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Cox's INDAX System - Delivering
Future Two-Way Cable Services Today

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Cable subscribers, industry experts predicted, would want more than entertainment via cable. Cox was quick to respond, and to deliver useful two-way services like banking and shopping at home, information retrieval from local and national sources, interactive education and home security. The INDAX system (Interactive Data Exchange) is the result of Cox's substantial investment in money and manpower to develop the industry's only completely interactive cable television system.

Introduction

- Two landmark developments occurred in the last decade. The first development was the dramatic increase in the rate of subscriber growth. This increase was made possible by a lessening of federal regulation, the introduction of profitable pay television services, and a loosening of the credit reins.
- Since 1977, the cable television industry of over 4,000 operators had added subscribers at an annual growth rate approaching 12 percent. At this rate, cable television is projected to be in well over half the nation's homes by 1990.
- The second development has been the innovation of many additional services which can be delivered over the same coaxial cable that currently brings video signals.
- Services such as inexpensive home security, energy management, information retrieval, shopping services, and video games are currently offered or will shortly be offered in many of the metropolitan markets currently under construction.
- Cable television, by virtue of its increasing presence and the proliferation of services it offers, will certainly be a major component of the home of the future, bringing new, and convenient ways of doing the day's business and helping to improve the lives of its subscribers.

Cox Cable

- Cox will be the first cable television operator to offer fully interactive financial and other transactions.

- The result is INDAX, interactive data exchange. INDAX is, Cox feels, the most advanced two-way interactive cable communications system available today.
- Cox established the following requirements to guide the design of INDAX:
 1. It had to be capable of handling a broad variety of services. This was considered critical to assure a wide acceptance of the interactive system in homes - an acceptance that no device designed for one specific purpose could ever hope to achieve.
 2. Low cost to the subscriber. For a small incremental charge, consumers would be able to bank-at-home, shop-at-home, and access information on a wide variety of subjects. Premium data services would also be offered. A low price, much less than other interactive home services now offered for pay, would also help to insure broad acceptance.
 3. Capable of offering extremely flexible programming, based on local needs and interests. The system also had to be capable of modular expansion to accept further advances in interactive services.

INDAX has been designed to fulfill these requirements and offer its users a 24 hour-a-day, seven-days-a-week service package.

New Development - INDAX

- The INDAX system places a microprocessor-driven terminal into every INDAX subscriber's home, in the place of the traditional television converter. The subscriber can

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