in July, 1975. Within the general objective of encouraging corporate behaviour consistent with Canada's economic goals, the principles stress certain operating guidelines for foreign companies. Specifically, the Government asks foreign-controlled enterprises to:

- (a) Pursue a high degree of autonomy in the exercise of decision-making and risk-taking functions, including innovative activity and the marketing of any resulting new products;
- (b) Develop as an integral part of the Canadian operation an autonomous capability for technological innovation, including research, development, engineering, industrial design and preproduction activities; and for production, marketing, purchasing and accounting;
- (c) Retain in Canada a sufficient share of earnings to give strong financial support to the growth and entrepreneurial potential of the Canadian operation, having in mind a fair return to shareholders on capital invested;
- (d) Strive for a full international mandate for innovation and market development, when it will enable the Canadian company to improve its efficiency by specialization of productive operations;
- (e) Aggressively pursue and develop market opportunities throughout international markets as well as in Canada;
- (f) Extend the processing in Canada of natural resource products to the maximum extent feasible on an economic basis;
- (g) Search out and develop economic sources of supply in Canada for domestically produced goods and for professional and other services;

- (h) Foster a Canadian outlook within management, as well as enlarged career opportunities within Canada, by promoting Canadians to senior and middle management positions, by assisting this process with an effective management training program, and by including a majority of Canadians on boards of directors of all Canadian companies, in accordance with the spirit of federal legislative initiatives;
- (i) Create a financial structure that provides opportunity for substantial equity participation in the Canadian enterprise by the Canadian public;
- (j) Pursue a pricing policy designed to assure a fair and reasonable return to the company and to Canada for all goods and services sold abroad, including sales to parent companies and other affiliates. In respect to purchases from parent companies and affiliates abroad, pursue a pricing policy designed to assure that the terms are at least as favourable as those offered by other suppliers;
- (k) Regularly publish information on the operations and financial position of the firm;
- (l) Give appropriate support to recognized national objectives and established government programs, while resisting any direct or indirect pressure from foreign governments or associated companies to act in a contrary manner;
- (m) Participate in Canadian social and cultural life and support those institutions that are concerned with the intellectual, social, and cultural advancement of the Canadian community; and
- (n) Endeavour to ensure that access to foreign resources, including technology and know-how, is not associated with terms and conditions that restrain the firm from observing these principles.

These Principles, while not intended as a restatement of the assessment criteria of the Foreign Investment Review Act, or issued under the authority of the Act, provide an indication of the kind of performance the Canadian Government expects of foreign investors. Accordingly, investors may find them useful as a guide, where relevant, in framing their investment proposals.



TELIDON REPORTS

No 6 July 1981

SPECIAL EDITION: TELIDON CONTACTS

This special edition of Telidon Reports is intended to serve as a guide to some of the individuals, companies, agencies and organizations who are involved in the development of various aspects of Telidon technology, and to provide a brief status report on the progress of Telidon systems in Canada and other countries. Because of the rapid growth of the Telidon program, some sections may be outdated by press time. Draft copies of this report were circulated at Videotex '81. This publication will be updated periodically. Please mail any proposed additions or corrections to the Editor, Telidon Reports care of the Telidon Program office at the address listed below.

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THE DOC TELIDON PROGRAM

The Department of Communications Telidon program was created after the Telidon system was developed in 1978 by researchers at the DOC Communications Research Centre at Shirley Bay, near

Ottawa. The aims of the program are to encourage the transfer of this technology from government labs to the private sector; to support the development of Telidon as a national and international standard in videotex and teletext; to support private industry and government agencies in the testing, design and manufacturing of videotex equipment and systems; to aid and evaluate Telidon field trials with the intention of creating universally accessible videotex systems to meet local, national and international needs; to make policy recommendations relating to social, economic, regulatory and legal implications of videotex development.

Program Officers:

Douglas F. Parkhill, Assistant Deputy Minister, Research. The ADMR reports to the deputy minister regarding overall progress and policy options of the Telidon program.

Address: Room 2020A, Journal Tower
North, 300 Slater St., Ottawa, Ont.
K1A 0C8. (613) 996-5911.

Director General, Information Technology. The DGIT is responsible for the day-to-day operation and planning of all aspects of the Telidon program, and reports to the ADMR on other matters relating to the development of information technology.

Address: Telidon Program Office
Phone: (613) 996-2623.

La version française de ce bulletin peut être obtenue auprès de TELIDON du MDC, pièce 2000, Tour Journal Sud, 300, rue Slater, Ottawa, Ont., Canada K1A 0C8.
(613) 996-4243

This newsletter is available upon request from TELIDON, Room 2000, Journal Tower South, 300 Slater Street, Ottawa, Ont. Canada K1A 0C8. (613) 996-4243

William Sawchuk, Information Technology Research and Development, Deputy-DGIT. Plans and implements Information Technology and Telidon R&D projects, and provides technical assistance to other information technology activities.

Address: Communications Research Centre, P.O. Box 11490, Station H, Ottawa, Ont., K2H 8S2. (613) 596-9221.

C.D. O'Brien, Senior Systems Technical Advisor. Responsible for assessing Information Technology developments, advising the DGIT on standards and industrial development matters, initiating new research and development, and Telidon system design.

Address: Communications Research Centre, P.O. Box 11490, Station H, Ottawa, Ont., K2H 8S2. (613) 596-9542.

Andrej Tenne-Sens, Technical Assistant. Provides the DGIT with technical advice on matters related to the operation of the Telidon program.

Address: Telidon Program Office.
Phone: (613) 996-4243.

Director, Applications Development. Develops and implements standards strategies and promotion activities, liaises with other sectors in marketing and industrial strategies, facilitates information technology transfer and identifies new applications of information technology.

Address: Telidon Program Office.
Phone: (613) 996-4243

James Feeley, Director, Telidon Operations. Provides planning support and co-ordination to field trial operators, information providers, and the federal task force on service to the public.

Address: Telidon Program Office.
Phone: (613) 996-4243.

Dorothy Phillips, Director, Behavioural Research and Evaluation. Tests and evaluates social factors in information technology, provides behavioural analysis, and conducts field trial evaluations.

Address: Telidon Program Office.
Phone: (613) 996-8871.

Jean-Pierre Lauzon, Manager, Telidon Program Office. Responsible for planning, co-ordinating and reporting on Telidon activities and provision of support services.

Address: Telidon Program Office.
Phone: (613) 996-4352.

THE ROLE OF THE CVCC

The Canadian Videotex Consultative Committee (CVCC) advises the deputy minister of communications on all aspects of videotex development in Canada, particularly with respect to the Telidon program. The CVCC also assists the department in disseminating information on the status and objectives of the Telidon program.

Committee members include representatives of the department, the broadcasting industry, cable companies, telecommunications carriers, labour bodies, civil groups, communications equipment manufacturers and government and para-government agencies. The committee is headed by a chairman from within DOC and two vice-chairmen from outside government appointed by the deputy minister of communications. Excluding the chairman, vice-chairmen and executive secretary, membership is limited to no more than 25 members at any given time. Members are appointed for rotating terms of two years. There are also several sub-committees advising the CVCC on specific aspects of Telidon development.

Sub-committee membership is open to any Canadian with a legitimate interest in the proceedings.

As of April 1, 1981, the CVCC executive comprised the following: Chairman: D.F. Parkhill, Assistant Deputy Minister (Research), Room 2020A, Journal Tower North, 300 Slater St., Ottawa, K1A 0C8. (613) 996-5911. Vice-Chairman: T.R. Ide, 307 Chartland Blvd. South, Scarborough, Ont., M1S 3P4. (416) 298-3486.

Executive Secretary: Jean-Jacques Rousseau, Director Research Programs Management, DOC, Journal Tower North, 300 Slater St., Ottawa, K1A 0C8. (613) 996-0727.

Secretary: Joan Smith, DOC, Room 1608, Journal Tower North, 300 Slater St., Ottawa, K1A 0C8. (613) 996-0727.

CVCC Subcommittees:

There are currently six sub-committees of the CVCC:

The Standards Sub-Committee provides advice to the CVCC on all aspects of the development of appropriate Canadian standards for videotex systems. It initiates actions to encourage the development of videotex standards by national and international standards writing bodies.

Chairman: R.M. Bennett, Director, Network Development, National Telecommunication Branch, DOC, Room 1840, Journal Tower North, 300 Slater St., Ottawa, K1A 0C8. (613) 996-2101.

The Marketing and Industrial Sub-Committee advises the CVCC on marketing and industrial strategies for videotex systems and provides a forum for discussion of problems related to

domestic and international marketing of Telidon.

Co-Chairmen: David Carlisle, President, Infomart, 122 St. Patrick St., Toronto, Ont. M5T 2X8 (416) 598-4000.

Des Cunningham, President, Gandalf Data Communications Ltd., 9 Slack Rd., Ottawa, K2G 0B7. (613) 225-0565.

Secretary: Roy Marsh, Industrial Liaison and Strategies, DOC, Room 2094, Journal Tower South, 300 Slater St., Ottawa, K1A 0C8. (613) 995-4376.

The Education Sub-Committee advises the CVCC on educational applications of videotex systems and liaises with educational authorities to stimulate interest in the field.

Chairman: Peter Bowers, OECA, P.O. Box 200 Station Q, Toronto, Ont. M4T 2T1. (416) 484-2621.

The Social Impacts Sub-Committee advises the CVCC on the implications of videotex technology for social, cultural, political and economic concerns and solicits public response to change produced by videotex.

Chairwoman: Ann Cameron, University of New Brunswick, P.O. Box 4400, Fredericton, N.B., E3B 5A3. (506) 453-4707.

The Teletext Sub-Committee advises the CVCC on matters regarding development of Telidon technology in teletext systems and services.

Chairman: Marius Morais, CBC, 1400 Dorchester Blvd. E., P.O. Box 6000, Montreal, H3C 3A8 (514) 285-2614.

The Legal Sub-Committee advises the CVCC on legal issues arising from the introduction of videotex including such concerns as liability of suppliers and

transmitters of data, ownership of data, international law and the protection of privacy.

Chairman: George Fierheller, Premier Cablevision, Suite 200, 1090 West Georgia St., Vancouver, B.C., V6E 3Z7. (604) 682-8411.

Rex C. Schofield, Dominion Directory Co., Third Floor, 4400 Dominion St., Burnaby, B.C., V5G 4G4. (604) 438-5535.

The Information Providers Sub-Committee
role is performed by the Videotex Information Providers Association of Canada (VISPAAC) which advises the CVCC on the wishes and concerns of information providers.

VISPAC Executive:

Chairman: Gerry Haslam, Southam Inc., 321 Bloor St. W. #801, Toronto, Ont. M4W 1H3. (416) 925-2881.

Treasurer: Peter T. Dolan, Tele-Direct, 10 Gateway Blvd., Don Mills, Ont. M3C 3A1. (416) 929-6747.

Secretary: Leonard Levencrowne, Suite 1007, 130 Albert St., Ottawa, K1P 5G4. (613) 236-4756.

Vice-president: Peter Bowers, OECA, P.O. Box 200, Station Q, Toronto, Ont., M4T 2T1. (416) 484-2621.

Executive council members:

Lewis Louthood, Edimedia Inc., 6 High Park Blvd., Toronto, Ont., M6R 1M4. (416) 535-7111.

Robert Reeves, Calladine and Baldry Ltd., 75 The Donway W. #1410, Don Mills, Ont., M3C 2E9. (416) 449-5040.

Marius Morais, CBC 1400 Dorchester Blvd. E., P.O. Box 6000, Montreal, H3C 3A8. (514) 285-2614.

TELIDON SYSTEMS: CURRENT AND PLANNED: CANADA

<u>PROJECT NAME AND CONTACT</u>	<u>LOCATION AND ESTIMATED START</u>	<u>NUMBER OF TERMINALS AND TRANSMISSION METHOD</u>
TVONTARIO TELIDON PROJECT, Maria Cioni, Ontario Education Communications Authority, P.O. Box 200, Station "Q", Toronto, Ontario, M4T 2T1. (416) 484-2930.	Throughout Ontario Started Jan. 1980	55 Telidon User Terminal (TUT's) Broadcast teletext via TVOntario signal and Anik B satellite. Videotex via telephone.
PROJECT IDA, Ted Phillips, Manitoba Telephone System, Area B-301, P.O. Box 6666, Winnipeg, Manitoba, R3C 3V6. (204) 888-9016.	South Headingley, Man. Started June, 1980	33 TUT's, 6 IP terminals Videotex via coaxial cable
PROJECT VISTA, Paul Perry, Bell Canada, 5th floor, 25 Eddy Street, Hull, Quebec, J8Y 6N4. (819) 776-7633.*	Toronto, Montreal, Quebec City Started May, 1981	491 TUT's, 28 IP terminals Videotex via telephone
PROJECT MERCURY J. MacFarlane, New Brunswick Telephone Company, P.O. Box 1430, St. John, New Brunswick, E2L 4K2. (506) 693-6719.	Saint John, N.B. Started April, 1981	45 TUT's Videotex via telephone
VIDEOTEX PROJECT, Bill Bird, BC Tel, 301-3665 Kingsway, Vancouver, B.C. V5R 5W2. (604) 432-2875.	Vancouver, B.C. Summer, 1981	150 TUT's Videotex via telephone
PROJECT ELIE, George Tough, Manitoba Telephone System, Area B-301, PO Box 6666, Winnipeg, Manitoba R3C 3V6. (204) 947-7387.	Elie, St. Eustache, Man. Fall, 1981	150 TUT's Videotex via optical fibre
TELIDON II, Michel Dufresne, Télé câble-Vidéotron, 90 Beaubien St-W., 6th floor, Montreal, Quebec, H2S 1V7. (514) 270-6031.	Montreal, Quebec Fall, 1981-Phase 1 Spring, 1982-Phase 2	250 TUT's Teletext via cable Videotex via coaxial cable Telidon II database accessible by keyword search
PROJECT GRASSROOTS, Ron Larocque, Infomart, 1661 Portage Avenue #511, Winnipeg, Manitoba, T3J 3T7. (204) 772-9453.	Southern Manitoba Started April, 1981	25 TUT's Videotex via telephone

* DOC Coordinator for PROJECT VISTA: J.F. PERRIER, Telidon Operations Branch, Room 1760, Journal Tower North,
300 Slater Street, Ottawa, Ontario K1A 0C8 (613) 996-4352.

<u>PROJECT NAME AND CONTACT</u>	<u>LOCATION AND ESTIMATED START</u>	<u>NUMBER OF TERMINALS AND TRANSMISSION METHOD</u>
TASK FORCE ON SERVICE TO THE PUBLIC, Mance Carbery, Data Bank Manager, 365 Laurier Ave. W., 20th Floor, Ottawa, K1A 0S5. (613) 996-0131.	Across Canada Started May, 1981	20 TUT's (eventually 100) Videotex via telephone
CBC TELIDON PROJECT, Marius Morais, CBC, 1400 Dorchester Blvd. E., P.O. Box 6000, Montreal. H3C 3A8. (514) 285-2614.	Toronto and Montreal 1981	To be announced Broadcast teletext
CABLECOM, Ian McCallum, Cablecom Corporation, 8-1540 Alberta Avenue North, Saskatoon, Sask. S7K 1R6 (306) 665-2988	Regina and Saskatoon, Saskatchewan, 1981	TBA Videotex via telephone
AGT TELIDON PROJECT, Jim McDonald, General Supervisor, Market Research and Development, Alberta Government Telephones, Floor 30-F, 100020-100 Street, Edmonton, Alta., T5J 0N5 (403) 425-4336	Calgary, Alta. July, 1981	30 TUT's, 4 IP Terminals Videotex via telephone
MARITIME TEL AND TEL TRIAL Denis Connor, Maritime Telephone and Telegraph Co. Ltd., Maritime Centre, PO Box 880, Halifax BJ3 2W3 (902) 421-5855	Nova Scotia Early 1982	TBA
<u>TELIDON SYSTEMS: CURRENT AND PLANNED: INTERNATIONAL</u>		
TELEGLOBE TELIDON PROJECT Fred Mercer, Teleglobe Canada, 6805 Sherbrooke Street West, Montreal, Quebec H3A 2S4 (514) 281-5050.	International Summer 1981	50 TUT's, 4 IP terminals Videotex via telephone and data switch network. Database for international business and scientific users
WETA/AMC TELETEXT TRIAL Red Burns, Alternate Media Centre, NYU, 725 Broadway, 4th floor, New York, NY, 10003 (212) 598-2852**	Washington, D.C. Started June, 1981	60 TUT's Broadcast teletext via PBS station WETA
VENEZUELA OECI PROJECT John McLean, Infomart 122 St. Patrick Street, Toronto, Ontario M5T 2X8 (416) 598-4000	Caracas, Venezuela Started April, 1981	25 TUT's, 5 IP terminals Videotex via telephone

** DOC Coordinator for AMC/WETA Trial: John Storey, Communications Research Centre, Room 249, P.O. Box 11490, Station H, Ottawa, Ontario K2H 8S2. (613) 596-9677.

<u>PROJECT NAME AND CONTACT</u>	<u>LOCATION AND ESTIMATED START</u>	<u>NUMBER OF TERMINALS AND TRANSMISSION METHOD</u>
TIMES-MIRROR PROJECT, L.T. Pfister, Telidon Videotex Systems, Suite 400, Three Landmark Square, Stamford, CT., 06901. (203) 965-1981	Los Angeles, California Late 1981	200 TUT's Videotex via telephone and two-way cable
TIME-LIFE TRIAL, Michael Luftman, Time Inc. Video Group Information Office, Time & Life Building, Rockefeller Centre, NY, NY, 10020 (212) 841-2515	TBA Late 1981	TBA Multi-channel teletext via satellite and cable

TELIDON SYSTEM DEMONSTRATION SITES AND DOC REGIONAL OFFICES

CONTACT

MONCTON - Angela Bourgeois, Department of Communications,
Terminal Plaza Building, 7th Floor, 1222 Main
Street, P.O. Box 1290, Moncton, New Brunswick,
E1C 8P9. Tel. (506) 388-6505.

QUEBEC - Paul Perry, Bell Canada (VISTA)
(See "HULL" for address)

MONTREAL - Denis Lachance, Department of Communications,
2085 Union Avenue, Montreal, Quebec, H3A 2C3.
Tel. (514) 283-7737.

MONTREAL - Paul Perry, Bell Canada (VISTA)
(See "HULL" for address)

OTTAWA - Helen Rogers, Department of Communications,
Telidon Program Office, Room 2000, Journal Tower
South, 300 Slater Street, Ottawa, Ontario, K1A 0C8.
Tel. (613) 996-4351.

OTTAWA - National Museum of Man, John Lomoro, Victoria
Memorial Museum Building, Metcalfe and McLeod Sts.,
Ottawa, K1A 0M8.
Tel. (613) 992-3497.

CONTACT

HULL - Paul Perry, Bell Canada, for information on
VISTA demonstrations at Hull, Quebec, Montreal, and
Toronto. 25 Eddy St., Hull, Quebec, J8Y 6N4.
Tel. (819) 776-7633

TORONTO - Neil Naft, Department of Communications,
55 St. Clair Street East, 9th Floor, Toronto,
Ontario, M4T 1M2. Tel. (416) 966-6331.

TORONTO - Paul Perry, Bell Canada (VISTA)
(See "HULL" for address)

WINNIPEG - John Crozier, Department of Communications,
Room 200, 386 Broadway, Winnipeg, Manitoba,
R3C 3Y9. Tel. (204) 949-4394.

VANCOUVER - Stan Dzuba, Department of Communications,
Room 300, 325 Granville Street, Vancouver,
British Columbia V6C 1S5. Tel. (604) 544-3252.

ZURICH - John B. McLean, Infomart, for information on
ZURICH SWITZERLAND, 122 St. Patrick Street,
Toronto, Ontario, M5T 2X8. Tel. (416) 598-4000.

TELIDON EQUIPMENT SUPPLIERS

The following companies make or sell Telidon user terminals and Telidon information provider system terminals:

AEL Microtel Limited:

Integrated user terminals with decoder, color monitor and optional keyboard or keypad.

Contact: Michael Jean, Manager, Business Information Systems, AEL Microtel, 4664 Lougheed Highway. Burnaby B.C., V5G 5T5. (604) 294-8321.

Bell Northern Research Limited:

Videotex Information Provider System terminals for page creation, word processing and stand-alone data bases.

Contact: Ross Duncan, Manager VIPS marketing, BNR, P.O. Box 3511, Station C, Ottawa, Ont. K1Y 4H7. (613) 226-5400.

Electrohome Limited:

Integrated user terminals with decoder, color monitor, modem, keypad or keyboard and capacity for 80-character alpha numeric display.

Patrick Anthony, Videotex Marketing, Electrohome, 809 Wellington St. N., Kitchener, Ont. N2G 4J6. (519) 744-7111.

Hemton Corporation:

Electronic Projector System user terminals (EPS 1) with decoder, modem, keypad and local data storage; EPS 2 information provider terminals for electronic projection and page creation.

Contact: Barbara Nelson, Hemton Corporation, 1760 Courtwood Cres., Ottawa, K2C 3L3. (613) 226-7790.

Norpak Limited:

Telidon terminals and decoders for videotex and teletext; Information Provider System

terminals for page creation; high resolution Telidon Video Micro Processors; Telidon decoder modules; Telidon-Apple Computer interface cards. Contact: Mark Norton, President, Norpak Ltd., P.O. Box 70, Pakenham Ont. K0A 2X0. (613) 624-5555.

Northern Telecom:

User terminals with Telidon decoder, modem, autodialer, remote control relays operated by infra-red from keypad, supports RF or RGB monitor, optional keyboard.

Contact: Rene Bilodeau, Northern Telecom Canada Ltd., 30 Norelco Dr., Weston, Ont. M9L 2X6. (416) 749-0110.

PAGE CREATION SERVICES

The following companies provide commercial Telidon page creation services:

Dominion Directory Co. Ltd.

Page creation and data base design.

Contact: Al Mattrick, Dominion Directory Co. Ltd., Third Floor, 4400 Dominion St., Burnaby, B.C. V5G 4G4. (604) 438-5535.

Hemton Corporation

Page creation and design, scripts, story boards and production of audio visual presentations.

Contact: Barbara Nelson, Hemton Corporation, 1760 Courtwood Cres., Ottawa, K2C 3L3. (613) 226-7790.

Infomart

Page creation, data base design and timesharing, videotex training and consulting services.

Contact: Martin Lane, Manager of Videotex Services, 122 St. Patrick St., Toronto, Ont., M5T 2X8. (416) 598-4000.

Branch offices: 85 Albert St., #1610,
Ottawa, Ont. K1P 6A4. (613) 238-4588.

300-5th Ave. S.W. #2050, Calgary, Alta.,
T2P 3C4. (403) 233-7874.

1661 Portage Ave., Winnipeg, Man.,
R3J 3T7. (204) 774-9164.

COMPANIES INVOLVED WITH TELIDON

In addition to the individuals and organizations listed in the preceding pages, many other companies have helped to develop and market various aspects of the Telidon system. Among them are:

CABLESHARE LIMITED Contact Barry Walker, P.O. Box 5880, London, Ont., N6A 4L6.
Tel.: (519) 686-2900.

CANADIAN TELEVISION NETWORK LTD.
Contact John T. Coleman, Vice-President, Planning and Development, 42 Charles St. E., Toronto, Ont. M4Y 1T5.
Tel.: (416) 928-6091.

PREMIER CABLEVISION Contact Michael Jervis, Vice-President, Planning and Development, 1090 West Georgia St., Vancouver, B.C. V6W 3Z7.
Tel.: (604) 682-8411.

ROGERS CABLESYSTEMS INC. Contact Kevin Shea, Director of Program Development, P.O. Box 249, T.D. Centre, Commercial Union Tower, Suite 2602, Toronto, Ont. M5K 1J5.
Tel.: (416) 864-2235.

CANADIAN PATENT AND DEVELOPMENT CORPORATION Contact W.D. Gordon, Vice-president, 275 Slater St., Ottawa, Ont. K1A 0R3.
Tel.: (613) 996-5736.

CANADIAN VIDEOTEX SYSTEMS LTD. (CVS)
Contact Don Christensen, President, 1423 Howe St., Vancouver, B.C. V6Z 1R9.
Tel.: (604) 682-7517.

CARFAX, P.O. Box 665, Station F,
Toronto, Ont., M4Y 2N6.

COMTERM LTD. Contact Ian Dennett, Vice-President, Product Planning, 545 Delmar Ave., Pointe Claire, Que. H2R 4A7.
Tel.: (514) 694-3030.

DIGITAL EQUIPMENT OF CANADA LIMITED
100 Herzberg Rd., Kanata, Ont. K2K 2A6.
Tel.: (613) 592-5111.

GANDALF DATA COMMUNICATIONS LTD. Contact C.D. Patterson, Gandalf Plaza, 9 Slack, Rd., Ottawa, Ont. K2G 0B7.
Tel.: (613) 225-0565.

HUNT AGRIBUSINESS ADVISORY SERVICES INC.
Contact George E. Hunt, President, 574 Laurier Avenue W., Ottawa, Ont. K1R 5E2.
Tel.: (613) 235-7585.

INTERDISCOM SYSTEMS LTD. Contact Tom Moorehead, President, 87-1313 Border St., Winnipeg, Man. R3H 0X4.
Tel.: (204) 632-1436.

I.P. SHARP ASSOCIATES LTD. Contact Ted McDorman, Vice-President, Suite 600, 265 Carling Ave., Ottawa, Ont. K1S 2E1.
Tel.: (613) 236-9942.

LES INFORMATIENS ASSOCIÉS DE MONTRÉAL INC. (LIA) Contact Morris Morin, President, 3414 Ave. du Parc, Suite 321, Montreal, Que. H2X 2H5.
Tel.: (514) 849-3743.

MACDONALD DETTWILER & ASSOCIATES LTD.
3751 Shell Rd., Richmond, B.C. V6X 2Z9.
Tel.: (604) 278-3411.

MARLIMAGE Contact Danielle Marleau, President, 2335 Sherbrooke St. W., Montreal, Que., H3H 1G6
Tel.: (514) 931-2250.

MANAGEMENT CONSULTANTS INTERNATIONAL,
INC. Contact Michael A. Harrison,
President, 47 Colborne St., Suite 205,
Toronto, Ont. M5E 1E3.
Tel.: (416) 364-0299.

MEDIATIC INC. 1259 Berry St. #305,
Montreal, Que. H2L 4C7.
Tel.: (514) 284-9239.

MEDIATISE 3900 Sherbrooke St. E.,
Montreal, Que. H1X 2A4.
Tel.: (514) 259-3105.

MICROTEL PACIFIC RESEARCH Contact John
Madden, President, 105-4664 Loughheed
Highway, Burnaby, B.C. V5G 5T5.
Tel.: (604) 294-0414.

MITEL CORPORATION Contact Les Barton,
Vice-President, P.O. Box 13089, Kanata,
Ont. K2K 1X3.
Tel.: (613) 592-2122.

RENFREW ELECTRONIC MARKETING LTD.
Contact Mike Klar, Vice-President,
Technology, 80 Yorkland Blvd., Suite 1,
Willowdale, Ont. M2J 1R5.
Tel.: (416) 494-5445.

R.F. COMMUNICATIONS LTD. Contact
I.G. Kaye, Vice-President, Engineering,
120 Gibson Drive, Markham, Ont. L3R 2Z3.
Tel.: (416) 495-1030.

SED SYSTEMS Wolfgang Stehwien, P.O.
Box 1464, Saskatoon, Sask. S7K 3P7.
Tel.: (306) 244-0976.

SOCIOSCOPE LTD. Contact Michael
Gurstein, President, 94 Wurtemberg St.,
Ottawa, Ont. K1N 8M2.
Tel.: (613) 235-7120.

STUDIO ESPRIT 1178 Place Phillips #202,
Montreal, Que. H3B 3C8.
Tel.: (514) 861-2151.

SYSTEMHOUSE Contact Brian Greenleaf,
Vice-President of Research and
Development, 99 Bank St., Ottawa, Ont,
K1P 6B9.
Tel.: (613) 236-9734.

THE GENESYS GROUP Contact Michael
Gough, Vice-President, 880 Lady Ellen
Place, Suite 207, Ottawa, Ont. K1Z 5L9.
Tel.: (613) 729-5103.

TORSTAR CORPORATION Contact N.A. Baird,
Manager, 1 Yonge St., Toronto, Ont.
M5E 1P9.
Tel.: (416) 367-2237.

UNITED AUDIO-VISUAL RESOURCES Contact
Richard Castonguay, 10 Baywater Ave.,
Ottawa, K1Y 2E4.
Tel.: (613) 729-4351.

VOLKER-CRAIG LTD. Contact Michael
Volker, President, 266 Marsland Drive,
Waterloo, Ont. N2J 3Z1.
Tel.: (519) 884-9300.

WILLIAM G. HUTCHISON & CO. Contact W.G.
Hutchison, P.O. Box 5819, Stn. A.,
Toronto, Ont. M5W 1P2.
Tel.: (416) 222-6596.

This publication will be updated
periodically with names and addresses of
new companies and agencies. Please mail
any changes or corrections to the Editor,
Telidon Reports, Telidon Program Office.

