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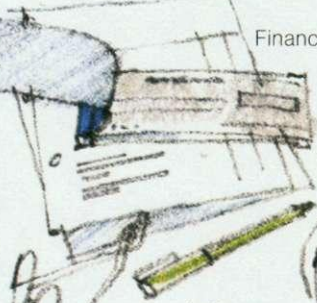
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Shopping



Finance



Property



Antiques



Legal advice



Electrical goods



Travel and tourism



Sports



Education



Hobbies



Music



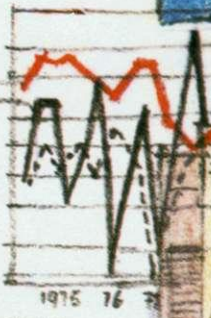
Motoring



Performing arts



Business



News



What's it all about?

Prestel is about information.

Information on just about everything you want to know, need to know or would like to know.

Facts that you will use every day as well as information on a whole range of more specialised subjects that you're almost certain to need from time to time.

The way Prestel gets all this information to you is simplicity itself. All you need is a telephone and a television. The television set you use will bring you all your usual BBC and ITV programmes but will have been specially equipped to receive Prestel too.

So by pressing a few buttons on a small key pad (it looks a bit like a calculator) the information you need pops up on your TV screen.

What will it tell me?

Because Prestel is linked to a computer there is almost no limit to the amount of information it can store, and to which you can have access.

There are already more than 150 organisations providing information to the Prestel computer.

Between them they have booked over 180,000 Prestel pages. And every page of information which is fed into the computer is available to you to call up on your TV screen.

And even though this is an impressive amount of knowledge to have, quite literally, at your finger tips, it will of course increase.

In fact the system will be quite capable of providing over one million separate pages of information in the future.

What's more with Prestel you can be sure that all the news and information you get is up to date.

That's because the information Prestel brings you is regularly up-dated.

So a change in the weather forecast for example, or even the latest cricket score is fed into the system almost as soon as it happens.

All of which means that you get up to the minute information in seconds.

Who is it for?

Prestel is for everyone.

Busy mothers can check out prices before they go shopping or their children can use Prestel to help them with their homework.

Gardeners will have a constant source of information on what they should be doing at any particular time of the year.

Whole families can choose and even book their holidays through Prestel.

And of course holidays are not the only entertainment that you can plan. Prestel will provide you with listings for theatres, cinemas, sporting events, exhibitions and just about anything else that may be going on.

Much of the information will be of general interest, but minority interests are also well catered for.

Having all this kind of information constantly available in your own home means that, whoever you are, and whatever your interests, you'll be better informed.

And even though the kind of information you will get from Prestel may be available from other sources too, no other source will deliver it so quickly or so conveniently.

What will it cost?

TV sets that are ready made to receive Prestel are already in production, and obviously they will cost more than ordinary sets.

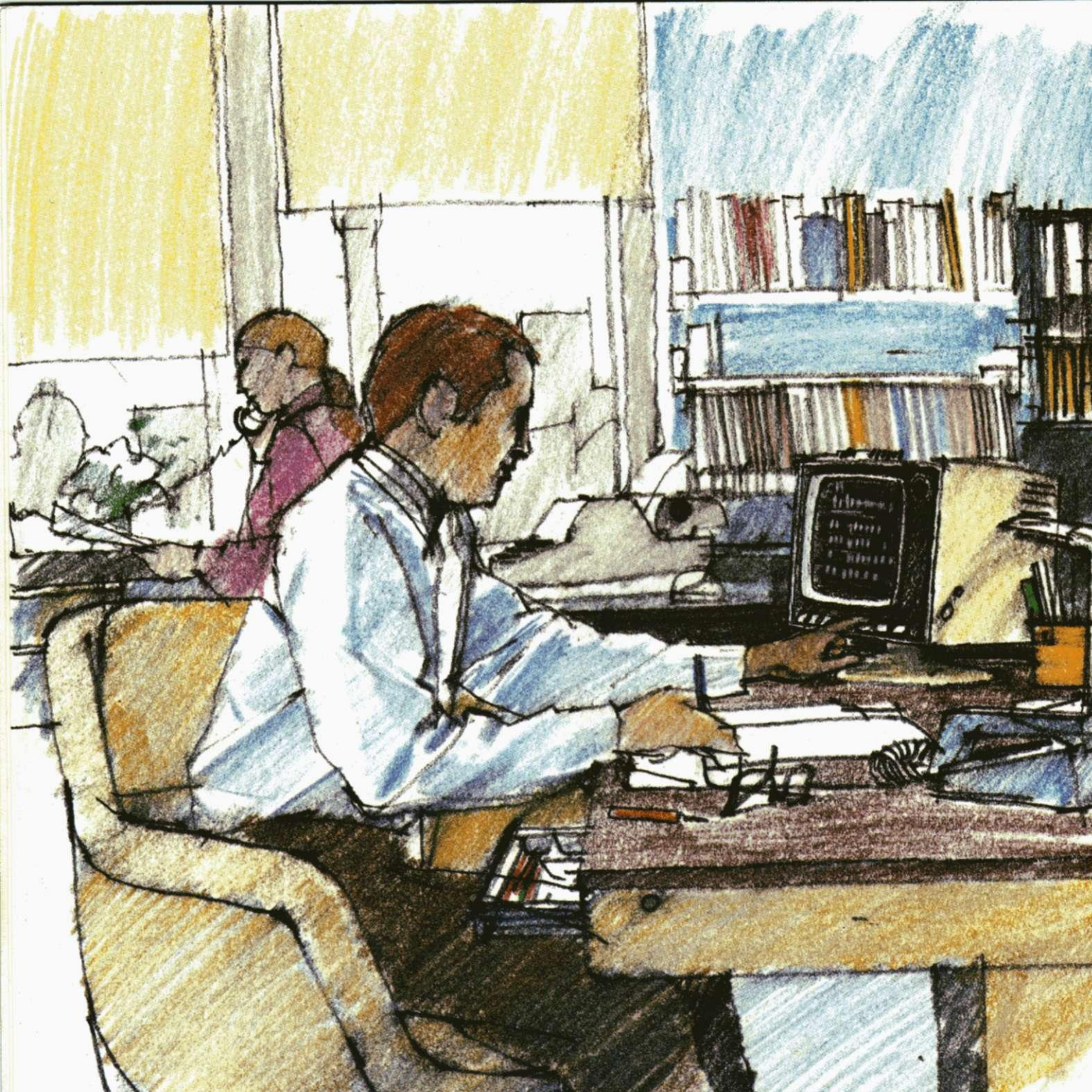
When you actually use Prestel in your home or office you will be charged at the local telephone rate, whenever there is a Prestel service within your local telephone area. That's because Prestel uses your telephone line to link your TV to the computer.

In addition there is a similarly small charge made for the Prestel service itself.

Finally, each organisation providing information to Prestel will normally make a charge for each page of information you call up. (Although some organisations will provide their information free of charge.)

But Prestel will always tell you how much each page will cost before you call it.





How Prestel makes for better business

The introduction of the Prestel service has a special significance for the business community.

From market intelligence to airline schedules, from manufacturing and service industry guides to foreign exchanges rates, there are literally thousands of Prestel pages with an immediate and very practical relevance to the successful and efficient running of businesses, both large and small.

There will be very specific technical information for example. And there will also be more generalised business news, development reports and legal facts and advice.

And the business man with a Prestel TV set in his home as well as in his office will have all this information constantly available to him.

Even so, rapid access to vital information is really only half the story.

The fact that Prestel is based on the existing network of telephone lines, means that it is a two-way service.

So a company can sell its goods and services off the screen to Prestel users.

It also means that it will be possible in the near future for a company to have its own Prestel-linked 'programmable' terminal.

These terminals will be simple to operate and able to take programs directly from the Prestel computer, making them available for regular off-line use by the company.

Such programs might be for stock control, accounting systems or indeed any other complex administrative task that can be simplified by a computer.

In fact Prestel will make the benefits of computers available to a far wider range of businesses than ever before.

Even relatively small businesses that up till now have been unable to afford their own computer services.

And of course in the future Prestel will become an international as well as a national medium of two-way communication.

Which means that the opportunities it opens up for better business will continue to increase.

How you use it

The way you find the information you need on Prestel has been made marvellously simple.

Using your key pad, you call up the Prestel index onto your screen.

Every category of information shown in the index has its own number. Press the number on your key pad and you get the section you want.

Once you have found your subject, you can continue to narrow it down until you reach the precise page that you need.

There are also printed directories which will help you to reach the page you need without using the screen index. You use a Prestel directory in much the same way as you use a telephone directory. Simply look up your subject, press the number that it's given, and watch the information come up on your screen.

The future with Prestel

Even though Prestel is an invaluable and incredibly vast source of information already, the future holds even more exciting prospects.

One of the uses for Prestel that will come into operation very soon is shopping off the screen. You will be able to place orders via Prestel for goods or services advertised on screen and even pay for them by transmitting your credit card number.

The addition of a larger key pad will enable you to transmit messages to other Prestel users.

And a special audio recorder which can be attached to their set will even record these messages if they are not at home when you send them. So they can read them on their TV and reply when they get back. This too is a development that is likely to occur in the near future.

You will also be able to get an extension to the system that will print out any page on the screen onto paper, so that you can take it away and act on it, or file it for future reference.

By the early 1980's the number of pages available on the UK system alone could be numbered in millions.

Prestel will also become international, giving you access to information stored on computers throughout the world. All of which will always be available within seconds.

P R E S T E L

GENERAL INTEREST INFORMATION

- 1 NEWS & WEATHER
- 2 SPORT & HOBBIES taking part, events results, pastimes
- 3 ENTERTAINMENT media, events, places to visit, quizzes, eating out, jokes, games
- 4 HOLIDAYS, TRANSPORT, TRAVEL, air, road, rail, travel agents, tourism, cars
- 5 MARKETPLACE shopping, classified ads, consumer advice etc.
- 6 ADVICE medical, legal, education, money benefits, family, etc.
- 7 GOVERNMENT INFORMATION Government depts & services, Parliament
- 8 EMPLOYMENT jobs, careers, training
- 9 BOOKS & REFERENCE libraries, facts & figures, reviews, magazines
- 0 OTHER INFORMATION business, property, science, food & drink, agriculture

VIEWTEL 202 202010a 0.5p

National News

TROOPS ON STANDBY AS PETROL MEN TALK

The Government is preparing to bring in more than 10,000 troops to move lifeline supplies if pay talks involving 4,600 Shell and Esso drivers fail.

Motorists were stranded, schoolchildren were sent home, and small shops started food rationing today as the combined tanker and lorry drivers' strike threatened to paralyse many parts of Britain.

KEY 0 FOR NATIONAL NEWS HEADLINES
KEY 1 FOR VIEWTEL 202 INDEX
Adflash *****-KEY 2
Tonight at the Night Out

Vernons Sportsdata 345025a 0.5p

Racing Service TUE. 09/01/79
12.45 + LEICESTER + Off at 12.47

RESULT - SPORTSDATA SPs

No.	HORSE	SD/SP	N/Rs	In
1	11 EYE PATCH	8/1		32
2	36 SWIFT SCOT	9/4F		
3	7 BUSHELLO	33/1		22 RAN

Weighed In

Key:
1 for Next Race Runners & Riders ... 1P
2 for All Today's Racecards ... FREE
3 for All Today's Racing Results ... FREE

JH Smith 400834a 0.5p

Craftsmith

Embroidery, Craftsmith stocks the silks and threads, the needles, work frames, stencils and designs. You can buy table cloths and napkins etc. ready designed - all you have to do is follow the patterns. Or, if you're already expert you can just buy the materials.

The assistants will be at hand should you need any help or advice.

Books. We stock many books on all craft subjects. Simply ask the assistant to recommend one for you.

Key 9 for Craft Index
0 for JHS Index



Which? 3341a 2p

Good Food Guide

RESTAURANTS, PUBS AND WINE BARS IN

- 0 London
- 1 Devon
- 5 West midlands
- 6 Norfolk



ABC Travel Guides 2232152a 1p

Kings Cross + Leeds

MONDAYS to SATURDAYS	days	dep	arr	change
MTWTFSS	X	0115	0500	
MTWTFSS		0405	0854	
MTWTFSS		0745	1017	
MTWTFSS		0904	1157	
MTWTFSS		1045	1324x	
MTWTFSS		1135	1417	
MTWTFSS		1245	1524	*
MTWTF		1325	1626	
MTWTFSS		1445	1735	
MTWTFSS		1545	1811z	
MTWTFSS		1745	1957	
MTWTFSS		1804	2046	
MTWTFSS		1900	2148	*

Changing point:

* Doncaster

x 1331 Sats

y 1531 Sats

z 1817 Sats

Key: 0 return service
1 station index

Government Information 50050a 0.5p

dp
cpFRESH FOOD PRICES
Weekend 22 December

These prices are prepared in consultation with appropriate sections of the food trades concerned.

The changes are likely to be made before the weekend in most shops but may not apply until the beginning of the next week in certain multiples.

- 1 Fresh meat
- 2 Poultry & eggs
- 3 Fresh fish
- 4 Fresh vegetables
- 5 Salad vegetables
- 6 Fresh fruit

UCCA 262a 0.5p

UCCA Guide to University Courses

- 1 Undergraduate courses
- 2 How to apply
- 3 Entry requirements summary
- 4 Mature students
- 5 Post-graduate courses and research
- 6 UCCA statistics
- 7 University index

Careerdata 277a 0.5p

CAREERDATA

is presented by THE NEW OPPORTUNITY PRESS LIMITED

Key

- 0 Employers Alphabetical Index
- 1 Types of Work Index
- 2 Application of your Discipline
- 3 Careerdata News

This Database is compiled by APPLIED VIEWDATA SYSTEMS LTD

Family Living 55044a 0.6p

Chinese Zodiac

*Key 0 - 1900 to 1911
1 - 1912 to 1923
2 - 1924 to 1935
3 - 1936 to 1947
4 - 1948 to 1959
5 - 1960 to 1972
*Key opp. yr birth year

STOCK EXCHANGE 520011a 2.0p

BREWERIES/DISTILLERIES A-T

NAME	CLOSE	CHG	%
ALD BREW	95	4	5 1/2
BASS CH	169		
BELL A	186	2	
BODD BREW	87		
BROWN(M)	116	15	16
BULMER H P	147	6	
DAVENPORTS	80		
DISTILLERS	201	2	3
GREENALL W	124	3	4 5/8
GREENE KING	306		
GUINNESS	164	7	8 7/8
HIGHLAND DIS	84	2	3
INVERGORDON	160		
MARSTON THOM	83		
S A BREWS	57	1	8 3/8
SCOT NEW BUS	61		
TOMATIN DIST	130	29	30

FRAME UPDATED ON 08/01/79 AT 16.15
KEY 0 FOR NEXT PAGE, 9 FOR MAIN INDEX

FINTEL 531304044a 1.5p

COLLEA>RAC>304000>D 01/12/78
RACAL ELECTRONICS RECENT DEVELOPMENTS

28/7 Grinaker Holdings has bid R8.6m for Racal Electronics S Africa and Racal has agreed to repatriate R5.2m of the amount due in three rands

14/9 Racal has acquired further shares in Extel lifting its stake in the company to 5.3%

20/9 Racal has won a contract worth R8.8m to supply radio communications equipment for the Australian armed forces

1/12 Pre-tax profits for the half year to Sept are up 25.4% to £24.32m on a turnover up 11.1% to £95.89m

KEY 0 FOR EARLIER REFERENCES
1 FOR MORE ON THIS COMPANY
9 FOR MORE ABOUT ELECTRONICS

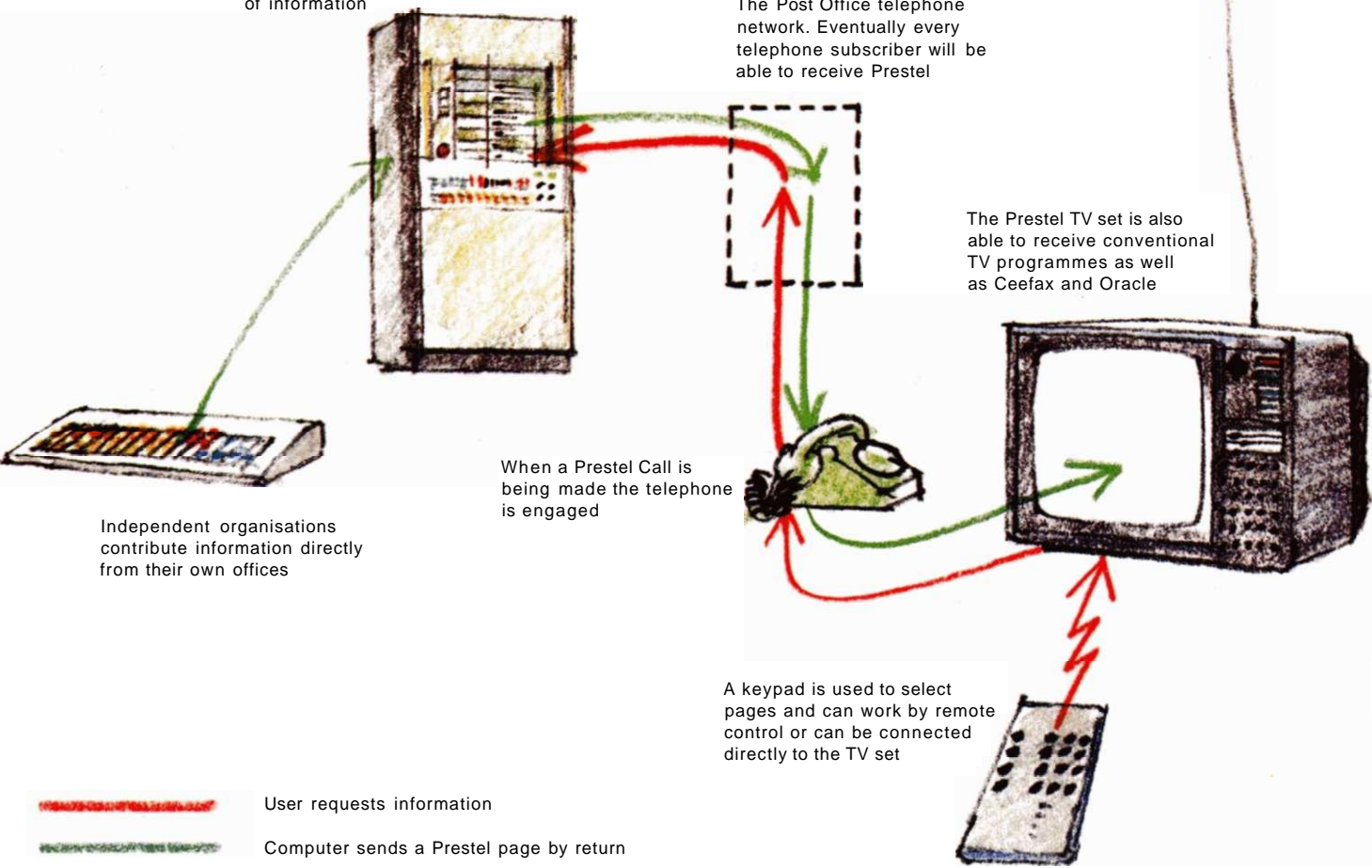


Ceefax and Oracle are one way broadcast services sent out on the same transmission as conventional TV programmes

The Prestel computer is capable of providing over one million pages of information

The Post Office telephone network. Eventually every telephone subscriber will be able to receive Prestel

The Prestel TV set is also able to receive conventional TV programmes as well as Ceefax and Oracle



Independent organisations contribute information directly from their own offices

When a Prestel Call is being made the telephone is engaged

A keypad is used to select pages and can work by remote control or can be connected directly to the TV set



User requests information
 Computer sends a Prestel page by return

How does it work?

Prestel uses ordinary telephone lines to link your Prestel TV set with a computer.

Making the connection from telephone to television is no more complicated than fitting an ordinary telephone extension. (Shared service customers should consult the Post Office.)

Inside a Prestel TV set there is a decoder which converts the information sent by the computer into pages of text on your TV screen.

How does Prestel differ from Ceefax and Oracle?

Ceefax and Oracle are the teletext services that are supplied by the BBC and ITV Prestel is a viewdata service supplied by the Post Office.

A TVset that is equipped to receive Prestel will normally be able to receive the teletext services too. But sets able to receive Ceefax and Oracle do not necessarily receive Prestel.

The main difference between the two services is that Prestel is a two-way system, using telephone lines. So it gives users the opportunity to conduct a 'conversation' with the Prestel computer and eventually with other Prestel users.

Ceefax and Oracle are, on the other hand, one way broadcast services which are sent out on the same transmission as conventional TV programmes. In practice they are like TV newspapers supplying relatively small quantities of constantly updated information which will be predominately news.

Although Prestel also supplies news, it is by comparison an enormous library of information to which a subscriber can refer at any time.

How can I receive the Prestel service?

The Prestel service is gradually coming into use in a number of the main population centres throughout the country and it will be extended until it eventually becomes available everywhere.

If you want to find out when it is to become available in your own particular area, call the telephone operator and ask for Freefone 2043.

And if you want to obtain your own Prestel TV set look for a TV dealer or TV rental company displaying the Prestel sign.



Prestel and the Prestel symbol are trademarks
of the Post Office viewdata service