



VIDEOTEX'81 International Conference & Exhibition  
May 20-22, 1981, Toronto, Canada

© Online Conferences Ltd. & Infomart 1981

No part of this book may be reproduced,  
stored in a retrieval system, or  
transmitted in any form, by any means,  
electronic, mechanical, photocopying,  
microfilming, recording or otherwise,  
without written permission from the  
Publisher.

Published by Online Conferences Ltd.,  
Northwood Hills, Middlesex, UK

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

Paul C. Waring  
Vice President - Corporate Development  
Cox Cable Communications, Inc.  
USA

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

### Introduction

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

### Cox Cable

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

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

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

#### New Development - INDAX

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

# Explore Litigation Insights

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

## Real-Time Litigation Alerts



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

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

## Advanced Docket Research



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

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

## Analytics At Your Fingertips



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

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

## API

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

## LAW FIRMS

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

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

## FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

## E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.