



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 865E1

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

Miss Gail
1775 3000
PO Box 731
and 890 810

CRAFISHMAN

Sears: Where America Shops for Value

END

KNIGHT-RIDDER LAUNCHES VIENTRON

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 Vientron.

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.

For more information, call 1-800-368-3683.

END

SERVICENTERCH ADV 950223Z

MR. COFFEE DELUXE 10-CUP DRIP COFFEEMAKER \$28.74

"Coffeesaver" brings peak flavor extraction from 8 to 10 cups.
*Separate brewer & warmer switches - Heat pad keeps coffee hot for hours

MCS200-NHR \$28.74

Enter 1 To Order
2 For more items
3 previous index

SERVICE MERCHANDISE

END

SPENNEY ADV 98023

ITEM: ATTIC FAN

PAGE NO. 767 QUANTITY: 1

CATALOG NO. AJ901-3220A

SIZE: COLOR NO./NAME:

UNIT PRICE \$ 39.99

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

ENTER 1 FOR MORE INFO

END

COUSINS ADV 93011Z

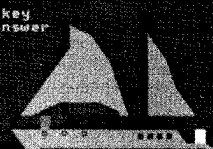
ROOM	SIZE
LR	14.0x14.0
DR	14.0x10.0
FR	19.0x15.0
MB	16.8x13.0
K	17.0x10.5
BR2	12.0x12.0
BR3	12.0x10.0
BR4	12.5x10.3
G	20.8x18.8

Enter 1 for next page
Enter 2 for index

END

BOATING ADV 9311Z

Press REVERSE key for correct answer



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

Enter 1 for next question
2 for Boating Quiz Index

END

AUTOMOTIVE 520B

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 Frame
Enter 2 for responses
Enter 3 for Owners Club Index


END

SPORTS 11Z

Sports

Enter appropriate number

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



END

ONLINE REPORTS 5347Z

ON THE ROAD CHEVROLET CITATION

SECONDS FROM 0 TO 30 MPH

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

SECONDS FROM 0 TO 50 MPH

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

PASSING FROM 45 TO 65 MPH

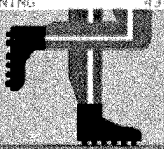
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

Enter 1 for Starting Comparison

SMALL CAR BUYING GUIDE

END

LEARNING 11Z



LEARNING TO WRITE

END

EASTERN ADV 5012Z

SCHEDULES MIAMI TO PHILADELPHIA

CLASS	DEPART	ARRIVE	STATUS
1	5:15	4:45	Nonstop
2	5:35	1:55	Nonstop
3	5:55	2:55	Nonstop
4	6:15	3:15	Nonstop
5	6:35	3:35	Nonstop
6	6:55	3:55	Nonstop
7	7:15	4:15	Nonstop
8	7:35	4:35	Nonstop
9	7:55	4:55	Nonstop
10	8:15	5:15	Nonstop
11	8:35	5:35	Nonstop
12	8:55	5:55	Nonstop
13	9:15	6:15	Nonstop
14	9:35	6:35	Nonstop
15	9:55	6:55	Nonstop
16	10:15	7:15	Nonstop
17	10:35	7:35	Nonstop
18	10:55	7:55	Nonstop
19	11:15	8:15	Nonstop
20	11:35	8:35	Nonstop
21	11:55	8:55	Nonstop
22	12:15	9:15	Nonstop
23	12:35	9:35	Nonstop
24	12:55	9:55	Nonstop
25	1:15	10:15	Nonstop
26	1:35	10:35	Nonstop
27	1:55	10:55	Nonstop
28	2:15	11:15	Nonstop
29	2:35	11:35	Nonstop
30	2:55	11:55	Nonstop
31	3:15	12:15	Nonstop
32	3:35	12:35	Nonstop
33	3:55	12:55	Nonstop
34	4:15	1:15	Nonstop
35	4:35	1:35	Nonstop
36	4:55	1:55	Nonstop
37	5:15	2:15	Nonstop
38	5:35	2:35	Nonstop
39	5:55	2:55	Nonstop
40	6:15	3:15	Nonstop
41	6:35	3:35	Nonstop
42	6:55	3:55	Nonstop
43	7:15	4:15	Nonstop
44	7:35	4:35	Nonstop
45	7:55	4:55	Nonstop
46	8:15	5:15	Nonstop
47	8:35	5:35	Nonstop
48	8:55	5:55	Nonstop
49	9:15	6:15	Nonstop
50	9:35	6:35	Nonstop
51	9:55	6:55	Nonstop
52	10:15	7:15	Nonstop
53	10:35	7:35	Nonstop
54	10:55	7:55	Nonstop
55	11:15	8:15	Nonstop
56	11:35	8:35	Nonstop
57	11:55	8:55	Nonstop
58	12:15	9:15	Nonstop
59	12:35	9:35	Nonstop
60	12:55	9:55	Nonstop
61	1:15	10:15	Nonstop
62	1:35	10:35	Nonstop
63	1:55	10:55	Nonstop
64	2:15	11:15	Nonstop
65	2:35	11:35	Nonstop
66	2:55	11:55	Nonstop
67	3:15	12:15	Nonstop
68	3:35	12:35	Nonstop
69	3:55	12:55	Nonstop
70	4:15	1:15	Nonstop
71	4:35	1:35	Nonstop
72	4:55	1:55	Nonstop
73	5:15	2:15	Nonstop
74	5:35	2:35	Nonstop
75	5:55	2:55	Nonstop
76	6:15	3:15	Nonstop
77	6:35	3:35	Nonstop
78	6:55	3:55	Nonstop
79	7:15	4:15	Nonstop
80	7:35	4:35	Nonstop
81	7:55	4:55	Nonstop
82	8:15	5:15	Nonstop
83	8:35	5:35	Nonstop
84	8:55	5:55	Nonstop
85	9:15	6:15	Nonstop
86	9:35	6:35	Nonstop
87	9:55	6:55	Nonstop
88	10:15	7:15	Nonstop
89	10:35	7:35	Nonstop
90	10:55	7:55	Nonstop
91	11:15	8:15	Nonstop
92	11:35	8:35	Nonstop
93	11:55	8:55	Nonstop
94	12:15	9:15	Nonstop
95	12:35	9:35	Nonstop
96	12:55	9:55	Nonstop
97	1:15	10:15	Nonstop
98	1:35	10:35	Nonstop
99	1:55	10:55	Nonstop
100	2:15	11:15	Nonstop

Return Schedules
Sunday 8:00
Monday 8:00

EASTERN

END

WEATHER 1100Z

CORAL GABLES Mon 7:00 AM FORECAST

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

WIND	SEA
* High 1937 89°	* Speed 10-15 mph
* Low 1945 38°	* Direction NNW

BAROMETER

WAVES	NEAR SHORE
* At 7am 29.02"	* Near shore 2'-3'
* Steady	* Offshore 3'-5'

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

END

VIETRON 112

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

NEWYORKLOND
DANDYCOM
KIDROSLD
TELAVIV
PARIS
DENVERBON

Enter 0 for Vietnam Index
CMD:

SHELLPOTS ADV 5581W

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

FOR MORE TO SHELL FOR DRIVERS
CMD:

ADV 81511

BILL PAYING BY VIETRON

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

MERCHANT'S NAME	NO.	AMOUNT	PAY DATE
Southern Bell	3437	\$121.60	01-31-80
Jordan Marsh	4546	\$ 58.76	01-31-80
Sears	0111	\$642.54	01-15-80

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

PRESS SEND TO CONTINUE

FLORIDA NOTES IN CONGRESS

CONGRESSIONAL QUARTERLY INC
205/290-6000

1414 22ND ST
NW WASH DC 20037

CMD:

STOCKS 110540

NAME	DIV	PE	100s	HIGH	LOW	CLSE	CHG
DowJ	1.60	10	988	33	32 1/2	32 1/2	- 1/4
Direx	.70	13	151	35 1/2	35 1/2	35 1/2	-
Direg	.16	1149	70 1/2	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
DrPeppr	.68	12	1115	14 1/2	13 1/2	13 1/2	- 1/2
Documat	.22	16	17	15 1/2	17	17 1/2	+ 1/2
Donnig	.1	8	48	28 1/2	24	27 1/2	- 1/2
Dorsay	.75	4	281	14 1/2	13 1/2	14	-
DowCh	1.60	9	1875	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	9	73	31 1/2	30 1/2	31 1/2	+ 1/2
Dresser	1.10	9	725	51 1/2	50	51	+ 1/2
duPont	1.72	-	76	15 1/2	14 1/2	15 1/2	+ 1/2
duPont	.28	6	811	41 1/2	41 1/2	41 1/2	- 1/2

Enter 0 for ADV or 9 for Stocks Index
CMD:

LEARNING 4501

Spanish

Enter number of lesson desired

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

* For more

Enter 0 for Language Index
CMD:

BASS TICKETS ADV 545

1 FAMILY 4 THEATER
2 SPORTS 5 OTHER
3 CONCERTS 6 DURING EVENTS

BASS

BASS SAVES YOU GAS WITH TIX-BY-VIETRON

CMD:

GRAND UNION ADV 970231

BREAKFAST BRAND

BRAND	TYPE	SIZE	PRICE
KELLOGGS	CORN FLAKES	18oz	.69
POST	40% BRAN	16oz	.83
POST	GOLDEN GRAHAMS	18oz	.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

CMD:

ADVERTISING 9857

Charade

CONTINENTAL CUISINE

2900 Ponce de Leon Blvd
Coral Gables, Fla. 33124
448-6077

Major Credit Cards Honored
OPEN DAILY

Enter 0 for Hours and Menu / 9 for Index
CMD:

HEALTH 7104

Common Problems

Select category and enter NUMBER

1 ACNES AND PAINLS, ARTHRITIS
2 CHEST PROBLEMS
3 CHILDHOOD ILLS
4 EAR, NOSE, THROAT

Enter 0 for Medical Index
CMD:

OAG XRF 30

THE OFFICIAL AIRLINE GUIDE

OAG

CMD:

VIETRON XRF 35

Travel

Enter appropriate number

EASTERN AIRLINE FLIGHTS, TAPES & TOURS
OAG AIRLINE SCHEDULES
AAA TOURS
GUIDE TO NEW YORK
SEARS RENTAL CARS
TRAVELERS' WEATHER FORECASTS

CMD:

THE WORLD AT YOUR FINGERTIPS



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A L A R M

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