

PRESTEL

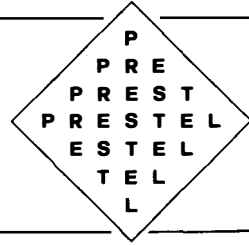


**A brief guide
to British Telecom
Viewdata Service**

 Restricted to British Telecom Staff

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Introduction

This pamphlet is designed to briefly describe Prestel and does not supersede or amend in any way the Telecommunications Instructions governing this subject.

The relevant T.I.s are:

- B3 M0001** Sales Procedures, Provision of Service Policy
- B3 M0002** Sales Application Procedures
- B3 M0003** Sales Advice Note Procedures
- B3 M0004** Prestel Appointment Scheme (Sales Procedures)
- B4** Commercial Description of Prestel (not yet issued)
- D7 C3015** Tariffs and Conditions
- C4 C2011** Engineering Procedures and Appointment Scheme
- D1 C0033** Handling of Prestel Complaints

Enquiries relating to Prestel should be directed to 'Prestel Marketing Duty', Marketing and Sales Division, Telephone House, 25-27 St. Johns Street, Bedford MK42 0BA. Telephone: Bedford 44525.



What is Prestel?

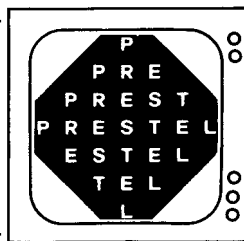
Prestel is a means of communication which links the user of an adapted television receiver to a virtually unlimited store of information, held on computers, via a telephone line. Prestel also enables users to send messages, for example, to book holidays or theatre tickets and make purchases using credit card facilities.

Prestel is a co-operative venture involving:

- 1 British Telecommunications** – provider of the computer network and lines to the computer
- 2 The Information Provider** – who provide the information which appears on the screen (known as the database)
- 3 The Television Industry** – who manufacture, sell or rent the Prestel television receivers

The Prestel computers serving the Bedford Telephone Area are known as 'Derwent' and 'Enterprise'. Customers are connected to these computers via Luton telephone exchange.

How to get Prestel



The potential customer should first contact a television retailer or rental organisation who will advise what type of sets are available and current rental or purchase costs.

Having decided which television is most suitable the customer should dial 100 and ask the operator for Freefone 2043. This number connects to the Bedford Area Prestel Duty who will discuss with the customer the best way to connect his television receiver to the Prestel computers.

When the television supplier installs the receiver he will contact the Prestel Registration Centre (Freefone 2314) and follow a simple procedure which enables the Prestel computers to 'identify' and accept for Prestel service that particular television receiver.

Prestel cannot be provided on:

- 1** Shared service exchange lines
- 2** Exchange lines with coin boxes
- 3** House exchange (Keymaster) systems
- 4** External plan extensions
- 5** Any extension off a proprietary PABX not using loop-disconnect signalling

If a request is received for Prestel on the above types of installation the customer should be advised to rent a separate line.

How much does it cost?



The customer must first rent or buy a viewdata receiver/adaptor. In addition the following charges will apply:

1 Installation charge

Where an exchange line or extension exists and the receiver is required in only one position, one Jack 96c only is required. the installation charge is £13 with a quarterly rental of 50p.

If more than one jack is required or the jack is to be fitted on a key and lamp unit extension, special charges apply. Installations on which Prestel cannot be provided are listed on page 5.

2 Telephone call charges

Users in the exchange areas listed in Appendix 'A' pay standard local call charges to the Luton computer terminal. Users in the remaining exchange areas in Bedford Telephone Area must pay STD (Rate a) charges.

3 Computer time charge

Time 'on line' to the Prestel computer is charged at 3p for one minute between 8am and 6pm Monday to Friday and 3p for three minutes at other times.

4 Information Provider charge

Each 'information provider' is free to set his own charge and although many pages are free. some pages of specialised information or entertainment may carry a charge. This charge is shown at the top of each page.

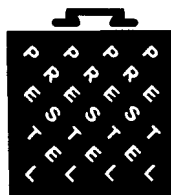
5 Business User charge

Customers whose telephone lines are rented at the business rate will be charged an additional £12 per quarter.

Billing

Items 1 and 2 are included in the normal telephone bill. Items 3, 4, and 5 are billed direct to the customer by Prestel.

Engineering installation



1 There are three methods of connecting Prestel receivers to line:

i To an exchange line (not shared service) or internal extension.

When only one Jack 96c is required the Jack 96c should be wired to Diagram N4410 (pages 1-8).

ii When two or three (maximum) jacks are required on one exchange line or internal extension.

This is known as a Multi-way Facility and jacks should be wired to Diagram TMK/262/PV2 issue 2.

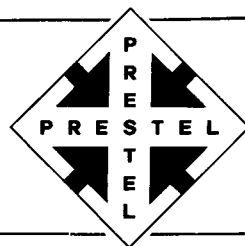
iii Where Prestel is to be provided on an exchange line or internal extension associated with key and lamp units. Refer to Diagram TMK/262/PV1 issue 2.

2 Prestel *cannot* be provided on:

- A** Shared service exchange lines
- B** An exchange line terminating on a coin box
- C** House exchange (Keymaster) systems
- D** External plan extensions
- E** Any extension off a proprietary PABX not using loop-disconnect signalling

3 Exchange meters on all Prestel installations should be changed to six digit type. TI C4 C3001 refers (under review).

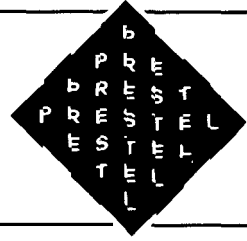
Prestel Appointment Plan



The Prestel Appointment Plan operates only in those exchange areas with local dialling to the Luton Prestel Terminal (see Appendix 'A'). The plan will only cover those installations where one Jack 96c is required on an existing exchange line or extension. Any other arrangement is non-appointment work.

In order to match the speed of delivery of Prestel sets by the television retail and rental organisations it is our aim to complete all Prestel appointment work within two days of receipt of an order. If the installation engineer is allocated Prestel work with other work on the appointment day the Prestel appointment must be the first job of the day unless the customer requests otherwise.

In exchange areas outside the Luton Prestel area all Prestel work is non-appointment. However, it is still our aim to complete the provision of a Jacks 96c within two days. Assistance to achieve this aim should be sought from the Installation Control Inspector.



Maintenance guidelines

The most commonly reported faults on Prestel service and the suggested methods of clearing them are listed below. When it is advised that the customer should contact ETB/Prestel the number to ring is 0206 72032 or 0206 72182.

1 Inability to receive Prestel service

A Confirm that the customer's viewdata receiver has been registered for Prestel service. If not, ask the customer to ring Freefone 2043 for assistance.

B Ask the customer to dial, on the telephone associated with the receiver, 8111 or 8121 if within the local service area (see Appendix 'A') or 5082 8111/0582 8121 if outside this area. When this number is obtained a high pitched continuous tone should be heard indicating that the line and computer are operational. If this tone is received the fault will most probably be in the Jack 96c or TV receiver and the fault should be referred to ETB/Prestel. The customer must *not* be advised to call out the television dealer.

In cases where the customer cannot access 8111/8121 normal fault procedures should apply.

2 Constant engaged tone

Engaged tone may be received for relatively long periods if the Prestel computers are taken out of service for database updating (usually early am) or fault repair. Confirmation of the computer status can be obtained from Prestel Marketing Duty, Bedford 44525, during normal office hours.

3 Distortion of page/frame display

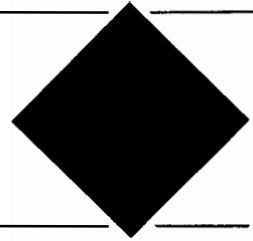
A The most common cause of distortion is line interference. In this case normal fault procedures apply. However, customers can obtain a re-write of a distorted page, free of charge, by keying *00.

B Distortion can also be the result of a fault in the receiver. If this is suspected please refer the fault to ETB/Prestel. Do *not* suggest that the customer contacts the television dealer.

4 Computer requests user number

Several reports of difficulties have been received from users of the Pye Labgear Adaptor. When these customers attempt to contact Prestel the screen reads 'Please input your user number'. If this occurs advise the customer to key * which should give access. If this fails contact ETB/Prestel.

Service complaints



The most likely reason for complaint will be:

- 1** Increase of dialled meter units in the customer's telephone bill
- 2** Distortion of page/frame display
- 3** Failure to obtain Prestel service although the computer 'tone' is received

To resolve such complaints the following information may be of use:

A Increase in DMUs

DMUs used for Prestel cannot be separated from those used on normal calls (see page 5 para 2). Customers who believe that unauthorised persons are using the Prestel terminal should be advised that this can be avoided by using the Personal Password Facility, key *920#.

B Distortion of display

If distortion of the page/frame display occurs the customer should be advised that a re-write of the display can be obtained free of charge by keying *00. Distortion is caused mainly by line interference. If the problem persists EM Division should be asked to investigate.

C Inability to obtain Prestel computers

The failure to obtain Prestel service even though the computer tone is received is probably due to one of the following three difficulties:

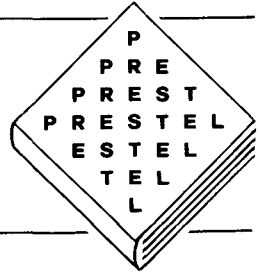
1 The Prestel receiver has not been registered If this is the case ask the customer to ring Freefone 2043 for advice and assistance.

2 The Prestel computer is out of service It is possible that the computer could be withdrawn from service for updating of database or fault repair. This can be confirmed by the Prestel Marketing Duty on Bedford 44525.

3 Faulty Prestel receiver A fault in the customer's Prestel receiver cannot be identified over the telephone even if the exchange line associated with the receiver is in working order. The customer must *not* be advised to call out his television dealer unless normal TV reception cannot be received. Faults should be reported to EM Division in the normal way.

4 Pye Labgear Adaptors Some customers using Pye Labgear Adaptors may have difficulty accessing Prestel information. On most receivers, after the computer tone is received, the 'Welcome to Prestel' page is displayed. However, the Labgear adaptor displays 'Please input your user number'. In this case the user must key * to access the computer.

Other enquiries which cannot be cleared may be referred to Freefone 2043 (Prestel Marketing Bedford 44525) or Freefone 2296 (Regional Prestel Centre 0206 72067).



Viewdata terminology

Viewdata – An information system using the telephone to allow a two way exchange of data with a computer. A virtually unlimited amount of information can be held on the database. 'Prestel' is the British Telecom viewdata system.

Videotext – The international name for viewdata.

Teletext – Television transmission information service eg Ceefax, Oracle and Orbit. Only a one way flow of a very limited amount of information, approximately 800 pages.

Database – The store of information held in the computer.

Information Provider (IP) – An organisation who rents part of the database to publish information over viewdata. .

Sub. Information Provider (SIP) – A business who prefers to use an I Ps services to publish his information.

Frame – A display of information on the receiver screen using up to 960 characters to form words, numbers, colours or graphics.

Page – Information which may comprise one or more frames.

Response Frame – A means of allowing the user to contact the information provider for such purposes as booking seats, hotels etc, purchasing items and passing messages.

Directories – Three directories are printed at quarterly intervals by the Financial Times, International Publishing Corporation and Eastern Counties Newspapers. Each directory contains instructions on how to use Prestel. British Telecom does not publish or provide Prestel directories.

Closed User Group – Pages of information restricted to customers nominated by the information provider. Normally confidential or specialist matter.

Adaptor – An attachment which will convert most standard television receivers into viewdata and teletext receivers.



Appendix 'A'

Exchange areas with access to Prestel at local call charge rates The numbers shown are those which are programmed into viewdata receivers to gain access to Prestel.

<i>Exchange</i>	<i>Access Number</i>	<i>Exchange</i>	<i>Access Number</i>
Aldbury Common	92021 & 92911	Little Gaddesden	92021 & 92911
Amphthill	98121 & 98111	Luton	8111 & 8121
Ashwell	98211 & 98421	Markyate	8111 & 8121
Baldock	8421 & 8211	Offley	98421 & 98211
Benington	97811 & 97021	Pirton	98421 & 98211
Berkhamsted	92911 & 92021	Redbourn	98111 & 98121
Bovingdon	2911 & 2021	Ridgmont	98121 & 98111
Bulls Green	97021 & 97811	Shefford	8421 & 8211
Codicote	7021 & 7811	Shephall	97021 & 97811
Dunstable	8121 & 8111	Shillington	98421 & 98211
Eaton Bray	98111 & 98121	Silsoe	98111 & 98121
Flitwick	98121 & 98111	Soulbury	98111 & 98121
Gt. Brickhill	98111 & 98121	Stevenage	7021 & 7811
Harpenden	98121 & 98111	Stewkley	98111 & 98121
Heath & Reach	98121 & 98111	Stotfold	8421 & 8211
Hemel Hempstead	2911 & 2021	Tewin	97811 & 97021
Henlow Camp	98421 & 98211	Toddington	98121 & 98111
Hexton	8121 & 8111	Tring	92911 & 92021
Hitchin	8421 & 8211	Walkern	97021 & 97811
Hockcliffe	98121 & 98111	Weston	98211 & 98421
Kimpton	97811 & 97021	Wheathampstead	98111 & 98121
Knebworth	7021 & 7811	Whipsnade	98111 & 98121
Langford	8421 & 8211	Whitwell	97811 & 97021
Leagrave	8121 & 8111	Welwyn	97811 & 97021
Leighton Buzzard	98111 & 98121	Woburn	98111 & 98121
Letchworth	98211 & 98421		
