



SET MANUFACTURED BY STD

PRESTEL.
THE BIGGEST BREAKTHROUGH
IN BUSINESS COMMUNICATION
SINCE THE TELEPHONE AND
TELEVISION.



This leaflet is an introduction to a revolutionary new service brought to you by the Post Office.

Prestel.

It was developed by the Post Office research engineers and today, so advanced is its technology, that the Germans and Americans are looking to Britain for the know-how.

WHAT IS PRESTEL?

Prestel is a computer-based information service that could radically change the way you run your business. As well as making it more efficient.

This is how it works.

You buy or rent a special Prestel television from your local TV supplier. Alternatively, an adaptor can be fitted to an existing TV.

The Post Office connects the television to your telephone by way of a simple jack-plug.

Each television comes with a small control pad.

It's rather like using a pocket calculator.

On the keypad you will find a series of numbered buttons. By pressing one of these buttons, you contact the Prestel computer via your telephone line.

Prestel then announces itself by greeting your company personally on your TV screen.

At the press of a second button, an index of the available information appears.

Alternatively, if you know the

precise information you want, for the actual page number, you simply refer to the directory that is supplied free of charge.

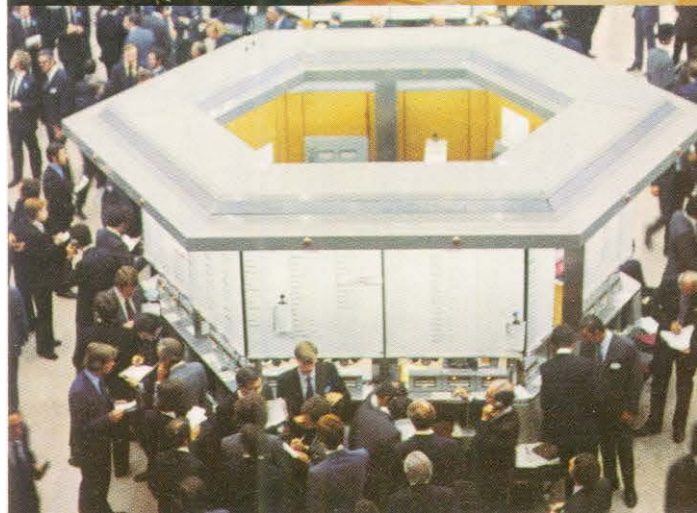
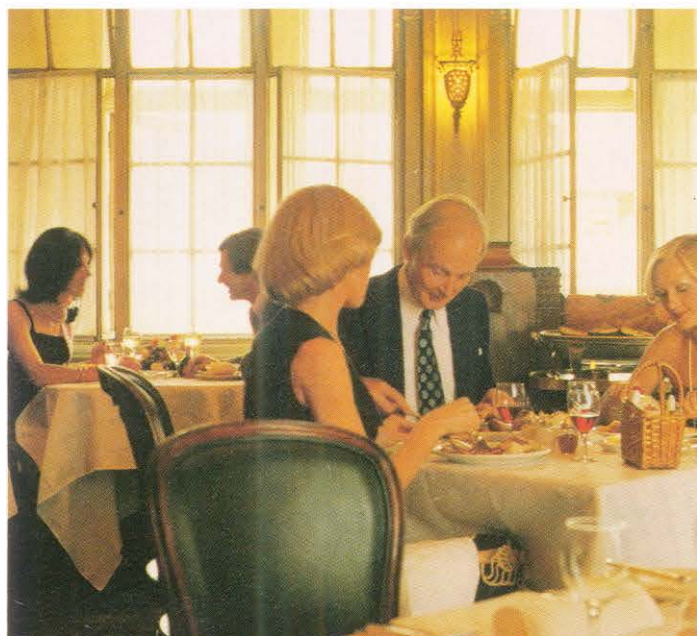
And that's when you're really in business.

ASK IT A QUESTION.

You're now in contact with a store of information that numbers over 150,000 pages. Thousands of pages are being added monthly.

Much of the information is provided by well-known organisations.

The Economist, Exchange & Mart, Fintel, The Stock Exchange, Guinness Book of Records, Norwich Union, W.H.Smith, DataStream, British Rail, the Good Food Guide,





and the English Tourist Board to name but a few.

Investment statistics, company information, accountancy standards, company law, export information, Government statistics, tax guides and the week's business in Parliament are all at your fingertips.

You simply ask the computer questions by pressing the number on your keypad relating to the information you want.

Then up pops the answer on your TV screen.

It'll take you literally minutes to learn how to use it. And then you'll be able to get information in seconds.

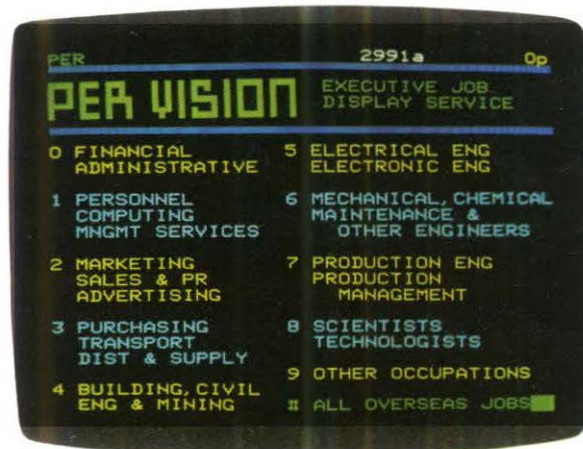
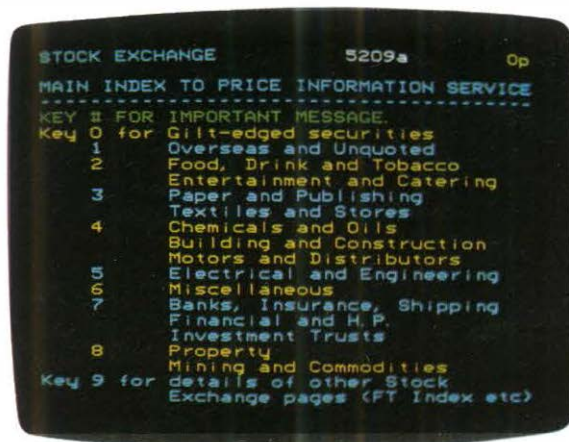
HOW MANY DIFFERENT WAYS CAN YOU USE THE INFORMATION?

For a start, Prestel offers you information about many leading companies.

Details like share prices,

financial statistics, company news, inter-company comparisons, company performance, and files of recent company developments.

Every day the Stock Exchange draws a list of share prices and price



changes from its Threadneedle St. computer and then transfers them to Prestel.

Thus Prestel is able to offer you a completely up-to-date picture of the stock market, including commodity prices and foreign exchange rates.

But Prestel doesn't stop at telling the closing prices for gold or the state of the Dollar.

Its spectrum of business information is far wider than that.

Government job agencies and private management consultants provide Prestel with information of all kinds of executive, professional and managerial opportunities.

For the employer, there's valuable information like the law on unfair dismissal, employment protection, employment subsidies and many other matters relating to the employment of staff.

Information about commercial and industrial property, shops, offices and warehouses are all on Prestel.

As well as details of credit cards, business books and business courses.

Prestel can help you organise business trips, business lunches and dinners.

And if you need a break from the pressures of office life, Prestel will even help you organise your holidays.

HOW MUCH DOES IT COST?

Needless to say, a Prestel set is more expensive than an ordinary television.

You're charged for the cost of a local telephone call, plus a small usage charge and the cost of the page of information on the screen.

That varies from nothing to several pence per page.

Making it one of the most cost-effective information providers in existence.

Full up-to-date details of information and usage charges may be obtained from your local Prestel Sales Office.

'Up-to-date' is the key phrase in fact. Because unlike printed guides that quickly date, Prestel can provide the very latest information.

HOW TO GET PRESTEL.

For a demonstration and availability of Prestel, consult your retailer or rental company displaying the Prestel symbol. Or just dial 100 and ask for Freefone 2043 for the address of your local supplier.



Prestel and the Prestel symbol are trade marks of the Post Office viewdata service.

Please note that although the information contained in this brochure is correct at the time of its being printed, some changes may from time to time have to be made in the Prestel service. For further information please contact your nearest Prestel Sales Office.