

A Service of the Future for American Homes

VIEWTRON

Imagine sitting at home on a Saturday afternoon planning an evening out. You pick up a control unit similar to a hand-held calculator and press a few numbers. Instantly a list of local restaurants appears on a TV screen. By pressing another number you request a list of French restaurants. Immediately the list appears and you select a review of one of them. Finally, you read selections from tonight's menu. All this without leaving your living room.

ViewtronSM is a service which offers many features like the one just described. Viewtron takes advantage of electronic advances to put futuristic services comfortably into your home through telephone lines.

Here are a few more services you'll derive from Viewtron:

- With Viewtron you'll be able to order from your living room everything from a catered dinner to a new lawn mower, from a hair dryer to a theater ticket, from a hit record to an appointment for servicing your car.
- With Viewtron you can get sports scores faster than with any other medium and get them when you want them.
- With Viewtron you'll be able to take quizzes to improve your spelling, your driving, your Spanish, or your boating.
- With Viewtron you'll be able to place messages or ask and



answer questions on a community bulletin board.

The Viewtron service is being provided by Knight-Ridder Newspapers, Inc., through its subsidiary, Viewdata Corporation of America. The Bell System is providing communications and terminals in this jointly sponsored trial.

Specially modified TV sets will be placed in 150-160 homes in Coral Gables, Florida, over a six-month period beginning in the Spring of 1980. More than 10,000 pages of information and shopping services will be available on Viewtron every day from 6 a.m. to midnight.

Participants in this pilot test will receive the Viewtron service free of charge and will be interviewed extensively about their reactions to the entire system. Their responses

will help determine future directions for the service.

Examples of Viewtron content appear on following pages of this brochure.

Information Providers

The Miami Herald
Consumers Union
American Cancer Society
Macmillan Publishing
The New York Times
Dow Jones & Company
HP Books
Associated Press
Congressional Quarterly
Addison-Wesley
Universal Press Syndicate
The Economist
Intercontinental Press Syndicate
CBS Publications

Advertisers

Eastern Airlines
Sears, Roebuck and Co.
B. Dalton Booksellers
Grand Union Company
Southeast Banking Corporation
Official Airline Guides, Inc.
AAA World Wide Travel Agency
Goldberg's Marine Distributors
J.C. Penney Company, Inc.
Shell Oil Corporation
Spec's Music Company
Bass Tickets
Service Merchandise Corporation
Cousins Associates, Realtors
Shell's City Liquors
Master Host Dinner Service
Merrill Lynch

SHOPPING EDUCATION INFORMATION MESSAGES

SEARS CATALOG ADV 98521

Enter 1 for BUYING GUIDE
2 for GAS-POWERED
3 for ELECTRIC-POWERED
4 for REEL TYPE
5 for LAWN AND GARDEN INDEX

Also available
in 7" x 10" format
for \$39.95
and \$59.95

CRAN TSMAN

Seas... where America Shops for Value

CMD

VIEWTRON ADV 98521

KNIGHT-RIDDER LAUNCHES VIEWTRON The Miami Herald Wednesday 1 p.m.

Knight-Ridder Newspapers, Inc. will launch in 1980 a pilot test to assess U.S. consumer interest in an electronic home information service. The service will be called Viewtron.

Alvah H. Chapman, Jr., KRN president and chief executive officer, told shareholders at the annual meeting in Miami today that KRN has formed a subsidiary, Viewdata Corp. of America Inc., to administer the project.

Enter 1 for more items
2 for previous index

CMD

SERVICE-MERCH ADV 9502232

MR. COFFEE DELUXE 10-CUP GRIND COFFEE MAKER \$28.74

"Coffeesaver" brings peak flavor extraction from 2 to 10 cups
Separate brewer & warmer switches Heat pad keeps coffee hot for hours
MCS200-PMH \$28.74

Enter 1 To Order
2 for more items
3 previous index

SERVICE-MERCHANDISE

CMD

JERNEY ADV 98023

ITEM: ATTIC FAN

PAGE NO. 767 QUANTITY: 1

CATALOG NO. AJ901-3228A

SIZE: COLOR NO./NAME:

UNIT PRICE \$ 39.59

MAILING ADDRESS JOHN DOE 555-0000
1234 VENETIAN WAY
CORAL GABLES, FL 33146

ENTER SEND TO WANT MAIL

CMD

COLSINS ADV 930112

| ROOM | SIZE |
|------|-----------|
| LR | 14 0x14 0 |
| DR | 14 0x10 0 |
| FR | 19 0x15 0 |
| MB | 18 8x13 0 |
| K | 17 0x10 0 |
| BR1 | 12 0x12 0 |
| BR2 | 12 0x10 0 |
| BR3 | 12 0x10 0 |
| BR4 | 12 0x10 0 |
| D | 20 8x16 0 |

Enter # for next item
Enter 0 for index

CMD

BOATING ADV 937155

Press RECALL key for correct answer

INTERNATIONAL RULES: Sailing vessel/Auxiliary under sail only, over 26 feet in length, viewed from his port side.

Enter 0 for next question
1 for Boating Question Index

CMD

AUTOMOTIVE ADV 9808

BULLETIN BOARD

Owners' Club lets you talk to other owners about car problems or to offer tips on how to keep your car running right.

You might want to suggest a favorite mechanic, or ask for opinions about the 1980 model cars. The Bulletin Board is open to you.

Enter 1 for Message Forum
Enter 2 for responses
Enter 3 for Owners' Club Index

CMD

VIEWTRON ADV 98521

Sports

Enter appropriate number

- 1 NEWS
- 2 BASEBALL RESULTS
- 3 STANDINGS AND STATISTICS
- 4 BOATING/FISHING
- 5 BASEBALL ENCYCLOPEDIA
- 6 SPORTING GOODS

Enter 0 for Viewtron Index

CMD

VIEWTRON ADV 98521

ON THE ROAD CHEVROLET CITATION

SECONDS FROM 0 TO 30 MPH
SECONDS FROM 0 TO 50 MPH
PASSING FROM 45 TO 65 MPH

Enter 0 for Booking Comparisons

SMALL CAR BUYING GUIDE

CMD

LEARNING ADV 934

Learn to use a hand saw

CMD

EASTERN ADV 9301230

SCHEDULES MIAMI TO PHILADELPHIA

| CLASS | DEPART | ARRIVE | STOPS |
|-------|--------|--------|-----------------|
| 1 | 5:35a | 11:45a | 34 Nonstop |
| 2 | 2:23p | 2:52p | 36 Nonstop |
| 3 | 5:30p | 7:57p | 38 Nonstop |
| 4 | 7:35p | 11:30p | 37s/4s Atlantic |
| 5 | 11:45p | 2:03a | 41s Nonstop |

Return Schedules
Symbols & Abb
Class

EASTERN

CMD

WEATHER ADV 110372

CORAL GABLES Nat Weather Service
Friday 5:00 PM Monday 7:00 AM

| TEMPERATURES | HUMIDITY |
|------------------|-----------------|
| High 68° | At 7am 88% |
| Low 50° | Midday 92% |
| At 7am 54° | RAINFALL |
| Water midday 72° | Probability 10% |

Records/This date
High 1937 89°
Low 1945 38°

BAROMETER
At 7am 29.02" steady

WIND
Speed 10-15 mph
Direction NW

WAVES
Near shore 2'-3'
Offshore 3'-5'

Enter 0 for Florida Weather Map
1 Today's Boating Forecast

CMD

VIEWTRON ADV 55814

News

Enter appropriate number

- NEWS REPORT
- SPORTS RESULTS
- WEATHER
- THE WALL STREET JOURNAL
- NEW YORK STOCK EXCHANGE
- NEIGHBORHOOD CALENDAR
- ELECTION '80
- TOP STORIES OF THE HOUR

NEW YORK AND CONSUMER INDEX
 TELEVISION PARTS
 DENVERSON

Enter 0 for Viewtron Index

CHD

VIEWTRON ADV 55814

How to Save Gas

INDEX

- 1 MILEAGE TIPS
- 2 DRIVING TRICKS
- 3 MAKING YOUR CAR MORE ENERGY EFFICIENT
- 4 AUTO PARTS & CAR CARE INDEX
- 5 SHELL INDEX

ENTER NUMBER

CONCORD TO SHELL FOR PARTNERS

CHD

VIEWTRON ADV 81511

BILL PAYERS BY VIEWTRON

YOUR S.E. BANK ACCOUNT NO. 12-345-6


| PERMOUNT'S NAME | NO. | AMOUNT | PAY DATE |
|-----------------|------|----------|----------|
| Southern Bell | 3437 | \$121.00 | 01-31-80 |
| Jordan Marsh | 4546 | \$ 58.76 | 01-31-80 |
| Stears | 0111 | \$542.54 | 01-15-80 |

YOUR ADDRESS JOHN S. DOE 555-0000
 1234 VENETIAN WAY
 CORAL GABLES, FL 33146

PRESS SEND TO CONTINUE

VIEWTRON ADV 55814

FLORIDA VOTES IN CONGRESS



CONGRESSIONAL QUARTERS LINC 305/251-6400
 MAY BOND ST. NW, WASH DC 20547

CHD

VIEWTRON ADV 55814

STOCKS INDEX

| NAME | DIV | PE | 100s | HIGH | LOW | CLOSE | CHG |
|---------|------|----|------|--------|--------|--------|-------|
| DiaMS | 1.60 | 10 | 988 | 33 | 32 1/2 | 32 1/2 | - 1/4 |
| Diebold | .70 | 13 | 151 | 35 1/2 | 35 1/2 | 35 1/2 | - |
| DigEq | | 16 | 1149 | 70 1/2 | 70 1/2 | 70 1/2 | - 1/2 |
| Dillon | 1.08 | 9 | 74 | 18 1/2 | 17 1/2 | 18 | + 1/4 |
| Disney | .72 | 12 | 1287 | 44 1/2 | 43 1/2 | 45 1/2 | + 1/2 |
| DnPeppr | .68 | 12 | 1115 | 14 1/2 | 13 1/2 | 13 1/2 | - 1/4 |
| DocuMat | | 22 | 16 | 17 | 15 1/2 | 17 | + 1/2 |
| Donnyly | 1 | 8 | 48 | 28 1/2 | 24 | 27 1/2 | - 1/2 |
| Dorsey | .75 | 4 | 281 | 14 1/2 | 13 1/2 | 14 | - |
| DowCh | 1.60 | 9 | 1675 | 34 1/2 | 32 1/2 | 34 1/2 | + 1/2 |
| DowJn | 1.44 | 14 | 107 | 44 1/2 | 41 | 44 1/2 | + 1/2 |
| Dravo | 1.28 | 8 | 75 | 31 1/2 | 30 1/2 | 31 1/2 | + 1/4 |
| Dresser | 1.10 | 9 | 725 | 5 1/2 | 5 1/2 | 5 1/2 | + 1/4 |
| DraxB | 1.72 | - | 76 | 15 1/2 | 14 1/2 | 15 1/2 | + 1/2 |
| duPont | 1.24 | 6 | 811 | 41 1/2 | 41 1/2 | 41 1/2 | - 1/4 |

Enter 0 for News / 5 for Stocks Index

CHD

VIEWTRON ADV 4501

Spanish

Enter number of lesson desired

- 1 Nouns
- 2 Verbs
- 3 Adjectives
- 4 Adverbs
- 5 Phrases A
- 6 Phrases B
- 7 Phrases C
- 8 Phrases D

* for more

Enter 0 for Language Index

CHD

VIEWTRON ADV 545

BASS

1 FAMILY
 2 SPORTS
 3 CONCERTS

4 THEATER
 5 OTHER
 6 EXHIBIT EVENTS

BASS SAVES YOU GAS WITH TIX-BY-VIEWTRON

CHD

VIEWTRON ADV 590231

GRAND UNION

| BRAND | TYPE | SIZE | PRICE |
|----------|----------------|------|-------|
| KELLOGGS | CORN FLAKES | 18oz | .69 |
| POST | 40Z BRAN | 16oz | .83 |
| POST | GOLDEN GRAHAMS | 10oz | .79 |
| POST | RAISIN BRAN | 20oz | 1.06 |
| POST | TOASTER CAKES | 11oz | .49 |

GRAND UNION
 To order press 0 to selected item, insert quantity and then

CHD

VIEWTRON ADV 9857

Charade

CONTINENTAL CUISINE

2200 Ponce de Leon Blvd
 Coral Gables, Fla. 33134
 448-6077

Major Credit Cards Honored
 OPEN DAILY

Enter 0 for Hours and Menu / 1 for Index

CHD

VIEWTRON ADV 7104

Common Problems

Select category and enter NUMBER

- 1 ACHES AND PAINS, ARTHRITIS
- 2 CHEST PROBLEMS
- 3 CHILDHOOD ILLS
- 4 EAR, NOSE, THROAT

Enter 0 for Red-Head Book

CHD

VIEWTRON ADV XRF 30

OAG

THE OFFICIAL AIRLINE GUIDE

CHD

VIEWTRON ADV XRF 35

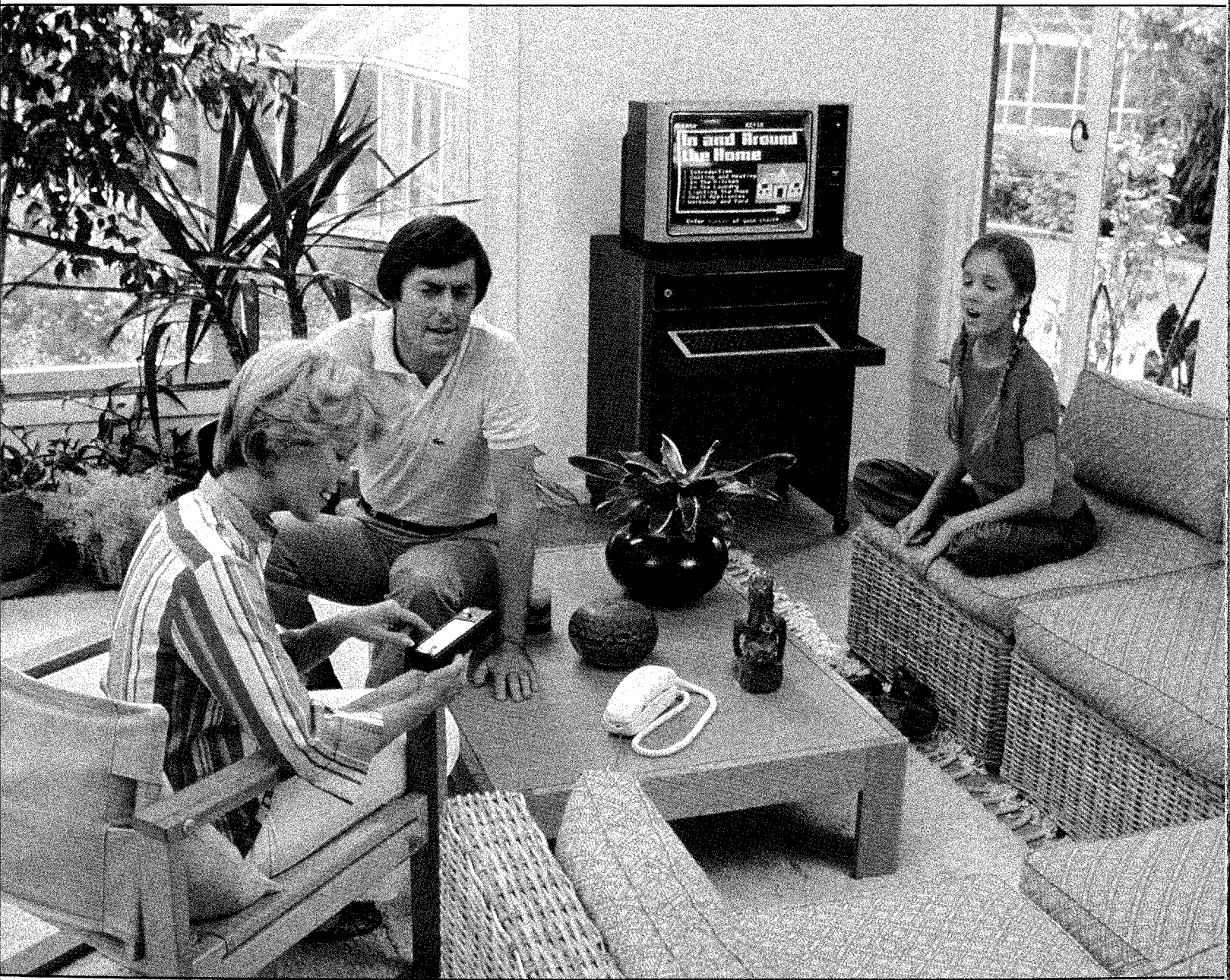
Travel

Enter appropriate number

- EASTERN AIRLINE FLIGHTS, FARES & TOURS
- DAG AIRLINE SCHEDULES
- AAR TOURS
- GUIDE TO NEW YORK
- SEARS NIGHTLY CARD
- TRAVELERS' WEATHER FORECASTS

CHD

THE WORLD AT YOUR FINGERTIPS



DOCKET
ALARM

Find authenticated court documents without watermarks at docketalarm.com.

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.