

# VIEWTRON

November 1983

MAGAZINE & GUIDE

\$2.50

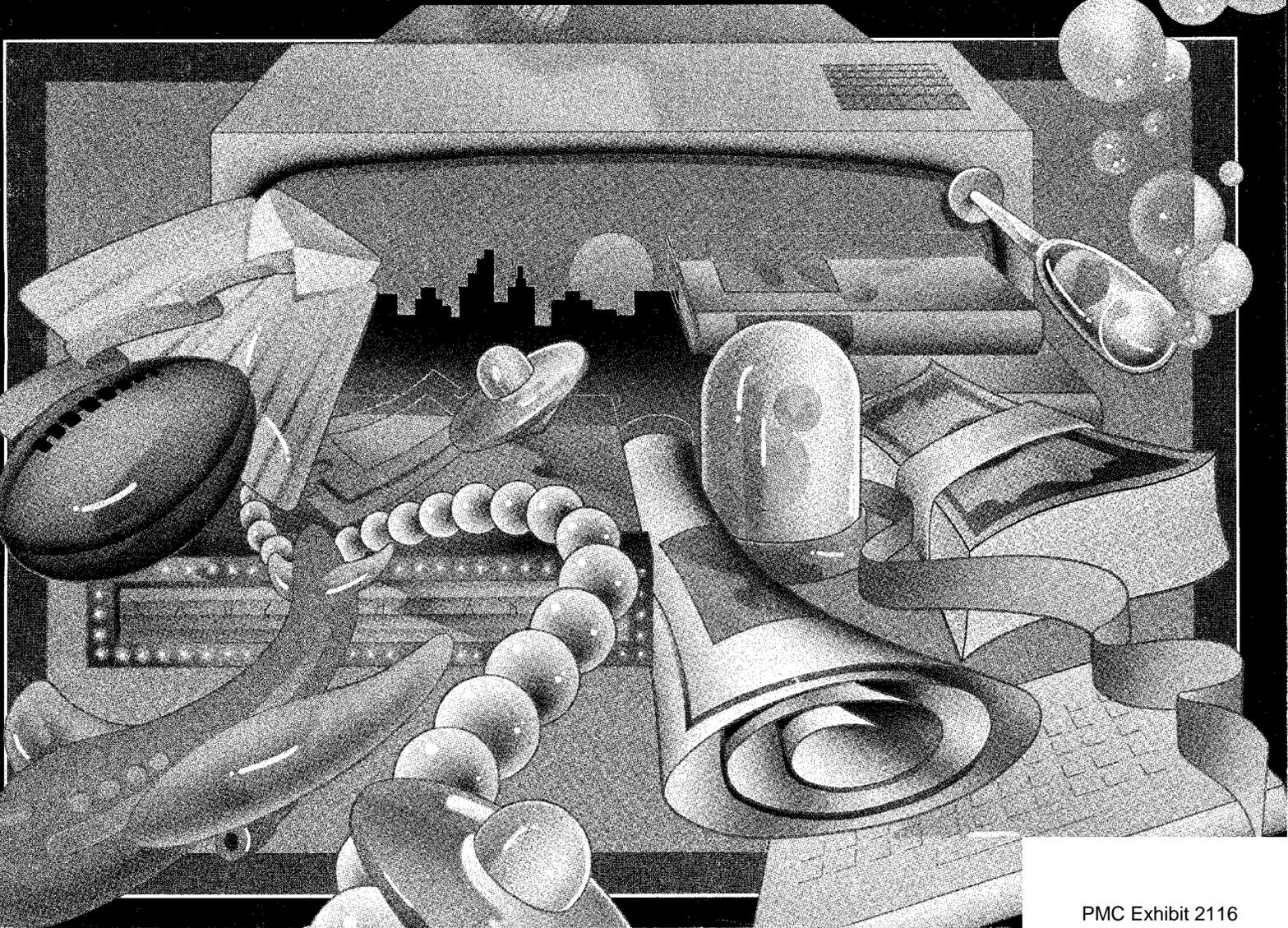
## TOUCH THE FUTURE

*Futuristic Way of Living Arrives In South Florida*

**VIEWTRON SERVICE BEGINS**

**THE WAITING IS OVER**

**WHAT YOU WANT — WHEN YOU WANT IT**



## LETTER FROM THE PRESIDENT

# The Waiting Is Over; Touch the Future with Viewtron

Dear South Floridian:

Welcome to the future! Tomorrow has arrived. A historic moment in the United States is upon us, and all of us who live in South Florida are a part of this historic event.

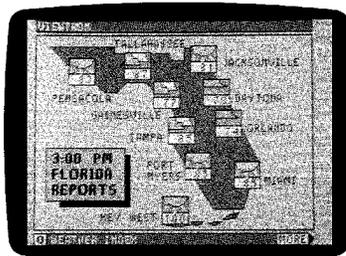
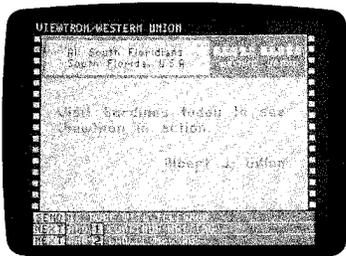
How many of us were fortunate enough to be there when the first television set showed its first program, when the first radio crackled its first sounds, when the first talkie movie was shown, when the first words came through Bell's telephone, or when the first U.S. newspaper came off the press? Few of us actually can say that we were there when history was being made — until now.

A new communications medium is making its commercial debut in the United States. A medium that combines space age technology with your everyday television and telephone line to bring you a new world of information and services.

Viewdata Corporation of America, a wholly owned subsidiary of Knight-Ridder Newspapers, which publishes The Miami Herald, is proud to be the first to introduce VIEWTRON® to the United States and to South Florida.

Viewtron is the first commercial videotex service in America. Videotex is a technology that combines your home television, your telephone line and a giant computer to provide a wide variety of information and services. In the pages that follow you will be given a more detailed explanation of the information and services VIEWTRON will bring to your control. The world of information will be at your fingertips.

Now, for the first time, you can live on your own timetable, get the facts you want, the information you need, instantly, using your own TV. Consider for a moment all the things you now spend valuable time — your time — waiting for.



You wait for the stores to open, you wait to find a parking space, you wait for the newspaper to arrive, for your turn at the bank's teller window, for someone to look up, locate and deliver the information you need, or the evening's newscast to come on, for today's stock prices and tomorrow's weather forecast. The list is endless.

With VIEWTRON you won't have to wait or do without this sort of information any more. You will get the answers you need instantly. You'll be able to shop at midnight, bank on Sundays, get the latest news from Hialeah to Hollywood, know where the traffic tie-ups are before you find them on your own, get stock prices, learn a foreign language, even send messages and greetings to your friends electronically. You will be able to do your banking with participating banks and savings and loan associations without leaving



your living room, and perhaps best of all, you'll be able to shop via VIEWTRON. Yes, the day when you can actually do much of your shopping from your favorite easy chair is here.

VIEWTRON is a subscription service available to you now. To make the VIEWTRON connection all you need is the new AT&T Sceptre™ videotex terminal. It is portable, and consists of a control unit and a wireless keypad. The Sceptre terminal is easy to install — you can do it yourself in minutes. And it is very simple to use. Even children learn to operate it quickly.

In the following pages, we will describe how VIEWTRON works, what services VIEWTRON offers, how to use VIEWTRON and where to go to see VIEWTRON demonstrated. We'll even tell you where you can buy the Sceptre terminal and subscribe to VIEWTRON. This commemorative issue of *VIEWTRON Magazine and Guide* is being widely distributed so that many South Floridians can be a part of this historic event, the birth of a new industry, of a new medium.

After years of research, planning and testing, we are proud to introduce VIEWTRON to South Florida. We sincerely hope you enjoy your adventures with the new world of information and services. VIEWTRON. The waiting is over.

Sincerely,

Albert J. Gillen  
President  
Viewdata Corporation of America, Inc.

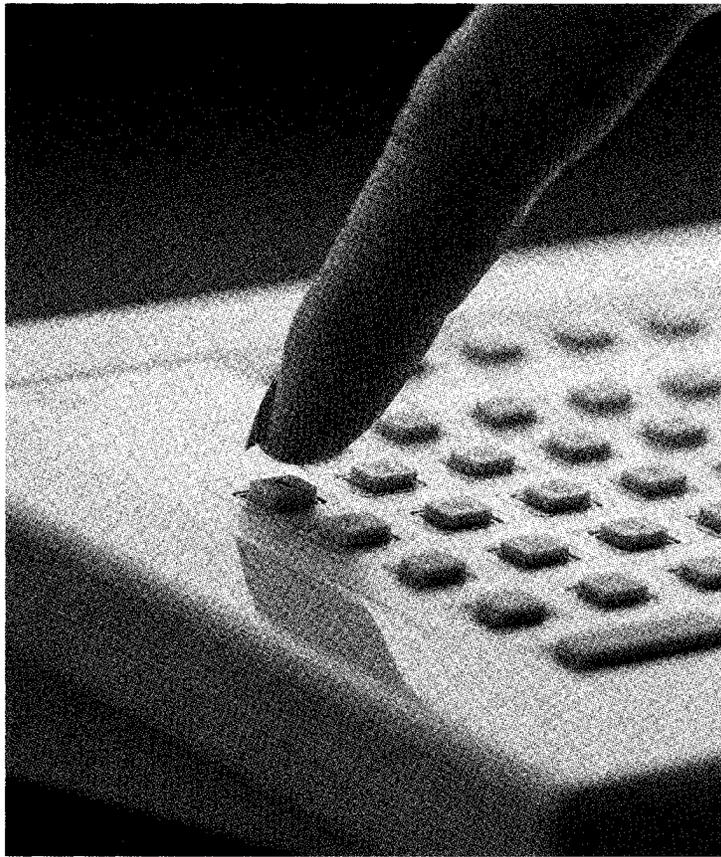
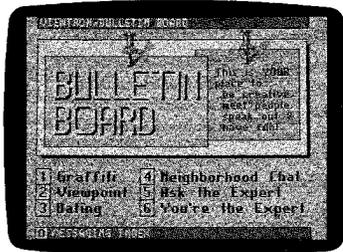
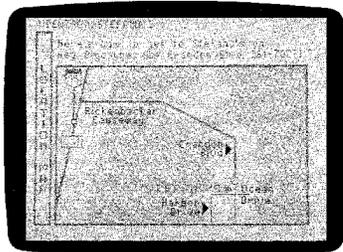
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Learn how the TV, telephone and computer are combined to bring you your newspaper, your bank records, your mail and much more.

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**WHERE TO BUY VIEWTRON**

If you own a TV and a telephone, all you need to access Viewtron is a Sceptre terminal. Visit any of the listed stores for a hands-on Viewtron demonstration with the Sceptre terminal.

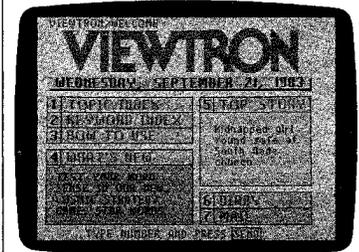
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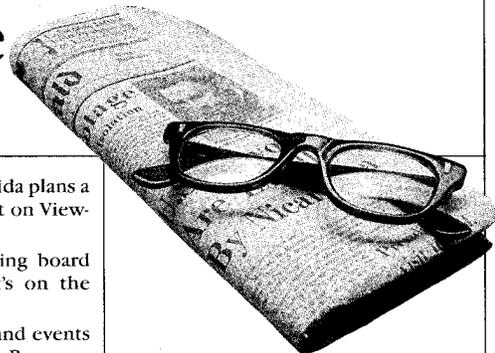
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An at-a-glance directory of Viewtron services. More than 750 Viewtron topics available at the touch of a key. It's as if your personal banker, stockbroker, social secretary, postman and the town crier had moved into your living room.



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# News You Want – When You Want It; Quick & Easy-to-Use



**W**ITH Viewtron, you have instant access to the news you want – updated throughout the day.

Consider how you now get the news and information you want. You wait for the newspaper. You wait for the radio or TV newscast. You could get 24-hour cable news, but there's no guarantee you'll get the news you're looking for.

Viewtron enables you to select the news you want, whenever you want it.

Viewtron technology makes possible the marriage of the breadth and depth of newspaper reporting with the immediacy of broadcast reports.

You will find stories from The Miami Herald and several other news sources, including The Associated Press, The New York Times, Dow Jones, KNT News Service, Los Angeles Times-Washington Post News Service, National Weather Service and Weather Services International.

Choosing what to read is easy. Viewtron editors comb news sources to develop sections for local, national, world and business top stories. Each of these four sections includes approximately 15 of the most important and interesting articles of the day.

Read about Latin America in the world news section. Read about your home state in the national news section. Find out what's happening in the federal government by looking at Washington news and the Congressional Quarterly. Keep track of your representatives by examining Congressional Quarterly's roll call of votes on major issues.

Stay on top of business news and market activity of the day in the Business section.

Keep up with your professional field with articles indexed by occupations, including airlines, automobiles, communications, education, health and medicine, law, science, tourism, trade and utilities.

Viewtron also keeps you up to date on the weather with National Weather Service reports for Dade, Broward and Palm Beach counties and Florida cities outside the tri-county area.

Boaters find the marine forecast updated four times a day, and travelers can select daily weather reports and forecasts for 40 U.S. cities.

Viewtron makes your TV screen a window to the world, giving you more news to match your personal or profes-

sional interests than you've ever imagined.

### COMMUNITY NEWS

Viewtron's window also enables you to look into your community by providing neighborhood news that may be important to only you and a few others. For instance:

- When the honor roll is posted at Coral Gables High School, you can point to your teenager's name with pride.
- When the alumni association

from University of Florida plans a gathering, read about it on Viewtron.

- Before your local zoning board meets, find out what's on the agenda.

Viewtron highlights news and events at local schools, including Ransom-Everglades; Coral Gables, Palmetto and Nova high schools; Ponce de Leon, Palmetto and Southwood junior highs; and West Lab Elementary.

Religious congregations – including University Baptist Church, St. Louis

Catholic Church and Temple Beth Am – provide a schedule of services and special programs.

Stay in touch with your alma mater. Campus and alumni news comes from Florida colleges, including University of Miami, Miami-Dade Community College, Florida International University, University of Florida and Florida State University.

Viewtron's 11 neighborhood calendars bill art shows, classes, club meetings, films, lectures, music and theater in your area.

Viewtron reporters provide special additional coverage of Coral Gables, South Miami and East Kendall. Plans call for expanding coverage as the use of Viewtron grows throughout South Florida.

In addition to the crime coverage from The Miami Herald, Viewtron reporters provide daily reports on neighborhood crime from local police departments. Neighborhood warnings will be issued by Dade County Citizens' Crime Watch, along with the news about the group's activities and advice on how to protect your home.

Reporters cover major community events and important government meetings. Coral Gables coverage extends to meetings of the City Commission, Planning and Zoning Board, Board of Adjustment, Beautification Committee and Chamber of Commerce.

Weekly price surveys compare products offered by South Dade businesses.

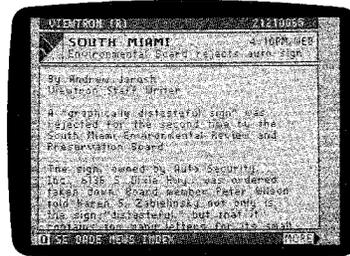
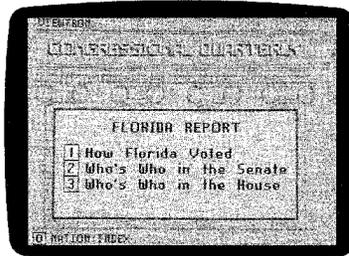
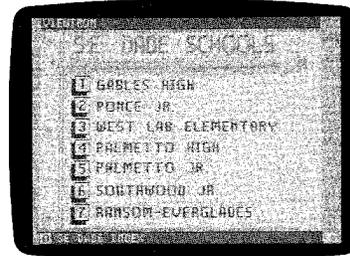
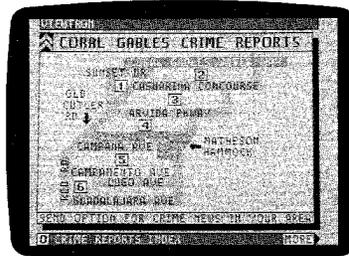
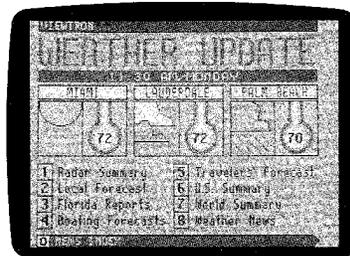
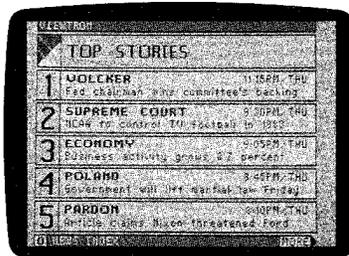
Find out how much the house down the street sold for. Local listings record sale prices of homes in your neighborhood, births at local hospitals, occupational licenses, government meeting agendas and special notices.

And there's more.

Read about civic clubs, scouting groups, homeowners association meetings, local business people and new industries.

Viewtron is current, comprehensive and attuned to your interests, whether it's news about the nation, the world, your business or your community. ■

*"Boaters find the marine forecasts updated four times a day, and travelers can select weather reports for 40 cities."*



# Bank At Midnight From Your Living Room; Check Your Stock Portfolio Daily

**W**AITING in line at the teller's window.

Waiting for your bank statement to arrive.

Wondering whether the figures in your checkbook match the current figures the bank has.

You've experienced all three situations.

But now, through Viewtron's participating banks and savings and loan associations, you can put an end to the hassle of managing your money.

Now you can bank at home.

Just press a few keys and you'll be able to check your account balance, transfer funds from one account to another, even pay your monthly bills in just a few minutes.

Set up a list of fixed amount payments made each month: mortgage, life insurance, orthodontist, car, newspaper and country club. Authorize payment and you take care of these in seconds.

Then set up payments that vary in amount each month: telephone, electric, water, gas, Saks Fifth Avenue, Burdines, American Express and MasterCard. Just type in the amount and authorize payment.

You can leave the payment lists on Viewtron for use in future months.

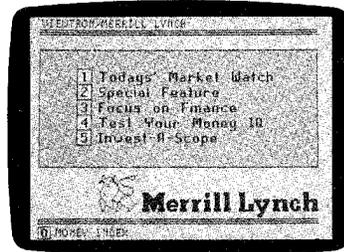
Take advantage of another bill-paying feature by authorizing payments to be made automatically months later. This might be useful for a quarterly payment such as car insurance.

Viewtron offers a new and convenient way to do your banking through the following banks and savings and loan associations.

**Southeast Bank**  
**Flagship Bank**  
**Dade Savings and Loan Association**  
**City National Bank Corporation**  
**Chase Federal Savings and Loan Association**  
**Dadeland Bank**  
**Coconut Grove Bank**  
**County National Bank of South Florida**  
**Florida Coast Banks, Inc.**  
**The Bank of Coral Gables**  
**Caribank/Dania Bank**

Depending on what is offered by your bank or savings and loan association, you may be able to do any or all of the following on Viewtron:

- Inquire about the status of your



deposit or loan accounts.

- Pay bills and transfer funds.
- Set up a list of merchants to be paid.
- Set up a list of transfer relationships between your accounts.
- Update your bill payment and funds transfer records.
- Request stop payment on checks you have written.
- Order checks.
- Send messages to your financial institution.

While banking, you are free from electronic eavesdropping thanks to a sophisticated means of encrypting information. Data traveling between the Viewtron computers and your Sceptre terminal is totally scrambled. A state-of-the-art super computer would take 10

years to explore all the possible combinations required to break the code.

#### PERSONAL FINANCES

Columnist, author and television commentator Jane Bryant Quinn provides advice on banking and credit and other money matters. There's information on insurance, too, with a special section on Florida insurance requirements.

#### BROKERAGE FIRMS

In addition to home banking, Viewtron offers "home brokerage."

For example, customers of E.F. Hutton & Co., the nation's second-largest brokerage house, can call up current information on their accounts, such as portfolio positions, cash balances and data on checking transactions.

Brokers and clients have an electronic

mail link through Viewtron so that each can leave messages for the other any time of the day or night.

Although you cannot buy and sell stocks directly through Viewtron, you can send an electronic message to your broker providing instructions or inquiring about your account.

This service, called "Huttonline," will cost \$17 a month after a six-month free trial that begins today. Other brokerage houses such as Merrill Lynch provide general investment research information to all Viewtron subscribers, even those without brokerage accounts.

#### CONSUMER REPORTS

Viewtron is a buying tool. If you are looking for a car like the Honda Accord or Chevy Cavalier, consult the "Consumer Reports Annual Auto Buying Guide." Viewtron also lets you pick any two cars and compare their features.

Other product ratings, published monthly in Consumer Reports magazine, are also available.

#### OTHER SERVICES

Check how your stocks are doing in the business news section. Other news and investment information from The Miami Herald, The Wall Street Journal and other sources can also be found in the business section.

Comparison shop for life insurance. Several companies detail coverage and prices for various plans.

Order merchandise and learn about travel services from American Express. Check your most recent charge bill. With Viewtron, you'll never be home without it.

When you do leave home, make sure you know where the best buys are. Consult Viewtron's directory for discount shopping areas and "how-to" guide for bargain shoppers.

Save money with thrift tips and refund offer details from the nationally syndicated Super Saver column by Jan Lease.

Save hours of tedious research by reading financial analyst Dick Davis' newsletter that digests more than 200 other market publications.

Regular newsletter articles are "Where's the Market Going," "Spotlight Stock" and "Investment Tips."

Keep on top of your investments and in touch with your bank through Viewtron. Managing your money has never been easier. ■

# The 'Electronic Mall' Arrives; All Under One Roof (Yours)



**D**O your shopping from your favorite easy chair at any time of the day or night. Don't wait for the stores to open or worry about how soon they'll close. No more fretting about traffic, parking, crowds or checkout lines.

In the comfort of your own home, press a few keys to review products from many of South Florida's finest stores.

Viewtron's wealth of information can help make you a smart shopper and a careful consumer. If you are shopping for a particular product, say a camera, it's probably on sale somewhere. On Viewtron, a camera sale would be listed in three places: sales, cameras and the particular store holding the sale. It's easy to find the best prices with Viewtron.

Found something you'd like to buy? Often, you'll be able to order it through Viewtron.

**EASY ORDERING**

Viewtron generates an order form right on your TV screen. It even fills in your name and address. All you need to do is type in your credit card number and indicate whether you prefer home delivery or store pickup.

Finalize your order by pressing a key to send it to the retailer. Upon receiving your order, the retailer sends a confirmation or "electronic receipt" to your Viewtron mailbox indicating that the product is in stock and telling you when to come pick it up or when you'll be receiving it.

Imagine being able to do the following from your home through your TV:

- Buy sporting equipment, clothes, rackets and balls.
- Choose a camera, film and dark-room supplies.
- Pick out tables and chairs.
- Order garden supplies, appliances, linens and kitchen equipment.
- Select small computers and software, calculators and office supplies.
- Charge stereos, records and tele-phones.
- Shop for toys and books.
- Splurge on a nice perfume.

For special occasions, order flowers from a florist, send a Western Union telegram or an electronic Hallmark greeting. Celebrate by ordering a ca-

tered meal or liquor, prime meats, pastries and cakes.

Plan a memorable day or evening. Order tickets to the ballet, concert, show, theater, circus or football game from Select-A-Seat ticket agency. Choose seats by price category and have tickets mailed to your home or office.

Shop for a dream vacation. Use Viewtron to order travel brochures and make reservations through a travel agency. Take a side-trip on Viewtron to compare prices on car rentals, major airline offerings and cruises.

Order items from the printed catalogues of stores such as Best Products and Laura Ashley.

J.C. Penney replies quickly to orders from its catalogue because Viewtron connects you directly with Penney's order-entry computer in Atlanta. If the item you want is not in stock, the computer suggests alternatives. Perhaps it is available in other colors—you'll get a list of them.

In addition to home shopping, Viewtron subscribers can find out which

stores to go to and when. Browse through advertisements and information from hundreds of businesses including such local stores as Burdines and Eckerd Drugs, and such out-of-state stores as Daytons of Minneapolis.

Special bargains are available at many local stores to holders of Viewtrons, paper coupons that you get free with Viewtron. Check the Viewtron section for an index of merchants making offers. For example, a restaurant might advertise a 10 per cent discount on meals to Viewtron holders. Take advantage of an offer by filling out the Viewtron based on what you see on the TV screen and presenting it to the merchant when you make the purchase.

Other bargains unique to Viewtron shopping are time-sensitive, 11th hour values.

A cruise ship leaving the Port of Miami the next day might offer bargain rates for unreserved cabins; a theater might discount tickets late in the day of a performance; at 9 p.m. a store might announce a midnight madness sale. You

would look for any of these bargains under the section for 11th hour Viewtron values.

Nothing is too big for the Viewtron shopping section. Looking for a new home? Scan the index of real estate agencies with listings. Simply push a key to have an agent contact you about a house you like.

Elsewhere in the shopping section, find out about store-sponsored special events such as fashion shows, cooking demonstrations and celebrity appearances.

Prepare for an evening of jai alai with player, restaurant and how-to-bet guides from Miami and Dania frontons.

Learn how to lower your electric bill with tips from Florida Power & Light.

Comparison shop using price information from businesses such as car dealers, banks, insurance companies and restaurants.

Sit back in your easy chair, avoid the crowds and buy when it's convenient for you. Home shopping is the best bargain Viewtron offers.

**N**O need to keep your classified information a secret.

For only about \$1 a week, you can place a classified advertisement on Viewtron by simply typing your ad into your Sceptre terminal.

You won't have to plan days in advance to schedule an ad because Viewtron allows you to communicate quickly with other subscribers.

And don't worry about receiving phone calls or messages after the sale has been made. The ad can be removed almost as quickly as it was placed by typing your request into Viewtron.

Classifieds placed by Viewtron subscribers are only one category in View-

tron's classified advertising section.

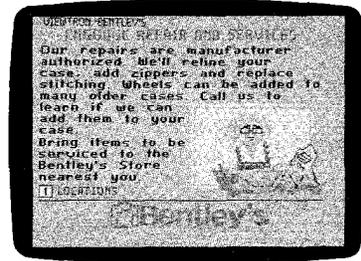
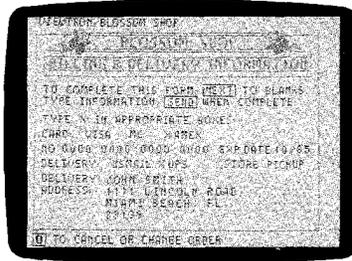
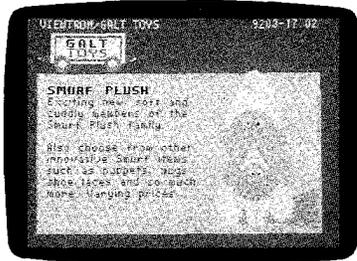
Another category contains most of The Miami Herald's classified advertising section, published on Viewtron several hours before it is available in the newspaper. This section has nine categories: announcements, automotive, real estate, employment, opportunities, instruction and services, pets and livestock, merchandise, and marine/aviation/recreational vehicles.

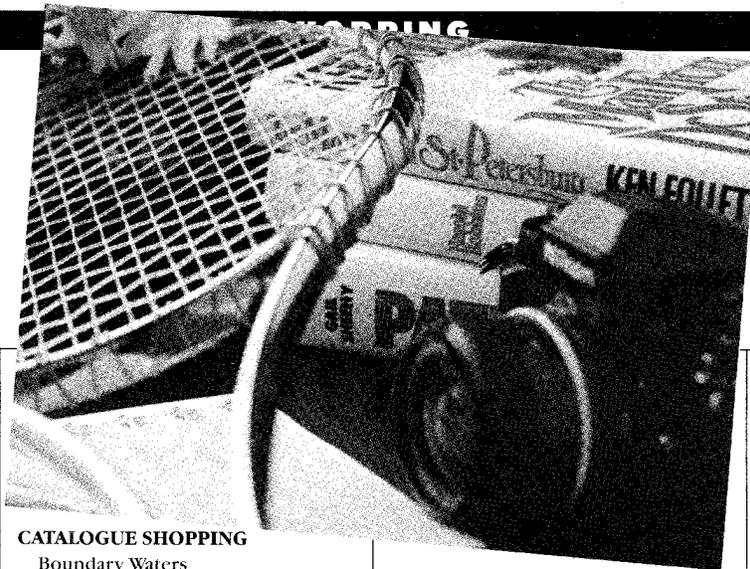
Saturday and weekday classifieds are displayed for 24 hours, with the Sunday section remaining for a full week.

Finally, Viewtron's classified section has a category for advertisers who have separate advertising sections elsewhere

on Viewtron such as local realtors, auto dealers and personnel agencies. For example, while a realtor's listing might be under "homes for sale" in classified, that same realtor might provide more extensive information within his own advertising section under the larger section for real estate agencies. Through this section, you could find out about many real estate offerings from that particular agency.

An affordable marketplace with a wide selection of goods and services—this combination makes Viewtron's classified section appealing to both sellers and buyers.



**MERCHANTS BY CATEGORY\*****AIR BALLOON RIDES**

Balloon (Ad) Ventures of Miami

**AIRLINES**

Air France  
Eastern Airlines  
Pan American World Airways

**APPLIANCE STORES**

Mike's Appliance & TV

**AUTO DEALERSHIPS**

Anthony Abraham Chevrolet  
Autohaus Pompano  
Bill Seidle's Datsun & Mitsubishi  
Coral Gables Lincoln Mercury  
Gary Fronrath Chevrolet  
Gunther VW/Mazda  
Harbor Chrysler Plymouth  
Monarch Dodge  
Pat Sheehan Buick  
Sports Car South

**AUTO LEASING & RENTAL**

Alamo Rent-A-Car  
Alpha Rent-A-Car  
Budget Rent-A-Car  
Dolphin Rent-A-Car  
Hertz Corporation  
Interamerican Car Rental  
National Car Rental

**BANKS**

The Bank of Coral Gables  
Caribank  
Coconut Grove Bank  
Chase Federal S & L  
City National Bank  
Consolidated Bank  
Continental National Bank  
County National Bank of Florida  
Dadeland Bank  
Dade Savings & Loan  
Florida Coast Banks, Inc.  
Southeast Banks

**BOOK STORES**

Colossal Book Mart

**BOAT LISTING SERVICE**

Multiple Listing Service

**BROKERAGE HOUSES**

E.F. Hutton  
Merrill Lynch

**CAMERA STORES**

Aberbach Photo and Art Supply  
American Photo  
Andy's Camera House  
Camera Bazaar  
Gulfstream Camera  
Photo Magic Stores

**CATALOGUE SHOPPING**

Boundary Waters  
Commander Salamander  
Essential Clothiers  
Laura Ashley, Inc.  
Royal Silk, Ltd.

**CATALOGUE SHOWROOM**

Best Products Company, Inc.

**CATERERS**

Master Host Caterers

**COMMUNICATIONS**

Western Union

**CRUISE LINES**

Norwegian Caribbean Lines  
Royal Caribbean Cruise Lines  
Scandinavian World Cruises  
Windjammer Barefoot Cruises

**DRUG STORES**

Eckerd Drugs

**ELECTRONICS STORES**

2001 Stereo  
Channel TV & Electronics  
Computer Design, Inc.  
Computer Generation  
Phillip Morris  
UniTel of South Florida  
The Video Spectrum

**ENTERTAINMENT**

Festival Productions

**EXTERMINATORS**

"Bugs" Burger Bug Killers, Inc.

**FABRIC STORES**

Richard's Fabrics

**FASHION & BEAUTY**

Fifth Avenue Fragrance

**FLOWER SHOPS**

A Touch of Class Florist  
Dolly's Florist  
Exotic Gardens  
Flowers by Blossom Shops  
Suni-Dade Florist & Gift Shop

**FOOD MARKETS**

Epicure Market  
Grand Union Company

**FURNITURE & FURNISHINGS**

The Carpet Mart  
The Door Store  
Universal Home Products

**GREETINGS**

Hallmark

**HARDWARE STORES**

Central Hardware

**HEALTH SPAS**

Hollywood Spa

**HOME IMPROVEMENT**

Pinch-A-Penny  
Sheds America

**HOTELS**

Self Service Inns  
Sheraton Corporation

**HOUSEWARES**

Mr. Pottery  
Open House

**INSURANCE/FINANCIAL**

The Equitable Life Assurance Co.  
IDS  
Kemper Financial Services  
Metropolitan Mortgage Company  
Vanguard Group of Investment  
Wright & Putnam Insurance

**LANDSCAPING**

Dade Landscaping

**LIQUOR STORES**

Shell's City Liquors

**LUGGAGE STORE**

Bentley's Luggage and Gifts

**MAJOR RETAILERS**

Burdines  
J.C. Penney

**MEDIA**

The Miami Herald Pub. Co.

**MEN'S CLOTHING**

Baron's Mens Clothing  
Fashion Clothiers  
Florsheim Shoes  
Lanson's

**MUSICAL INSTRUMENTS**

Music Music

**OFFICE SUPPLIES**

Long Office Supplies

**PARIMUTUELS**

Dania Jai-Alai  
Miami Jai-Alai

**PUBLIC UTILITIES**

AT & T  
Florida Power & Light  
Southern Bell

**REAL ESTATE AGENCIES**

Century 21 Real Estate of So. Fla.  
Century 21 Tropic Realty, Inc.  
ERA - South Dade Realty, Inc.  
Esslinger-Wooten-Maxwell, Inc.

**RECORD STORES**

Q-Records & Tapes  
Recordland  
Variety Records  
Vibrations

**RESTAURANTS**

Arthur's Eating House  
Chez Vendome  
Greenstreets Restaurant  
Stefano's

**SHOPPING CENTERS & MALLS**

Bal Harbour Shops  
Dadeland Mall  
Hollywood Mall  
Miami International Mall  
Midway Mall  
Omni International

**SPORTING GOODS**

Don's Golf & Tennis  
Mark 400  
Nautilus Dive, Surf & Ski

**THEATRES**

Coconut Grove Playhouse  
Miami Beach Theatre of  
the Performing Arts  
Parker Playhouse  
Royal Poinciana Playhouse

**TICKETS**

Select-A-Seat

**TOY STORES**

Galt Toys

**TRAVEL AGENCIES**

A. AAAbco Cruise Center  
AAA East Coast  
Airtour Universal  
Aliza Brenner Travel  
All Way Travel  
Ameritravel International  
The Bahamas Admiralty of Tourism  
Burdines Travel  
Continental World Travel  
Country Club Travel Agency  
Globe Travel  
Key Biscayne Travel  
Leading Fla. Travel Agents  
Maduro Travel  
Prager Travel  
Windjammer Travel Service

\*As of August 11



# Give Your Children the Advantage of A+ Lessons from Viewtron

**G**IVE your child an edge in school and continue your own education.

Viewtron features a one-on-one learning experience in which you interact with a bionic teacher who provides immediate feedback on your progress.

You control the pace. Spend as much or as little time as you need on the lessons, drills and tests.

Viewtron teaches each member of your family. The same amount of instruction for a home computer system would mean purchasing several software programs, at a cost of hundreds of dollars or more.

**BASIC SKILLS**

Transform your TV from after-school babysitter to afternoon tutor.

In the reading skills section, choose among lessons for grades one through six. Students read stories and answer questions that measure understanding and comprehension.

Younger elementary students can choose a lesson about problems and how people solve them, while older elementary students might deal with concepts such as distinguishing fact from opinion.

Children from kindergarten to grade five may find the mathematics section a convenient way to practice addition, subtraction, multiplication and division.

As in the reading section, clever graphics highlight each math lesson. For example, Viewtron rewards students answering division problems with colorful balloons on the screen.

Viewtron soon will have exercises in decimals, fractions, percentages and word problems.

**SAT PREPARATION**

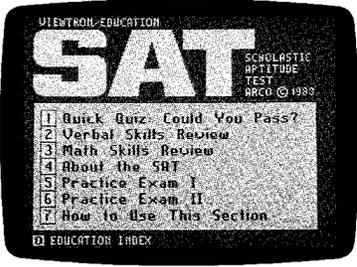
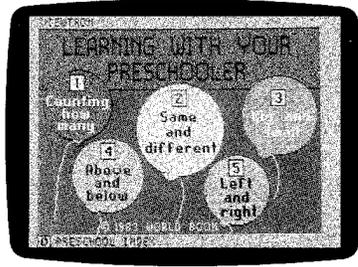
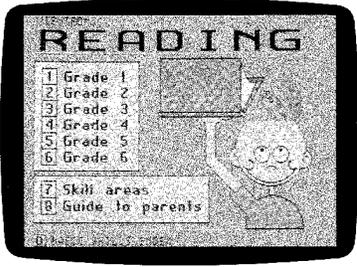
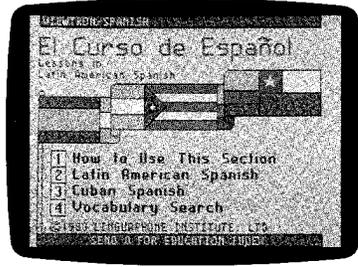
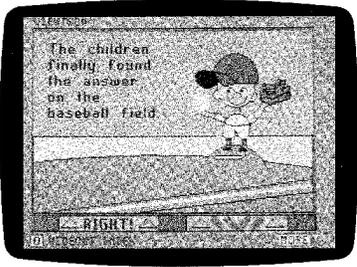
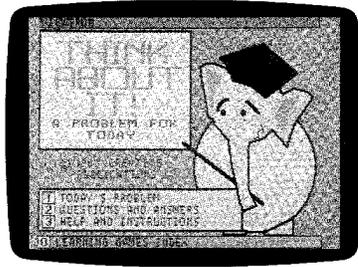
Prepping for the Scholastic Aptitude Test (SAT) with Viewtron can:

- (choose one)
- a. Improve your SAT scores.
- b. Give you complete explanations for correct answers.
- c. Simulate actual test-taking with two practice exams.
- d. all of the above

The answer is "all of the above." Adapted from the Arco SAT workbook, Viewtron's exercises provide today's computer-oriented youngsters with more than 40 hours of reviewing.

Verbal topics include antonyms,

*"You control the pace. Spend as much or as little time as you need on the lessons, drills and tests with Viewtron."*



analogies, sentence completions and reading comprehension. Math topics run from addition to geometry, roots and algebraic expressions.

A "Tally Page" at each drill's end totals right and wrong answers, and lets you review the correct answers for questions you missed.

**PRE-SCHOOL**

Right and left. Above and below. Bigger and smaller. These are concepts 2- and 3-year-olds need to learn. Viewtron, with your help, can teach your preschooler these concepts and more.

**GAMES**

Meet the challenge of a daily brain teaser called "Think About It." Designed for ages 9 and above, these mathematical and verbal teasers are fairly easy Monday through Saturday; they are harder on Sundays.

"I'm a Number Game" is a mathematical puzzle. With the help of clues given as riddles, you must guess the unknown number. Ask for hints, but each one will cost points on your final score. Children from the age of 12 can improve mathematical, vocabulary and

problem-solving skills with this game.

"Froggie" teaches 3- to 6-year-olds to identify the alphabet. Players match the letter on the TV screen with one they can find either on the same screen or by pressing the correct letter on the keypad.

**SPANISH**

Take Spanish lessons from Viewtron. The course has 50 Latin American Spanish lessons and seven Cuban Spanish lessons set in Miami's Calle Ocho. To teach Cuban Spanish, Viewtron takes you to a Cuban restaurant, a typical fiesta and a Cuban mechanic for car repairs.

Viewtron has information about optional audiotapes available from the Linguaphone Institute.

**COMPUTER LITERACY**

The novice will appreciate this introductory computer course. It concentrates on business and personal uses of computers, computer languages and the principles of computing.

**MANAGEMENT SKILLS**

Sharpen your management skills at home with a course created by the American Management Associations.

In several of the eight units, you work with business tools such as a general and administrative budget, capital expenditures budget, and cash and balance sheet.

In the last unit, you become part of a fictitious company and must work with the budget in a simulated business situation.

Supplementing the course is an inexpensive booklet you can order through Viewtron. The booklet contains budgets too large to display on a TV screen and worksheets for special exercises.

**FLORIDA DRIVER'S TEST**

Viewtron helps you pass the Florida driver's test. Read information from the complete Florida Driver's License Manual and then take Viewtron's multiple-choice test.

Find out where and when to take the test from a list of bureau addresses.

After reading about Viewtron's education section, you should know the right answer to the following question: What offers the best package of computer-assisted instruction for you and your family?

The correct response is undoubtedly Viewtron.

# Viewtron's in a League by Itself with Local and National Sports Coverage

**Y**OUR favorite team played a night game on the West Coast. You have the morning paper. But you don't have the score.

You need Viewtron.

With Viewtron you get score updates during the game and complete coverage within half an hour after the game.

Score reports are there when you want them:

- Major League Baseball – updated every half-inning
- National Football League – updated as the score changes
- United States Football League – updated every quarter
- NCAA Football – updated at end of half
- NCAA Basketball – updated at end of half
- National Basketball Association – updated every quarter
- National Hockey League – updated every goal
- North American Soccer League – updated at the half
- Major Indoor Soccer League – updated at the half

Viewtron captures the great moments in more than 20 sports and speeds them to you.

Imagine extended coverage of Atlantic Coast Conference basketball, New York Islanders hockey, Dallas Cowboy football – or any other major professional or collegiate team.

Drawing on many news sources, Viewtron covers ALL the games completely – and quickly.

Viewtron is a good bet for racing information. It reports results from all the local horse and greyhound tracks as well as several national horse tracks. Read about results from the two jai alai frontons, also.



For fishermen, a report tells what's biting – and where – in Dade, Broward, Palm Beach and the Keys.

A sports section calendar lists events scheduled for TV and radio and starting times of local events.

## LOCAL SPORTS

Viewtron offers extraordinary coverage of local sports.

When your son has three touchdowns in the 80-pound youth football game,

Viewtron makes him a hero. Read the game scores and stories from 70 Pop Warner Football League teams. Standings are updated on Sundays.

Viewtron reports individual rankings of 400 juniors from the South Dade Junior Tennis League and publishes the league's weekly schedule, team scores and team standings.

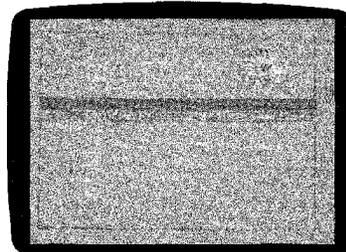
Catch highlights of weekly competitions among 100 junior golfers in the Dade Junior Golf League.

Find out about activities organized by the Coral Gables Youth Center such as a golf event at Granada Golf Club and tennis tournaments at Salvador Park. Check on class schedules for Granada, Salvador, the Venetian Pool and the Biltmore Golf and Tennis Center.

Viewtron gives you more sports news at one sitting than you've ever had before. And it's all at your fingertips – even closer than your beer. ■

AL SCORES			
DETROIT	5	ATLANTA	10
CAROLINA	8	CHICAGO	7
TORONTO	4	MINNESOTA	2
TEXAS	3	CLEVELAND	1
BALTIMORE	2	NEW YORK	1
SEATTLE	1	DENVER	0
CALIFORNIA	0	INDIANAPOLIS	0
SAN FRANCISCO	0	ST. LOUIS	0

VIEWTRON FOOTBALL	
1	BACKGROUND
2	RULES AND REGULATIONS
3	PRO FOOTBALL
4	COLLEGE FOOTBALL
5	CANADIAN FOOTBALL
6	BIOGRAPHIES
7	SPORTS ENCYCLOPEDIA INDEX



VIEWTRON AUTO RACING GRAND PRIX WINNERS	
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3	DRIVER
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100	DRIVER

# Your Own Electronic Library Includes a Regularly Updated Encyclopedia

**W**HETHER your school-age youngster has a research assignment or you simply want to settle a bet, Viewtron puts at your disposal the most up-to-date reference tool available — whenever you want to use it.

Instead of visiting the local library to find out about genetic engineering, consult Viewtron at your own convenience without ever leaving home.

Unlike a traditional shelfbound set, the electronically published encyclopedia can be expanded easily. Viewtron's encyclopedia is updated twice a year.

The revisions reflect new facts in ever-changing areas such as Latin America and nuclear energy.

Just a few of the subjects already indexed: interferon, Sesame Street, genetic engineering, computers, videodiscs, space medicine, and X-ray astronomy.

Biographical entries include such contemporary figures as Woody Allen, Lech Walesa, Wayne Gretsky and Sandra Day O'Connor.

Published by Grolier Incorporated, the world's largest publisher of multi-volume reference sets, the encyclopedia has 28,000 individual subject entries. Many entries have accompanying bibliographies, making further research easy.



The publisher tested the encyclopedia on students, many having no experience with computers. This "child proofing" has made it simple for everyone to use.

Your child starts out on the right track by getting in the habit of looking things up on Viewtron.

### WORLD BOOK

Viewtron's two World Book encyclopedia sections appeal to a young audience — grade school and junior high level.

World Book presents information on 10 sports that includes biographies of famous competitors, rules and regulations, and a history of the sport.

World Book also offers information on 27 countries, Canadian provinces and territories and the 50 U.S. states, giving basic information on government, economy and history.

### LIBRARIES

Viewtron lets you reserve a book at a local library in Dade County or Broward County. Type in your request and the librarian replies to your electronic mailbox.

If the library doesn't have what you want, use Viewtron to order from a bookstore.

Viewtron informs you of new and popular literature with a list of recommended publications from your local library.

Book reviews from the American Library Association (ALA) tip you off to upcoming bestsellers. Twice a month, the association takes a candid look at new adult, young adult and children's books. "Notable Books," which lists the best books published since 1980, and articles about authors and books complete this section.

Know a quote but can't remember the source? Send reference questions to the library using the "Ask the Expert" section and read the response on Viewtron's "Ask the Expert" bulletin board.

Viewtron also lists telephone numbers, addresses and hours of all branch libraries. Check a monthly calendar for events hosted by the libraries.

### WHO'S WHO

At an upcoming dinner party, your companions will be influential business and government types. You know their names but very little else about them.

A little background would help.

Viewtron has biographies of more than 5,000 residents of Dade, Broward and Palm Beach counties taken from Who's Who in America, Who's Who in the South and Southwest, Who's Who in Finance and Industry, and the Directory of Medical Specialists.

Check Viewtron's Who's Who for information on people in the tri-county area, including facts such as age, education, publications and affiliations.

With one purchase, you can start your own reference library or add significantly to what might already be on your bookshelves. Viewtron offers reference materials that, in printed form, would cost hundreds of dollars, take up many bookshelves and be outdated before the year's end.

TELETYPE TERMINAL

RAISING YOUR CHILD

- 1 Common Concerns
- 2 Praise and Discipline
- 3 Child Development
- 4 Family Relations
- 5 Child Care
- 6 Physical and Mental Disorders
- 7 Alphabetical List of Subjects

SEND 0 FOR BOOKS INDEX

TELETYPE TERMINAL

GROLIER'S ACADEMIC AMERICAN ENCYCLOPEDIA

GROLIER PUBLISHING COMPANY

- 1 Look up a subject
- 2 Help with Encyclopedia

SEND 0 FOR BOOKS INDEX

TELETYPE TERMINAL

STEPHEN BERBAUM'S BSB 1983 TOP 41 BOOKS

- 1 ATLANTA-DALLAS
- 2 DENVER-LAS VEGAS
- 3 LOS ANGELES-NEW HAVEN
- 4 NEW ORLEANS-PORTLAND
- 5 ST. LOUIS-WASHINGTON
- 6 PURCHASE TRAVEL BOOKS
- 7 1983 HOUGHTON MIFFLIN COMPANY

SEND 0 FOR BOOKS INDEX

TELETYPE TERMINAL

FICTION

- 1 THE LITTLE BRUMBER GIRL By Joan W. Carr
- 2 BOOKS OF FORTUNE By Wilma Perrow
- 3 THE GENERAL SARK By Cynthia Dale
- 4 DISTURBANCES IN THE FIELD By Louise Sharon Schwartz
- 5 CHARLES By Caroline Stael

SEND 0 FOR BOOKS INDEX

TELETYPE TERMINAL

MARGRIS

Who's Who IN SOUTH FLORIDA

Look up biographies from Who's Who in America and other Margris publications

- 1 Look up a Biography
- 2 Hints on Using Who's Who

SEND 0 FOR BOOKS INDEX

TELETYPE TERMINAL

NATIONS & STATES ENCYCLOFACTS

- 1 Nations of the World
- 2 States of the United States
- 3 Canadian Provinces and Territories

SEND 0 FOR BOOKS INDEX

TELETYPE TERMINAL

Colossal Book Mart

- 1 Hardcover
- 2 Paperback
- 3 Remainder & Sale Books
- 4 Pre-Recorded Tapes & Games
- 5 Send a Book

SEND 0 FOR BOOKS INDEX

TELETYPE TERMINAL

AMERICAN LIBRARY ASSOCIATION

- 1 Booklist-Book Reviews
- 2 Notable Books
- 3 Opener, Reviews & Interviews

SEND 0 FOR BOOKS INDEX

# MESSAGES

## Send Electronic Letters & Greetings; Write Graffiti on Viewtron's Bulletin Board

**V**IEWTRON is to the '80s what the Pony Express was to the frontier era: the newest and fastest way to get your mail delivered.

Using the keypad, type a private message into Viewtron any time of the day or night. Viewtron will deliver it within seconds.

Speed and the low cost of 10 cents per private message make Viewtron mail an attractive alternative to slow post office delivery or expensive express delivery.

Don't worry about someone else opening your mail. No one else can read messages in your personal electronic mailbox.

You know when the mailbox has something new in it. Sign on to Viewtron and a blinking light signals that mail has arrived.

You'll never have to go searching for a zip code with Viewtron. Simply address your messages with the help of a subscriber directory that lists electronic mailbox numbers.

### MAILBOX

Save important messages in your electronic mailbox, where there is also room for other mail such as order confirmations from a shopping expedition on Viewtron, memos you've written to yourself, and electronic Hallmark greetings.

### CALENDAR

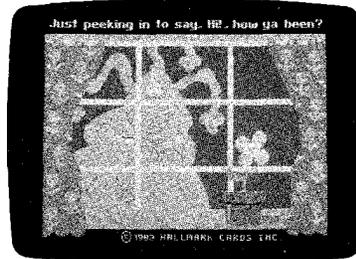
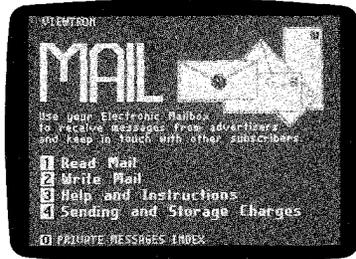
Viewtron is an efficient social secretary. Record entries for each day in your electronic datebook or calendar. Take a quick look daily to review your schedule, remember birthdays, etc. As with mail, a blinking light will let you know when you have an entry on your calendar that day.

### GREETINGS

Glancing at your electronic calendar might remind you of a special person or occasion. You can send a greeting immediately with Viewtron.

Hallmark offers through Viewtron a variety of electronic greetings to help you brighten someone's day, recognize a special event and make daily communications more meaningful and fun. Hallmark communication products feature original graphics and sayings, specially designed for the Viewtron experience, and allow you to add your own personal message.

Shop for Hallmark greetings by browsing through the sample greetings



until you find just the right one to send to that special someone.

### BULLETIN BOARD

This is your place to be creative, meet people, speak out and have fun. Using the electronic bulletin board, you can communicate in the following ways:

**Graffiti** - In this informal, unstructured space you can gossip, exchange information, brag or play adventure games designed by other "graffiti" users.

- Boast about your terrific score in "Codebreaker," one of the more difficult games you can play on Viewtron.
- Spread the word about a good movie you saw last night.
- Talk about your favorite soap opera.
- Make new friends.
- Publish your poetry.

This is an electronic public forum; express your creativity and imagination.

**Viewpoint** - Each week, cast your vote in a Viewpoint poll to voice an opinion on significant political, religious and social questions.

Viewtron continuously tallies the votes and displays a running count on the TV screen.

Feel like elaborating on an issue? Viewtron also publishes "Letters to the Editor" in the Viewpoint section.

**Art Gallery** - Viewtron can turn your TV screen into an easel and you into an artist. Use your keypad keys to select from four palettes, each with 16 colors (two of which will blink on the screen). Use other keys to draw what could be the next masterpiece of Viewtron art. Already, Viewtron artists have drawn American flags, beach scenes and the space shuttle with "electronic paint."

**Neighborhood Chat** - This is where you can write news, announcements, meeting dates, gripes and information of concern to your neighbors. Chat with people in one of seven neighborhoods:

Coral Gables and South Miami, Coconut Grove and Key Biscayne, Kendall and West Dade, North Miami and the Beaches, Hialeah and Miami Lakes, Hollywood and South Broward, and Fort Lauderdale and Pompano.

**You're the Expert** - Share household hints, refunding tips and recipes with others through the "You're the Expert" section. Exchange information about money-saving coupons. Ask someone how to remove that chocolate stain. Looking for a good recipe for potato salad? Use Viewtron to track it down.

**Ask the Expert** - Get in touch with an expert to solve your problems. Several advisers await your questions about:

- **Consumer Problems** - Your inquiries are answered by the Dade County Consumer Advocate's Office.
- **Household Hints** - Advice on stain removal, pest control and general home care comes from the University of Florida Extension Service.
- **Plant Care** - The Extension Service answers questions about house plants, gardening, lawn care and landscaping.
- **Pet Care** - Veterinarians from the Extension Service give you advice about your pet's health.
- **Personal Problems** - The Dade County Mental Health Association responds to questions about life's common problems.
- **Fashion and Beauty** - Questions about clothing and makeup are answered by the International Fine Arts College.
- **Library Reference** - Dade and Broward county librarians help you search for information.
- **Religion** - The Metropolitan Fellowship of Churches answers your questions about religious matters and offers general counseling.
- **City Hall** - Residents of Coral Gables can direct questions about their community to the Coral Gables City Hall.

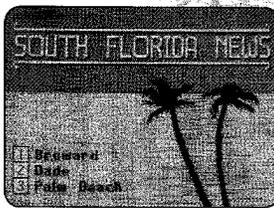
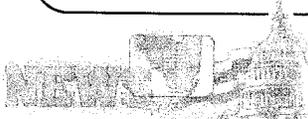
Whether you are chatting with a friend, asking for an expert's advice or sending an important message - nothing beats Viewtron. Its communicating ability is one of the most talked about aspects of this new technology. ■

# VIEWTRON gives you instant connections to the outside world.

## Touch the future today.

Television. For over 30 years now, it has been perceived primarily as an entertainment medium. That's about to change. With the arrival of Viewtron, your home TV will become far more useful to you than you've ever imagined.

With Viewtron and the new AT&T Sceptre terminal, you'll be able to use your TV to get the things you want, the information you need. Instantly. With just the touch of a few Sceptre keys.



You'll find news—local, state, national and world news—from The Miami Herald and AP wires. The day's top stories. Business and financial news. Major stories important to South Florida industries and professions. Sports, local and national, with scores of games in progress. Crime Watch. Up-to-date weather forecasts for Dade, Broward, Palm Beach and the United States. Real estate sales. Church and religious news. The top stories of the day from Latin America.

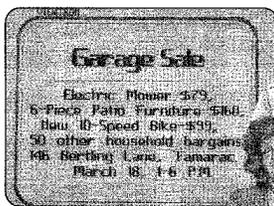
More news than you would find in any newspaper, any newscast. More news to match your personal or professional interests than you've ever imagined.

## Entertainment Guides.

What are your plans this weekend? Looking for something fun to do? Look to Viewtron and you'll find all sorts of fun things to do. You'll find movie reviews. Theater reviews. Sports schedules. South Florida restaurant guides complete with menus and prices. Best bets for getaway weekends. Travel news. Airline schedules. A Travel Guide to 40 major U.S. cities. Local entertainment calendars. Florida parks and beaches and guides to the best of them. Directories to bike paths, pools, tennis courts, golf courses and recreation areas. Daily TV listings. Horoscopes. Soap opera summaries. Viewtron puts you in the know, before you go.

## Send a Message.

Have an opinion on a local issue? An announcement you want to make? A car you want to sell? Viewtron lets you post your message for all subscribers to see, even lets other subscribers respond to your message electronically.



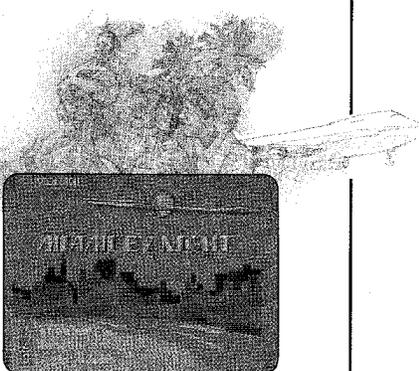
Write your own advertisement or send a Birthday Greeting to a friend. You can communicate with stores, with Viewtron editors, ask local experts questions about health problems, gardening, local issues... you name it and you'll probably find an answer through Viewtron.

Private communications can even be sent between you and other subscribers. You can even send yourself a message—a calendar reminder perhaps—and have it displayed on a particular day.

## Knowledge at your fingertips.

For the family that never has enough time to do all the things they want, Viewtron offers a totally new way of getting things done. Getting more out of life.

Consider how you now get the news and information you want. You wait for the TV newscast. You wait for the paper. With Viewtron, you'll have instant access to the news you want—updated throughout the day—any time\* Day or night.



## Bank at home.

Waiting in line at the teller's window. Waiting for your bank statement to arrive. Wondering whether the figures in your checkbook match the current figures the bank has.

You've experienced them all. But now, with Viewtron's participating banks, you can put an end to the hassle of managing your money. Now you can bank where you live. At home.

Just press a few keys and you'll be able to check your account balances, transfer funds from one account to another, even pay your monthly bills in just a few minutes. And you can do it all, day or night. Seven days a week. Even on Sundays.



You'll have your own personal code numbers and password. No one else will have them. Keep them confidential and no one else will be able to access or view any of your personal banking files.

You'll also have access to a wealth of expert advice on Money Management, Banking and Credit. Budgeting. Buying a home. Life, Health and Auto Insurance. How to write a will or plan for retirement. It's all yours. Instantly. The moment you want it.

## Something for Everyone.

There's something for everyone on Viewtron. Helpful information on household fix-it problems. Consumer tips. Lawn care. How to take care of your dog. Recipes. Easy suppers. Mind-bending involvement adventures. Educational services. Practice exams for SAT's, Florida Driver's Test, Spanish courses. Reading and math skills. Computer literacy. Medical self-help. Skin care. Book reviews. Child care. Puzzles and quizzes for all ages. You'll even have the complete contents of an always current and comprehensive encyclopedia—at your fingertips.



## What's up in the market?

Stay on top of investments and check how a stock is doing—any time you want. Viewtron provides market quotes on stocks, commodities and hourly indicators throughout the trading day. You'll be able to evaluate your complete portfolio in seconds.

Through Viewtron you'll also be able to stay on top of news developments specific to South Florida businesses. You'll find information about all of the following: Airlines. Autos. Communications. Education. Finance. Health. Government. Insurance. Investments. Law. Marketing. Real Estate. Science and Technology. Small Business. Trade and Travel.



# VIEWTRON IS HERE IN

PMC Exhibit 2116

Apple v. PMC

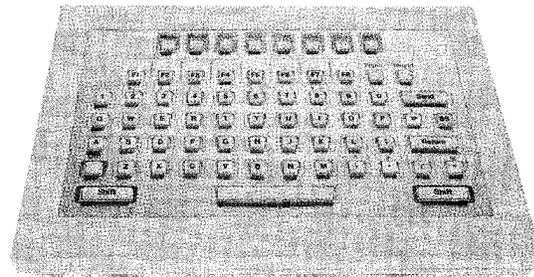
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# SCEPTRE

puts it all  
at your  
fingertips.

Here's what you need  
to access Viewtron  
on your TV set.



Actual size—  
8 1/2" x 5 1/2" x 1 1/2"

## Sceptre

The new videotex  
terminal from  
AT&T.

Viewtron is delivered through your current home TV set and telephone line. To access Viewtron subscription service, all you need is the Sceptre terminal from AT&T.

Connecting Sceptre to your TV and telephone line is simple and easy. You can do it yourself in just minutes.

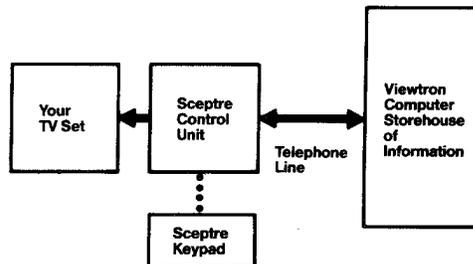
The unit comes in two parts: a control unit and a remote control keypad. All you do is connect the control unit to your TV set and telephone jack and you're ready to sit back and begin using your keypad to request information from Viewtron.

The remote control keypad is wireless, which means you can operate the terminal from anywhere in the room.

Sceptre comes with all the quality AT&T products are known for, and provides security for banking services.

Viewtron is delivered to your Sceptre terminal and home TV set via your telephone line. By pushing a few keys on your keypad, you request information and it will be instantly transmitted and displayed in full color text and graphics on your TV screen. It's that simple.

Here's how Viewtron and Sceptre work.

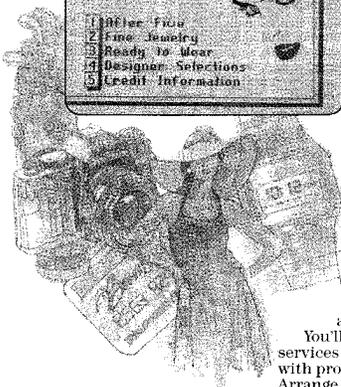


### Shop from your living room.

The day when you can actually do your shopping from your favorite easy chair is here. With the press of a few keys, you'll be able to review product selections from many of South Florida's finest stores. Follow the latest fashions. Compare prices on selected items from different stores. Or check specific stores for sales and bargains.

Then, with the press of a few keys, you can order what you want, pay by credit card, and arrange for home delivery or pick-up at the store.

You'll be able to locate and order the services you need, too. From companies with proven reputations. Order flowers. Arrange for a car rental. Buy theater tickets. Viewtron makes the connection. Instantly.



### For your eyes only.

Imagine if you could create your own Personal Magazine. A magazine that's published just for you—with the specific news, sports scores, stock reports or other information you might want—every day of the week.

With Viewtron, you can have just such a personal daily magazine. Just pre-set your specific information requests and they'll be there for you to review every morning when you get up.

Perhaps you want the scores of the Dolphins, Hurricanes, Strikers, Yankees or Jets games. Golf tournaments in progress. The current price of your stocks. Marine weather forecasts. News from New York City or the White House. Specific trade news that may have happened overnight.

Whatever your special interests, all you do is ask Viewtron to keep a watchful eye on them and they'll be delivered and waiting for your personal review. In your personal daily magazine!

Hard to imagine? Not any more. Viewtron is here in South Florida today.



\*The Viewtron service will be unavailable to subscribers on Mondays from 12:30 a.m. to 5:30 a.m., and at other unscheduled times when maintenance is necessary. Some Viewtron services may be subject to delay depending on technical conditions. Naturally, Viewtron will attempt to keep any interruption of normal service to a minimum.

Viewdata Corporation of America, Inc., reserves the right to add, delete, or modify Viewtron services.

The Viewtron Terms of Service should be consulted for a complete description of the terms and conditions of Viewtron services.

# SOUTH FLORIDA TODAY.



# The How-To Guide From Plant Care to Your Care



**V**IEWTRON can tell you something about almost anything.

Dr. Lee Salk gives advice about child rearing, Dr. Karen Blaker suggests how to deal with stress, and Miss Manners tells how to cope with everything else.

Before your child learns the ABCs, read the "A-Z Guide to Raising Your Children" by Dr. Lee Salk, author and columnist. Learn how to get your child to clean up a messy bedroom, to share with his siblings and to stop wetting the bed. Find out how to cope with your child's hyperactivity.

In a question and answer series, nationally syndicated columnist Dr. Karen Blaker discusses such topics as anxieties and marriage difficulties.

Shyness, depression and phobias are possible topics for Dr. Blaker's "Hotline" column.

Have a personal problem you need some help with? Pose your question to The Dade County Mental Health Association through "Ask the Expert."

Find out more about yourself by taking personality tests. Are you socially minded? Are you a good lover? Do you waste your money? Answer a series of questions and Viewtron tallies your score, explaining what your total adds up to in terms of your personality. New tests are added often.

All problems aside, if you wish to conduct yourself properly, be sure to read excerpts from "Miss Manners' Guide to Excruciatingly Correct Behavior" and Miss Manners' syndicated columns. Miss Manners promises that any reader who obeys her rules will be able to proceed in an orderly fashion from birth to death without making a single false move.

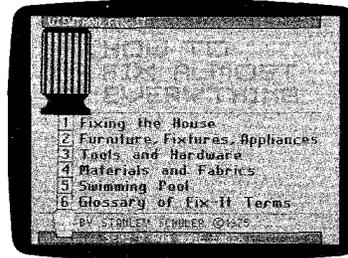
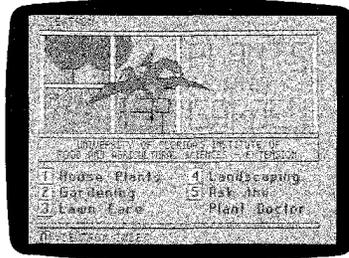
## BARGAIN HUNTER'S BONANZA

The bargain hunter gets an overview of discount shopping areas in Dade, Broward and Palm Beach counties. Plan a shopping spree using Viewtron's directions to the areas and descriptions of stores, including addresses, phone numbers, parking facilities, hours and accepted methods of payment.

An inexperienced bargain shopper can sharpen skills with a "how-to" guide and a glossary of discount terms.

Viewtron has designed a separate fashion section with this season's clothing styles for men and women and tips on makeup and skin care. "This Week's Find" features what's hot, new or on sale at various local stores.

*"Viewtron gives you advice on fixing your roof,  
caring for your sick animal  
and keeping your house plants alive."*



As an accessory to the fashion section, "The Fashion Encyclopedia" is an essential guide to everything you need to know about clothes. You can find out who is behind that label on your dress and what's the difference between Gucci and Pucci.

For more advice, contact The International Fine Arts College through "Ask the Expert." The answers to your questions and those asked by others are displayed on Viewtron's "Ask the Expert" bulletin board.

## A HOW-TO GUIDE

Need advice on fixing your roof? Caring for your sick animal? Keeping your house plants alive?

Viewtron's like a handyman who knows how to repair everything, including the house, furnishings, fixtures and appliances. For example, are you doing dishes by hand because your dishwasher broke down again? Viewtron has instructions if it:

- 1) Doesn't run
- 2) Hums but doesn't work
- 3) Doesn't fill with water
- 4) Doesn't empty
- 5) Doesn't wash dishes clean
- 6) Leaves water spots
- 7) Doesn't open its soap dispenser
- 8) Pours water on the floor

Viewtron has complete instructions for how to fix many ailing products.

If you decide the product was faulty to begin with, Viewtron's consumer complaints section is a guide to agen-

cies and organizations that deal with consumer grievances. Or use "Ask the Expert" to contact the Dade County Consumer Advocate's Office.

Viewtron's dog care section can help when this member of the family gets sick. The section prescribes methods for handling accidents and injuries, common problems and diseases, emergency procedures and ways to keep your dog happy and healthy.

For instance, if you are worried that your dog's skin irritation might be something worse than a rash, check under "skin problems" for a list of possible skin diseases. Viewtron tells you about symptoms, home treatment, prevention and what to expect at the vet's.

For your cat or bird, Viewtron offers the same type of guide.

For advice from a veterinarian, type your query to "Ask the Expert" at the University of Florida Extension Service.

You can also ask the Extension Service about gardening, lawn care, stain removal and pest control.

The Extension Service's gardening guide contains advice on caring for plants and handling common problems such as insects.

"Polly's Pointers" offers a collection of tips covering all sorts of household problems.

Viewtron is an A-to-Z guide to managing your home and family, with tips for everything from how to unclog the kitchen sink to what to wear to the dinner dance at the boss' country club. ■

**V**IEWTRON saves you time with banking and shopping chores, freeing you for other things such as health and fitness activities.

How healthy are you? Take a quiz in the LifePlan section to find out. Take other tests to predict your life expectancy and stress level. Then, learn how to improve your health.

You always meant to start counting calories, but you could never keep track of those charts. Begin counting with Viewtron's calorie chart. From anchovies or alcoholic beverages to waffles or yogurt, Viewtron can tell you the number of calories per serving, along with the grams of protein, carbohydrates and fat.

Determine your proper weight by consulting the height-weight table for men or women.

Start an exercise program. Viewtron tells you how to begin and how much is enough.

A special section outlines health measures for pregnant women, such as common drugs to avoid.

Twice a month, the Fitness Newsletter gives the latest tips on how to stay in shape.

Adding muscle to this section is information on joining a local health club.

In the Take Care of Yourself and Take Care of Your Child section, a directory of more than 100 common medical problems gives extensive advice about home treatment for minor ailments such as insect bites and more serious problems such as burns, fever and poisoning. Viewtron tells you what to expect at the doctor's office, if you go. A pharmacy section provides a list of common drugs, along with their uses and contents. Find out what's in that cough suppressant or nasal decongestant before you use it.

You'll find Viewtron's Health section to be a valuable exercise in self-improvement and good health measures. ■

# What To Do, Where To Go, How To Get There Start Out With A Tour Through Viewtron

**P**LAN a winter holiday in Denver. Schedule a business trip to Atlanta. Arrange a day trip to a beach or park. Viewtron helps you do all these things.

Travel into Viewtron to find the Official Airline Guide (OAG), containing complete, unbiased and up-to-date information on airline flights and fares for more than 600 airlines.

You may discover that a 7 a.m. flight costs considerably less than a 7:30 a.m. flight to the same city. You can select a time and fare before making reservations through a travel agent.

Information on direct flights in and out of Miami is free. For viewing other flight data from OAG, the charge is \$3 an hour.

In addition, major air carriers such as Eastern Airlines and Pan American World Airways highlight flights and tour packages most popular with South Floridians. Find out about tours to the Caribbean or Europe and order travel brochures through Viewtron.

Cruise lines, including Norwegian Caribbean Cruise Lines and Royal Caribbean Cruise Lines, offer ship schedules, a diagram of cabin positions and price ranges. Request brochures through Viewtron to find out more.

If you want to reserve a rental car, contact a national or local car rental company through Viewtron. Compare car models and prices among companies such as Budget Rent-A-Car, Hertz Corporation and Dolphin Rent-A-Car and get the best deal.

Complete your travel plans by contacting American Express or any one of the dozens of travel agencies on Viewtron. Order airline tickets, make cruise reservations, sign up for a package tour or ask for a brochure. The agent confirms the order with a message sent to your private Viewtron mailbox.

Looking for vacation ideas? Consult Viewtron's Vacation Planner. Just type in the length of time and amount of money you have to spend, and Viewtron comes up with suggestions.

If you are flying into a U.S. city, browse through the top 40 cities guide. Plan an itinerary for Dallas, Las Vegas, New Orleans, Washington, D.C., Boston or Charleston—to name a few. This guide briefs you on hotels and restaurants, places to go, special events, sports, shopping, museums, historical sites and other places of interest.

Find out whether to pack a raincoat

or a swimsuit by referring to Viewtron's daily weather report for the 40 cities.

For those staying closer to home, a guide to Florida's parks and beaches gives you plenty of information, including locator maps.

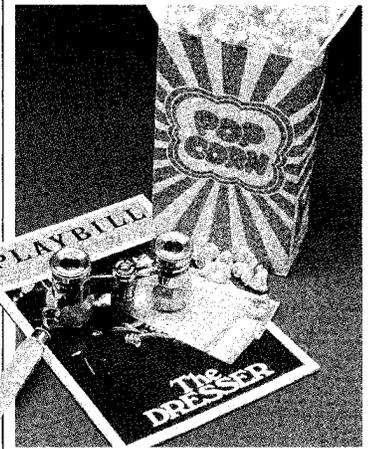
Through Viewtron, tour 50 parks and 40 beaches conveniently indexed under North Florida, Central Florida, Southeast Florida and the Keys, Palm Beach County, Broward County and

Dade County.

Explore the parks and camping prices, location, addresses and phone numbers, and such park features as number of sites and sports activities.

Sail through beaches section to find information on fishing, snorkeling, boating and swimming conditions.

Travel through Viewtron before you travel anywhere else.



**L**OOKING for something fun to do? Today, tonight, this weekend? Here? Elsewhere? Look to Viewtron for all sorts of ideas.

Ordering tickets to that play, ballet, circus or Dolphin football game becomes temptingly easy. Choose seats by price category from Select-A-Seat ticket agency. Type in your credit card number, and have the tickets delivered to your home or office.

Find out what the critics say by reading reviews of movies, plays, music, dance and art from The Miami Herald. Viewtron keeps reviews on file, so you can stop clipping them out of the paper.

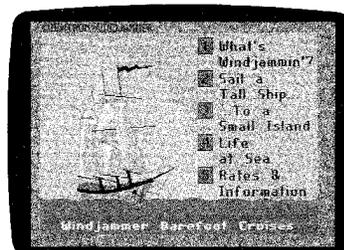
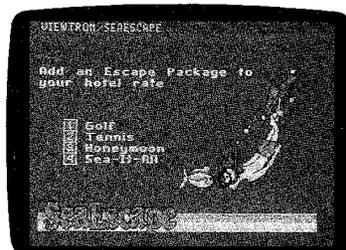
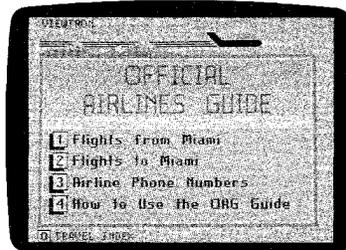
Consult the Best Bets section for Viewtron recommendations of things to do and places to see.

The Weekend Calendar, from The Miami Herald, provides a brief summary of current nightlife, outdoor and wildlife attractions, museums, music, theater, dance, art, films, lectures, children's activities and special events.

A complete TV schedule is updated daily, making sure you'll never miss a program that's been changed to a different time slot. Published along with TV listings is a daily soap opera digest. Let Viewtron be your guiding light to a dozen soaps, summarizing daily programs and noting changes of program writers, cast members, etc.

The New York Times Entertainment Guide provides New York restaurant, movie and theater reviews and information on ticket availability.

For whatever type of entertainment, Viewtron makes the planning fun. ■



# Select from a Special Menu of Restaurant and Recipe Ideas

**V**IEWTRON'S restaurant section satisfies your appetite for dining out advice. Read menus with prices, wine lists and entertainment details; many restaurants offer this information plus locator maps and more.

Forget the name of the Italian restaurant that got a three-and-a-half star rating from The Miami Herald? Check Viewtron. It has more than 100 restaurant reviews indexed by location and type of cuisine. Two new reviews are added each week.

Let Viewtron simplify your shopping and cooking chores. Order food from some grocery stores; read about specials at others such as Grand Union. Order a meal from a home catering service. Select a bottle of wine or choose a liquor from Shell's City Liquor and have it delivered to your home.

Put together a deliciously quick meal with hundreds of ideas from the "Easy Suppers" section. From appetizers to desserts, these recipes offer short cuts from the kitchen to a dinner table.

Some special menus from "Easy Suppers" include:

- Candlelight Dinner for Two
- Company Dinner for Four
- Easy Buffet for Four
- Fancy Dinner for Four
- Gourmet Meal for One
- Late Supper for Four
- Posh Picnic for Four
- Quick Dinner for Two
- Teen's Party for Eight

Collected from The Miami Herald Food Today section are recipes indexed under: New This Week, American Cuisine, International Cuisine and Holiday Dishes.

Lose that chocolate cake recipe with a coffee ingredient? Ask Viewtron subscribers to help you find it. Be part of a recipe exchange taking place in the "You're the Expert" section. Post your requests or type in your favorite recipes for all Viewtron subscribers to see, then check this section to find out who responds.

Taste the good life by taking advantage of services and information offered by Viewtron's Food & Dining section. ■



# Challenge The Viewtron Gamemaster; Pirates, Spaceships Await You

**T**RY your luck in Viewtron's **Casino**. Select Craps, get \$500 and place your bet. The dice roll. Viewtron, an excellent croupier, collects or pays bets. Slot Machine also starts you with \$500. Place a bet and cherries, plums, bells or gold bars begin to roll. When they fall into place, Viewtron collects or pays. You gamble with play money, so it's all in fun.

Decipher the secrets of **Code-breaker**. Can you guess Viewtron's mystery number in 10 tries? The successful player inches up the side of a tall building with each accurate guess. Crack the code to reach the top.

**Trivia quizzes** — a collection of strange facts, odd events and little known tidbits — challenge and amuse. In what TV series would you find the character "Five O'Clock Charlie?" Trivia

buffs would know — "M\*A\*S\*H."

**Tic-Tac-Toe** is a familiar game. Play as a rookie, novice, expert or master. Viewtron is a tough opponent, but you get the first move.

In **Sea Battle**, sink Blackbeard's ship. It's not easy because he is also firing. Vary the elevation of your ship's guns to make a hit.

**Star Words** is a galactic game that earthlings call "hangman." Play as a newcomer, explorer or grand master. The Sesquipedalian spaceship is attack-

ing. Begin guessing the star word letter by letter. With each correct guess, your phasers blast a section of the enemy ship. Too many wrong guesses, and you're destroyed.

In **Lunar Lander**, try to land a lunar module safely on Alpha Cirrus II. Use your fuel wisely or you'll crash.

Nasty little dwarfs. Pirates. Twisty mazes. Deep, dark pits. Welcome to the world of **Adventure**, where you'll read about all those things.

Adventure challenges your intelligence, recall and strategic ability. Those who prove worthy find rewards such as gold, silver, velvet pillows and Ming vases.

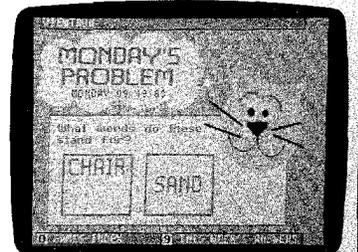
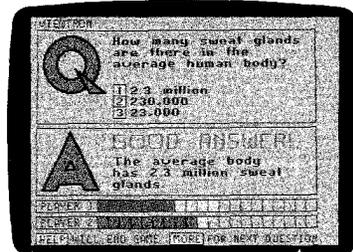
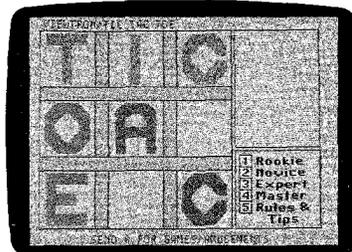
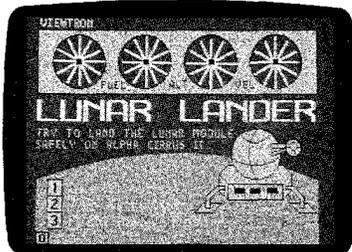
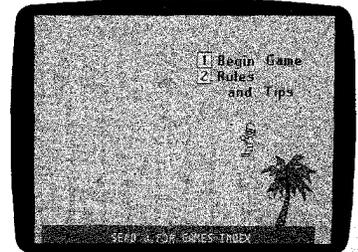
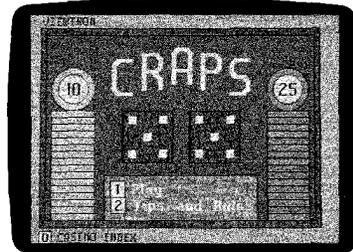
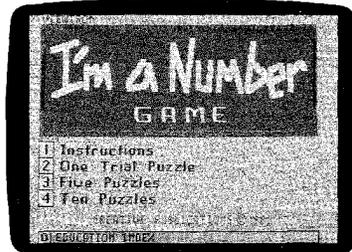
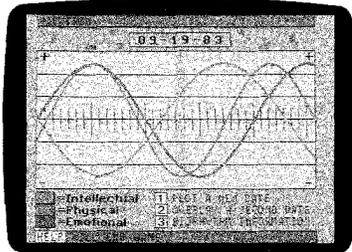
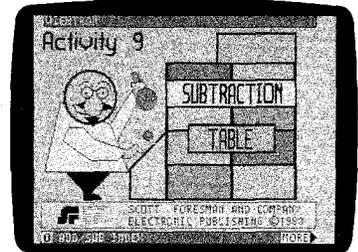
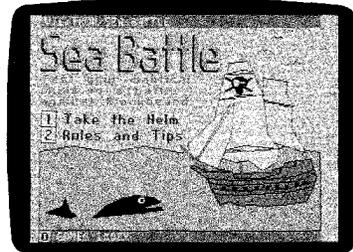
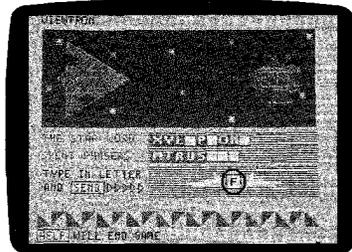
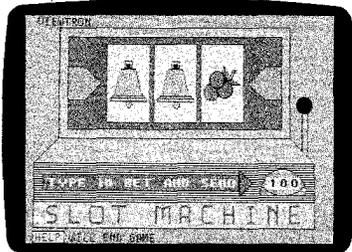
Viewtron is your eyes and hands. Type commands such as "east," "down" or "open," and Viewtron acts. Each action creates a new situation.

After exploring mysterious lands, switch to a less strenuous activity.

Check your **biorhythm**. Type in your birth date and the day you want to know about. A graph shows your physical, emotional and intellectual abilities for that day.

If your biorhythm looks grim, then consult your **horoscope** on Viewtron. It may tell you it's your lucky day, in which case you should proceed directly to Viewtron's Casino.

*"It's not easy because he is also firing.  
Vary the elevation of  
your ship's guns to make a hit."*



**INFORMATION PROVIDERS**

# Your Quick Guide To Viewtron Information Providers

**V**IEWTRON brings together a prestigious group of information providers to offer you an excellent package of material on almost any topic.

You'll probably recognize several names in the following list. Many of these sources are leading authorities in their respective fields.

**ADDISON-WESLEY PUBLISHING** - From this major book publisher comes help in taking care of your dog, cat and bird and keeping your family healthy. Viewtron offers a caloric counter, height and weight charts and a stress test, adapted from the book "LifePlan."

**AMERICAN LIBRARY ASSOCIATION** - This professional trade association of librarians offers book reviews, interviews with authors and articles about books.

**AMERICAN MANAGEMENT ASSOCIATIONS** - Viewtron subscribers can learn about business management and finance from the American Management Associations. Subscribers learn about both operating and capital budgets and business administration.

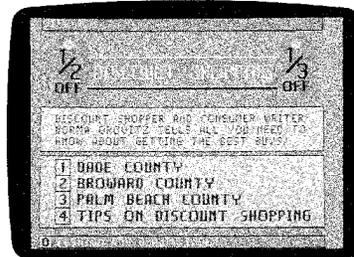
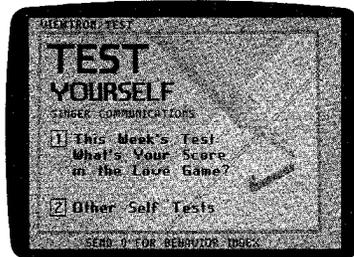
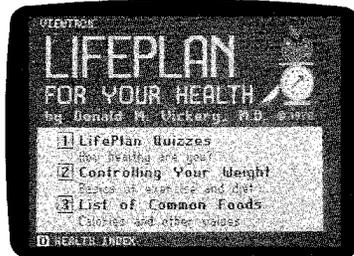
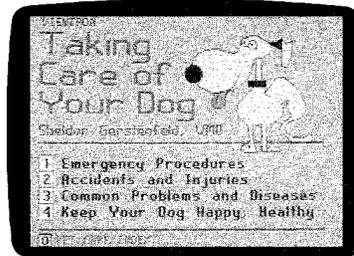
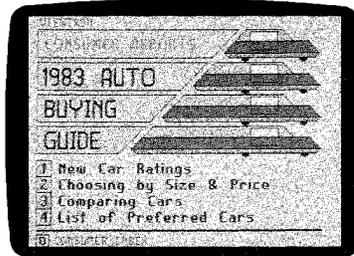
**ARCO PUBLISHING** - College-bound high school students can get ready for the Scholastic Aptitude Test (SAT) in reading and math with the aid of Arco's preparatory material. Two sample tests and tutorial drills are offered.

**ASSOCIATED PRESS** - The largest wire service in the world provides a variety of continuously updated local, state, national, international and business news, features and sports. Stories originate from all AP wire services.

**BUREAU OF NATIONAL AFFAIRS** - This major newsletter publisher, covering government and its impact on business, supplies five newsletters to Viewtron: "Labor Line," "Money Line," "Law Line," "Trend Line" and "BNA Principles of Management."

**BROWARD COUNTY PUBLIC LIBRARIES** - Librarians from the Broward County Public Libraries answer reference questions on Viewtron, reserve books and provide topical book lists.

**CENTRAL PIEDMONT COMMUNITY COLLEGE** - Basic computer literacy is offered by this North Carolina college. Viewtron parents learn what their children may already know: everyday uses of computers, basic programming, flow charting and computer languages. This section includes a glossary of computer terms.



**CONGRESSIONAL QUARTERLY** - This key source of congressional activities provides biographies of all Florida delegates in Congress, as well as their Florida and Washington addresses. Also offered is a list of votes by Florida House and Senate members on major congressional issues.

**CONSUMER REPORTS** - Monthly ratings on consumer products and services and the annual car-buying guide are provided by this respected consumer magazine.

**DADE COUNTY CONSUMER ADVOCATE'S OFFICE** - Viewtron subscribers can "Ask the Expert" from Dade County Consumer Advocate's Office how and where to get action on complaints. A directory of consumer agencies is also provided.

**DADE COUNTY MENTAL HEALTH ASSOCIATION** - Dealing with stress, marriage,

work, children and personal problems is easier when you can "Ask the Expert" from Dade County Mental Health Association via Viewtron.

**DICK DAVIS DIGEST** - Nationally syndicated financial columnist Dick Davis provides a digest from the 200 financial newsletters.

**DOUBLEDAY & CO.** - Material from Doubleday's "American Averages" provides the ultimate in esoteric Americana.

**DOW JONES & CO.** - The publisher of The Wall Street Journal provides updated news from The Journal, Barrons and The Dow Jones News Service.

**EVANS & CO.** - Viewtron subscribers will learn "How to Fix Almost Everything" with the aid of Evans & Co.

**FLORIDA DRIVER'S LICENSE MANUAL** - Review for Florida driver's test by reading this complete manual on Viewtron.

**GROLIER'S ACADEMIC AMERICAN ENCYCLOPEDIA** - From the world's largest publisher of encyclopedias and reference sets comes the entire text of the Academic American Encyclopedia.

**HOUGHTON-MIFFLIN & CO.** - A 40-city guide to major U.S. cities is adapted from Stephen Birnbaum's USA 1983. This section includes what to do and see and Birnbaum's ratings of hotels and restaurants.

**INTERNATIONAL FINE ARTS COLLEGE** - This season's fashions, including what's hot and what's not, is provided by this South Florida fashion college. When in doubt, Viewtron subscribers can "Ask the Expert" in fashion at the International Fine Arts College.

**HP BOOKS** - "Easy Suppers" provides fast and easy-to-prepare recipes for time-poor Viewtron cooks.

**KNT NEWS SERVICE** - Continuously updated news and features are provided by Knight-Ridder Newspapers, The Chicago Tribune and The New York Daily News KNT wire service.

**LOS ANGELES TIMES-WASHINGTON POST NEWS SERVICE** - Continuously updated news and features come from two of America's leading newspapers.

**MARQUIS PUBLICATIONS** - From the leading biographical directory publisher in the U.S. comes a South Florida directory abstracted from Marquis' Who's Who in America, and Who's Who in the South and Southwest, and other Marquis Who's Who directories for finance, industry and medical specialists.

**METROPOLITAN FELLOWSHIP OF CHURCHES** - Daily devotionals, inspirational messages, and a Greater Miami church directory are provided by the Metropolitan Fellowship of Churches. Viewtron subscribers can "Ask the Expert" from the fellowship religious questions and request counseling.

**MIAMI-DADE PUBLIC LIBRARIES** - Librarians from the Miami-Dade Public Libraries answer reference questions on Viewtron, reserve books and provide topical book lists.

**MIAMI HERALD** - Knight-Ridder Newspapers provide updated news through the day. A sophisticated computer link is in place between the Miami Herald and Viewtron to make this possible.

## HOW VIEWTRON WORKS

# Here's How To Hook-up Sceptre To Your TV; Your Guide To Traveling Through Viewtron

**W**ITHIN minutes after arriving home with the Sceptre terminal, you can have more information at your fingertips with Viewtron than you ever imagined possible.

It takes only moments to connect the Sceptre terminal to your TV set in order to begin using Viewtron. Simply,

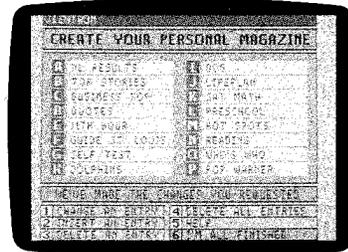
- plug in the power cord
- connect your telephone line to the terminal
- connect your TV's antenna leads to the terminal
- connect your terminal to your TV

That's all it takes to install the Sceptre terminal.

To begin using Viewtron, turn on your TV and the terminal. Push one key and the Sceptre terminal automatically calls Viewtron.

Viewtron will ask you for your unique ID and password. (Your ID and password come in the pocket of the Viewtron handbook that is included with the terminal.) To sign-on to Viewtron, type in your ID and password and Viewtron will begin to simplify your life.

There are two ways of traveling through the world of Viewtron. First, you can start with one of 14 broad topic indexes such as news, money or educa-



tion. Each topic gives you a list of sections within that topic to help lead you to the information you are interested in. Just select the number next to the section you want.

The second way of getting information on Viewtron is with keywords. Just type in a keyword such as "Weather" or "Financial News" to ask for a specific section.

Eight special keys on the Sceptre terminal give you added speed when traveling through Viewtron. Here's what the keys do:

- **More** – Takes you to the next page within a section.
- **Back** – Takes you back through

the last 20 pages you looked at, one at a time.

- **Index** – Takes you to the last index page you looked at.
- **Browse** – Lets you browse within a section without returning to the index page for that section. For instance, if you are reading the first business news story on Viewtron, you can press the browse key to read the second business news story without returning to the business news index page.
- **Mark Page/Recall Page** – If you think you might want to return to a page you were looking at during

the same session, simply press the mark page key. When you are ready to look at that page again, simply press recall page. You can mark up to five pages during a session.

- **Personal Magazine** – You can select up to 16 pages that you look at most often on Viewtron and place them in your personal magazine. For instance, every morning, you might want to check today's weather, headlines for news, business and sports, scores for last night's ball games, Viewtron shopping values and your biorhythm for today. Each time you press the personal magazine key on the Sceptre terminal, you'll see the next page in your personal magazine.
- **Help** – If you have a problem while traveling through Viewtron, just press the help key (or call the Viewtron Customer Service Center: it's open seven days a week from 9 a.m. to midnight.)

Viewtron service and the Sceptre terminal were designed with you in mind. You'll find the Sceptre terminal easy to install and the Viewtron service easy to use. ■

**NEW YORK TIMES** – This prestigious newspaper provides an entertainment guide to New York and general and business news.

**OFFICIAL AIRLINE GUIDE** – The most complete, unbiased and up-to-date flight schedules and fares are provided by the Official Airline Guide (OAG). Viewtron subscribers can type in the cities they wish to travel between, and a date and time, and OAG lists fares from lowest to highest or flights from the earliest to latest. The OAG computers linked to Viewtron are located in Illinois. OAG is the nation's largest publisher of flight information.

**JANE BRYANT QUINN** – Excerpts from Jane Bryant Quinn's "Everyone's Money Book" help Viewtron subscribers buy a house, save money, purchase insurance and much more.

**RODALE PRESS** – The leading publisher of nutritionally oriented holistic health publications provides its biweekly fitness and health newsletter.

**SCOTT, FORESMAN AND COMPANY** – This leading publisher of educational material offers drills in basic math and reading skills for kindergarten through grade six level students.

**SINGER COMMUNICATIONS INC.** – Viewtron subscribers learn more about succeeding in business, life and relationships by taking personality tests from Singer Communications Inc.

**S. FLORIDA HOSPITAL ASSOCIATION** – A directory and locator maps of South Florida emergency rooms are provided by the South Florida Hospital Association.

**ST. MARTIN'S PRESS** – From this publisher comes "The Fashion Encyclopedia" by Catherine Houck. The encyclopedia is an essential guide to everything you need to know about clothes.

**TV DATA** – This major supplier of TV listings provides daily updates of TV program listings by time, name and channel. Listings include show descriptions.

**UNITED MEDIA** – From United Media comes a soap opera digest, Polly's Pointers for household hints, Dr. Karen Blaker's column on coping day to day, segments of Dr. Lee Salk's book, "Raising Your Children," and Miss Manners.

**UNIVERSAL PRESS SYNDICATE** – Weekly lists of refund offers and the comic character Ziggy are provided by Universal Press Syndicate.

**UNIVERSITY OF FLORIDA EXTENSION SERVICE** – Viewtron subscribers can learn how to take better care of their gardens, lawns and houseplants from a guide published by the University of Florida Extension Service. The Extension Service also answers questions about stain removal through "Ask the Expert," about pesky bugs and sick plants through "Ask the Plant Doctor," and about pet problems through "Ask the Vet."

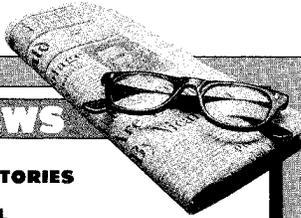
**WESTINGHOUSE LEARNING CORP.** – Learn Spanish with materials prepared by

Westinghouse Learning Corp. This section includes a grammar guide, vocabulary list and drills. Audio cassettes are available to accompany the Spanish lessons. Westinghouse also provides brain teasers and puzzles for children and adults and basic skills for kindergarten and first grade.

**WORLD BOOK** – From a leading publisher of children's encyclopedias comes Encyclofacts<sup>TM</sup> with information on states, nations and provinces, and capsule sports biographies, statistics, rules, regulations and history.

**WEATHER SERVICES INTERNATIONAL (WSI) CORP.** – Timely weather and sports information are provided by WSI. Current weather conditions for South Florida and weather forecasts are updated frequently. Also provided are a Florida weather map, boating forecast, and a 40-city weather guide. WSI's SuperSports service provides latest scores for professional and college baseball, football, basketball, soccer and hockey. ■

# VIEWTRON GUIDE



## NEWS

### TOP STORIES

#### LOCAL

1. Area Top Stories
2. Community News
3. Miami/Dade
4. Ft. Lauderdale/Broward
5. Palm Beach
6. Florida
7. College News
8. Traffic Watch

#### NATION

1. Nation Top Stories
2. Across the U.S.
3. Washington
4. East
5. Midwest
6. South
7. West
8. Congressional Quarterly

#### WORLD

1. World Top Stories
2. Latin America
3. Mideast
4. Europe & Soviet Union
5. Africa
6. Asia & Pacific
7. Canada

#### BUSINESS

1. Business Top Stories
2. Quotes & Markets
3. Local News
4. Occupations
5. Business Calendar
6. Wall Street Journal
7. The New York Times
8. The BNA Business Magazine

#### PEOPLE

#### THE NEW YORK TIMES REPORT

#### WEATHER

1. Current Conditions
2. Local Forecast
3. Florida
4. Boating
5. Traveler's Forecast
6. U.S. Summary
7. World Summary
8. Weather News

## MONEY

### BANKING

### SAVINGS & LOAN

### PERSONAL FINANCE

1. Everyone's Money Book

### CONSUMER ADVICE

1. Consumer Reports: Auto Guide
2. Consumer Reports: Ratings
3. Tel-Consumer
4. Consumer Complaint Directory
5. Ask the Consumer Advocate
6. Refunding
7. Discounting Shopping Guide
8. Consumer News

### INVESTMENTS

### INSURANCE

### MORTGAGE COMPANIES

## EDUCATION

### ELEMENTARY READING

### ELEMENTARY MATHEMATICS

1. Addition and Subtraction
2. Multiplication
3. Division

### PRESCHOOL

### BASIC SKILLS

1. Mathematics
2. Reading
3. Computer Literacy

### COLLEGE PREP

1. SAT Study Guide

### ADULT EDUCATION

1. Computer Literacy
2. Florida Driver's Test Review
3. Administrative and Company Budgets
4. Spanish

### LEARNING GAMES

1. Think About It!
2. I'm a Number

### SCHOOLS & CAMPS



## GAMES

### TRIVIA QUIZZES

### ADVENTURE

### SPORTS GAMES

1. Darts

### CASINO

1. Craps
2. Slot Machine
3. Roulette

### STRATEGY

1. Lunar Lander
2. Sea Battle
3. Star Wars
4. Tic-Tac-Toe
5. Codebreaker

### BIORHYTHMS

### HOROSCOPE

## MESSAGES

### PRIVATE MESSAGES

1. Mail
2. Calendar
3. Magazine
4. Subscriber Directory

### BULLETIN BOARD

1. Graffiti
2. Viewpoint
3. Neighborhood Chat
4. Ask the Expert
5. You're the Expert

### ART GALLERY

### AUCTION BLOCK

### CUSTOMER SERVICE

1. Hours
2. Services & Prices
3. Write Customer Service
4. Read Customer Service
5. Change ID, Password

## SHOPPING

### GENERAL MERCHANDISE

1. Shopping Malls
2. Discount Stores
3. Department Stores
4. Electronics Stores
5. Office Supplies

### AUTOMOTIVE & BOATING

1. Car Sales & Dealerships
2. Auto Supplies
3. Rental Cars
4. Boating & Fishing

### VIEWTRON VALUES

### GIFTS

1. Gift Guide
2. Florists
3. Jewelry

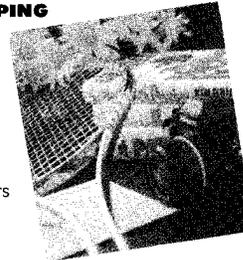
### CATALOG SHOPPING

### FOR YOU

1. Men's Apparel
2. Jewelry

### HOME

1. Hardware Stores
2. Appliance Dealers
3. Furniture Stores
4. Lawn & Garden
5. Homewares
6. Pest Control



### HOBBIES

1. Sporting Goods
2. Marine Supplies
3. Camera Store
4. Toy Store
5. Pet Shop
6. Books & Book Clubs
7. Pools & Supplies
8. Health Clubs
9. Amusements & Events

### PRODUCT CATEGORIES

1. Fashion
2. Jewelry
3. Shoe Stores
4. Cosmetics
5. Luggage
6. Fabrics
7. Records
8. Musical Instruments

## SPORTS

### TOP STORIES

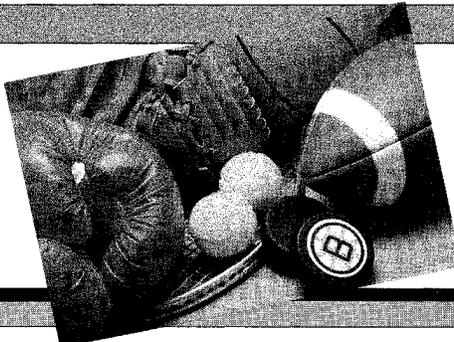
### NEIGHBORHOOD SPORTS

### BASEBALL

### FOOTBALL

### TENNIS

### GOLF



### PARIMUTUELS

### FISHING

### OTHER SPORTS

1. Auto Racing
2. Basketball
3. Boating
4. Bowling
5. Boxing

6. Hockey
7. Soccer
8. Softball

### WHAT TO DO

### WHAT TO WATCH

### ORGANIZATIONS

### SPORTING GOODS

# VIEWTRON GUIDE

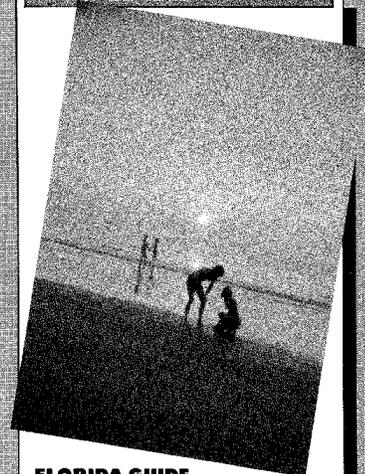
## HEALTH

- TAKE CARE OF YOUR FAMILY**
- KEEPING HEALTHY**
- FITNESS NEWSLETTER**
- HEALTH NEWS**
- HEALTH CLUBS**

## ENTERTAINMENT

- MOVIES**
- TELEVISION**
- THEATER AND DANCE**
- MUSIC AND ART**
- WEEKEND CALENDAR**
- BEST BETS**
- ENTERTAINMENT NEWS**
- AMUSEMENTS & EVENTS**

## TRAVEL



### FLORIDA GUIDE

1. Parks
2. Beaches

### U.S. CITY GUIDE

### THE NEW YORK TIMES ENTERTAINMENT GUIDE

### AIR TRAVEL

1. Airline Directory
2. Official Airline Guide

### TRAVEL NEWS

### VACATION PLANNER

### TRANSPORTATION

### HOTELS & RESORTS

### TRAVEL AGENCIES

### CRUISE LINES

## FOOD & DINING

### RECIPES

1. Herald Recipes
2. Easy Suppers
3. You're the Expert

### RESTAURANTS

### RESTAURANT REVIEWS

### FOOD & WINE NEWS

### LIQUOR & WINE

### CATERING

### FOOD STORES



## HOME & FAMILY

### HOUSEHOLD HINTS

1. How to Fix Almost Everything
2. Stain Removal Guide
3. Polly's Pointers
4. Pest Control
5. Ask the Expert
6. Household News

### PLANTS & GARDENING

1. Houseplants
2. Gardening
3. Lawn Care
4. Landscaping
5. Ask the Plant Doctor
6. Gardening News



### PET CARE

1. Taking Care of Your Dog
2. Taking Care of Your Cat
3. The Bird Care Book
4. Ask the Vet
5. Pet Shop

### BEHAVIOR

1. Coping Day-to-Day
2. Raising Children
3. Sex Counselors
4. Test Yourself
5. Miss Manners
6. Ask the Mental Health Expert
7. Behavior News

### FASHION & BEAUTY

1. Clothes & Makeup
2. Discount Shopping
3. Ask the Expert
4. Fashion Encyclopedia
5. Fashion & Beauty News
6. Fashion Products

### REAL ESTATE

### PRODUCTS FOR THE HOME

## CLASSIFIEDS

**VIEWTRON REAL ESTATE**  
**VIEWTRON CAR SALES**  
**AUCTION BLOCK**  
**TODAY'S MIAMI HERALD**  
 (See below)

### ANNOUNCEMENTS

1. Legal Notices
2. Legal Services
3. Lost & Found
4. Child Care
5. Good Things to Eat
6. Time-Sharing Vacations

### AUTOMOTIVE

1. Parts/Accessories
2. Antique/Specially
3. Imports
4. Domestic
5. Motorcycles/Mopeds
6. Automotive Services
7. Trucks
8. Auto Delivery
9. Miscellaneous



### REAL ESTATE

1. Dade, Broward, Palm Beach
2. Other Florida Rentals
3. Other Florida Sales
4. Out-of-State Rentals
5. Out-of-State Sales

### EMPLOYMENT

1. Employment Services
2. Office Employment
3. Medical
4. Professional
5. Technical
6. Trades
7. Sales
8. Personal Services

### OPPORTUNITIES

1. Businesses for Sale
2. Business Opportunities
3. Investment Opportunities
4. Money to Loan
5. Money Wanted
6. Want to Buy Business
7. Want Investment

### INSTRUCTION/SERVICES

1. Schools
2. Instructions
3. Business & Services

4. Professional Services
5. Repair Services
6. Building Services

### PETS/LIVESTOCK

1. Dogs
2. Cats
3. Supplies/Training/Boarding
4. Birds/Fish/Supplies
5. Horses/Ponies

### MERCHANDISE

1. Household Goods
2. Antiques/Collectibles
3. Musical Instruments
4. Garage Sales
5. Business Office Equipment
6. Building Materials
7. Audio/Visual
8. Sporting Goods

### MARINE/AVIATION/RVs

1. Powerboats for Sale
2. Sailboats for Sale
3. Dockage/Marinas Services
4. Misc. Marine Services
5. Aircraft Sale/Lease/Charter

**LAST SUNDAY'S MIAMI HERALD**  
 (Same categories as above)

## REFERENCE

### ALA BOOK REVIEWS

1. Booklist: Book Reviews
2. Notable Books
3. Openers: Reviews & Interviews

### ACADEMIC AMERICAN ENCYCLOPEDIA

### PUBLIC LIBRARIES

1. Miami-Dade Public Library
2. Broward Public Library

### WHO'S WHO IN S. FLORIDA

### WORLD BOOK: NATIONS & STATES

### WORLD BOOK: SPORTS

### BOOK NEWS

### BOOKS & BOOK CLUBS

# Viewtron's Roots Traced; From Telephone To TV To Videotex

**E**VERY so often in the history of mankind, something occurs that enables you to take a quantum leap into what had previously been thought of as the distant future. Videotex—combining the technology of the telephone, your TV and computers—lets you take such a leap.

But just what is videotex and where did it come from?

In simplest terms, videotex is a low-cost, computerized system that gives you access to information from many other computers and the ability to perform a number of your daily chores such as banking and shopping from your living room at almost any time of the day or night.

Viewtron, the first commercially available U.S. videotex service, is for the family that never has enough time to do all the things it wants.

Viewtron offers you a totally new way of getting things done in time-saving ways that will enable you to get more out of life.

Although this new industry is making its debut today in South Florida, it has been developing for more than a decade.

Unlike many new computer communication technologies, videotex first emerged in Europe rather than the United States.

## THE BEGINNING

A British research engineer, Sam Fedida, is generally recognized as the inventor of videotex in the early 1970s. With the support of the British Post Office, a videotex service known as Prestel began in 1979.

Following Britain's lead, other countries began developing videotex in the 1970s. France was next, developing its Antiope technology and using it as a solution to the cost of producing and distributing telephone directories. In 1982, France started a 10-year program to equip all telephone subscribers in a Paris suburb with a terminal as a substitute for paper directories. Several thousand terminals are in operation.

During the mid-1970s, the Department of Communications in Canada became interested in videotex and, by the end of 1978, a system called Telidon had been developed. The Telidon system, offering greater graphics capability than either the British or French system, has initially been used to transmit weather,



crop and crop pricing information to farmers.

In other countries, the provision of government support has been a common element in the development of videotex.

However, the industry's emergence in this country is being fostered by private enterprise, which has committed millions to its development over the last several years and brought it quickly into a state where it is ready for mass distribution.

## ELECTRONIC PUBLISHING

An important step preceding the development of videotex in this country was the advent of electronic publishing. The Miami Herald and other newspa-

pers began storing the paper electronically, paving the way for distribution through computers.

Dow Jones began electronic publishing of business information for companies and corporations that had personal computers and could afford their high cost.

Recently, other companies have emerged, offering a wide range of information to personal computer owners. But the services are costly, can be difficult to use and have limited graphics capabilities.

Viewtron is unique.

Backed by the resources and expertise of Knight-Ridder Newspapers, publisher of The Miami Herald and 30 other

daily newspapers, Viewtron is designed for widespread use.

Viewtron's commercial introduction in Florida follows an investment of \$26 million and several years of research and development, which included a 14-month field test of Viewtron conducted in 1980-81 in 204 homes in Coral Gables.

## THE VIEWTRON ADVANTAGES

Viewtron offers many advantages over a personal computer. Viewtron does not require the additional purchase of expensive software or services or any programming expertise. It has attractive graphics and was developed especially for the South Florida community to give you local shopping, banking, news and more.

And the Sceptre videotex terminal is easy to install and use. The terminal consists of two parts: a small control unit that sits next to your home TV set and plugs into your phone jack and a lightweight, wireless keypad. You can install the terminal yourself and ask for all kinds of information within minutes.

Imagine having the at-home convenience of ordering goods and services, paying bills, sending private messages to other subscribers, reading the latest news and financial information and finding facts on literally thousands of subjects in such categories as education, entertainment, food and dining, health, household hints and the encyclopedia.

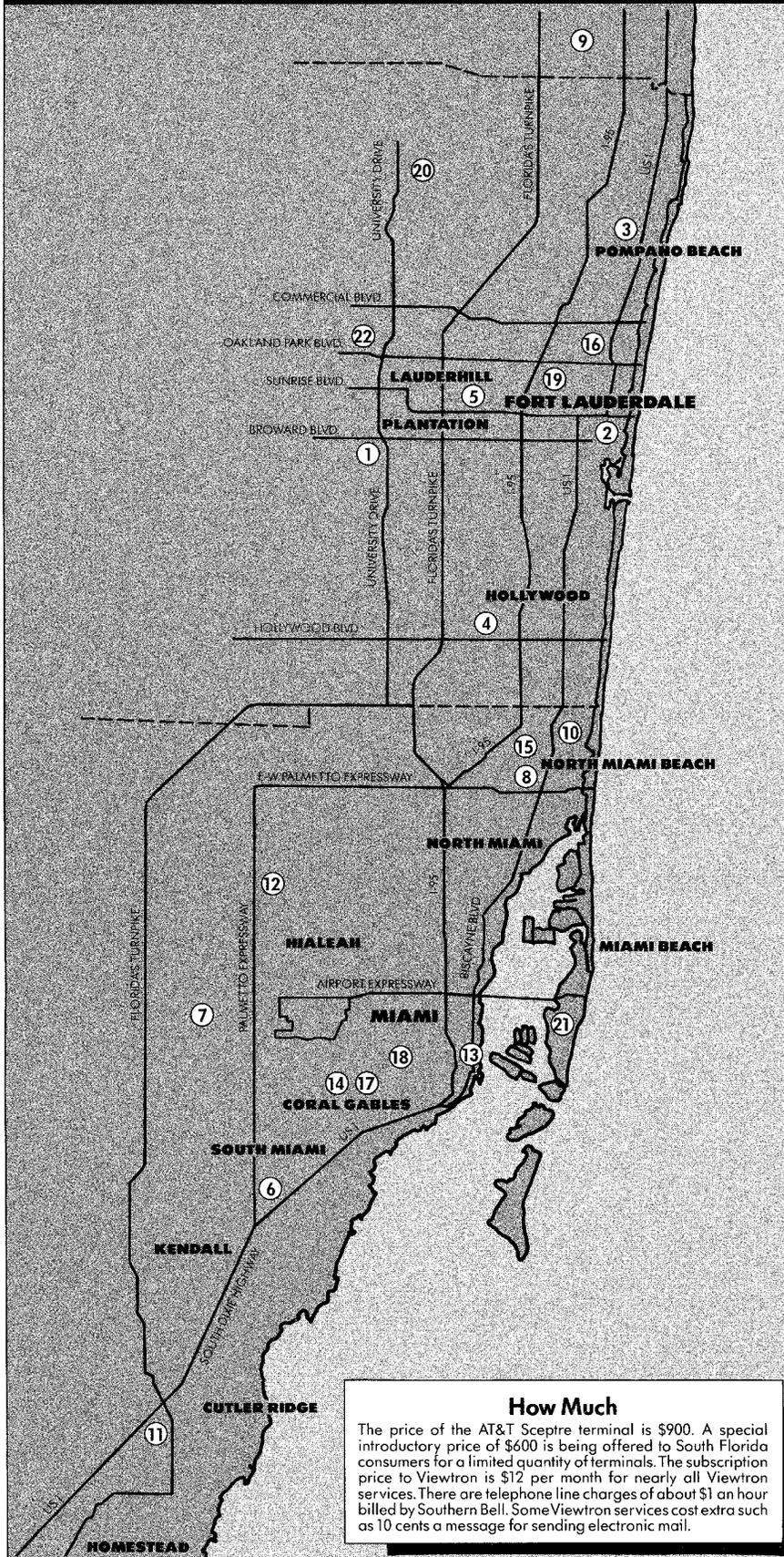
In its Florida debut, Viewtron provides you with a voluminous amount of information on a myriad of topics. Hundreds of advertisers on Viewtron will offer different types of goods and services, ranging from airlines to auto dealers, banks to boutiques.

Once Viewdata Corporation of America, Inc. is established in South Florida, Knight-Ridder plans to take videotex into 30 to 35 additional metropolitan areas.

But what all this means for you is that for the first time in history, you can control the delivery of information to your home. The significance of videotex is not simply the amount of information it provides, but the fact that it provides you with what you want, when you want it.

Right now, Viewtron will let you and your family step into the future, into a new way of life.

## VIEWTRON RETAIL LOCATIONS



# Where to Buy\* Viewtron

If you own a TV set and a telephone, all you need to access Viewtron is a Sceptre terminal. Visit any of these stores for a Viewtron demonstration using the Sceptre terminal.

1. **Broward Mall**  
Burdines 475-3400
2. **Galleria Mall**  
Burdines 537-2400  
AT&T Phone Center 566-9081  
VideoConcepts 561-1901
3. **Pompano Fashion Square**  
Burdines 786-6399  
AT&T Phone Center 781-9020
4. **Hollywood Fashion Center**  
Burdines 985-2345
5. **Lauderhill Mall**  
AT&T Phone Center 791-9013
6. **Dadeland Mall**  
Burdines 835-5151
7. **Miami International Mall**  
Burdines 835-5151  
AT&T Phone Center 594-3720  
VideoConcepts 594-0370
8. **163rd Street Mall**  
Burdines 835-5151  
AT&T Phone Center 947-6363
9. **Town Center at Boca Raton**  
Burdines 393-4400  
AT&T Phone Center 395-9005  
VideoConcepts 392-5893
10. **Aventura Mall**  
VideoConcepts 937-1006
11. **Cutler Ridge Mall**  
Burdines 835-5151  
AT&T Phone Center 253-8824  
VideoConcepts 255-1467
12. **Westland Mall**  
Burdines 835-5151
- Other Locations**
13. Burdines 835-5151  
22 E. Flagler Street
14. ComputerLand 442-4112  
274 Alhambra Circle
15. ComputerLand 944-9699  
760 N.E. 167th St.
16. ComputerLand 940-0720  
3963 N. Federal Highway
17. AT&T Phone Center 447-1787  
185 Giralda Ave.
18. AT&T Phone Center 541-8344  
701 S.W. 27th Ave.
19. AT&T Phone Center 561-9925  
840 E. Oakland Park Blvd.
20. AT&T Phone Center 752-9025  
7846 W. Sample Road
21. Burdines 835-5151  
1675 Meridian Ave.
22. ComputerLand 748-4606  
8055 W. Oakland Park Blvd.

### How Much

The price of the AT&T Sceptre terminal is \$900. A special introductory price of \$600 is being offered to South Florida consumers for a limited quantity of terminals. The subscription price to Viewtron is \$12 per month for nearly all Viewtron services. There are telephone line charges of about \$1 an hour billed by Southern Bell. Some Viewtron services cost extra such as 10 cents a message for sending electronic mail.

\*Available now in Burdines' Consumer Electronics Departments and AT&T Phone Center Stores. Available soon at ComputerLand and VideoConcepts.

# A dozen things you'll never have to wait for again.

Service at the bank.      The clerk at the store.      Tomorrow's newspaper.      Tonight's scores.

A knowledgeable salesperson.      The market closing.      The 11 o'clock weather.      Finding a good place to eat.

Up-to-date answers.      A travel agent's attention.      The mail.      And more.

## Introducing Viewtron®

The new home information service of Knight-Ridder Newspapers.

Think of all the things you spend your time waiting for. You wait for the stores to open. For your turn at the bank teller's window. For someone to look up, locate and deliver the information you need. For last night's scores. Today's stock prices. Tomorrow's weather.

And think of all the things you do without because they're too much trouble to find out. Traffic conditions. Real estate prices. Neighborhood and community news.

You don't have to wait or do without anymore. Now you can live on your own timetable. Shop at midnight. Bank on Sundays. Get the news that doesn't make the paper. Receive all the information you need and do the things you want to do. Day or night.

Viewtron lets you do it all. Instantly. Right through your home TV set.

### For the first time, you'll truly be able to live on your own timetable.

Viewtron is the new home videotex information service developed for the people of South Florida by Viewdata Corporation of America... a subsidiary of Knight-Ridder, publishers of *The Miami Herald*.

Viewtron uses your own TV and telephone line and the new Sceptre™ videotex terminal from AT&T to connect you to an enormous, potentially unlimited storehouse of information. Just press a few keys on the Sceptre keypad and the specific information you want is displayed—in full color text and graphics—right on your TV screen. Instantly.

For example, your child comes home with a tough school assignment. Even the library's encyclopedia doesn't have the latest information. But you do. With Viewtron you'll have an always current and complete encyclopedia of knowledge at your fingertips.

Or, you've got some stocks you're following. The best information you can get without bothering your broker is a day old. With Viewtron, you can get updated stock prices any time of the day.

Perhaps you're planning a flight to Boston. You want the lowest fare but don't have the time to find it. Viewtron's airline information file displays all your options within seconds.

These are just a few of the many ways Viewtron can save time and improve your life. Here are two more.

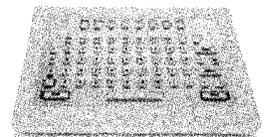
### Bank and shop where you live. At home.

Yes, with Viewtron you'll now be able to do your banking without leaving your living room. Check account balances. Transfer funds from account to account. Even pay all your monthly bills in minutes. And it's all totally secure. Private code numbers assure only you will be able to access your accounts.

Most exciting of all, you'll be able to shop South Florida's finest stores directly through Viewtron. Compare prices. Shop for bargains. Locate the services you need. And then, with a press of a few keys, order what you want and pay by credit card.



### Here's what you need to access Viewtron on your TV set.



### Sceptre™ The new videotex terminal from AT&T.

To make the Viewtron connection, all you need is the new Sceptre terminal from AT&T. It's easy to install—you do it yourself in minutes—and so simple to use even children learn to operate it quickly.

This magical electronic marvel comes in two parts:

- A control unit that attaches easily to your TV set and telephone jack.
- A compact remote control keypad that lets you operate the terminal from anywhere in the room.

Sceptre comes with all the quality AT&T products are known for and provides security for banking services.

Why wait any longer? Be the first in your neighborhood to experience Sceptre and Viewtron.

# VIEWTRON. THE WAITING IS OVER.

TM Trademark of AT&T Viewtron is a registered service mark applicable only to the service provided by Viewdata Corporation of America, Inc., a wholly owned subsidiary of Knight-Ridder Newspapers.