

A Service of the Future for American Homes

# VIEWTRON

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

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

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

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



answer questions on a community bulletin board.

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

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

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

will help determine future directions for the service.

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

## Information Providers

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

## Advertisers

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



# SHOPPING EDUCATION INFORMATION MESSAGES

SEARS CATALOG ADV 98521

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

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

CRAN TSMAN

Seems like America Shops for Value

CMD

KNIGHT-RIDDER LAUNCHES VIEWTRON

The Miami Herald Wednesday 1 p.m.

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

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

Enter 1 for more items  
2 for previous index

CMD

SERVICE-MERCH ADV 950222

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

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

Enter 1 To Order  
2 for more items  
3 previous index

SERVICE-MERCHANDISE

CMD

JERNEY ADV 98023

ITEM: ATTIC FAN

PAGE NO. 767 QUANTITY: 1

CATALOG NO. AJ901-3228A

SIZE: COLOR NO./NAME:

UNIT PRICE \$ 39.59

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

ENTER SEND TO WANT FILE

CMD

COLSINS ADV 930112

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

Enter 1 for next item  
Enter 2 for index

CMD

BOATING ADV 97155

Press RECALL key for correct answer

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

Enter 1 for next question  
2 for Boating Question Index

CMD

AUTOMOTIVE ADV 9808

## BULLETIN BOARD

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

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

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

CMD

VIEWTRON ADV 930112

## Sports

Enter appropriate number

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

Enter 2 for Viewtron Index

CMD

VIEWTRON ADV 930112

## ON THE ROAD CHEVROLET CITATION

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

Enter 1 for Booking Comparisons

SMALL CAR BUYING GUIDE

CMD

LEARNING ADV 934

Learn to use a power tool

CMD

EASTERN ADV 930123C

## SCHEDULES MIAMI TO PHILADELPHIA

Time	City	Stop
11:45p	Miami	Nonstop
1:30a	Atlanta	Nonstop
3:15a	Atlanta	Nonstop
5:00a	Atlanta	Nonstop
6:45a	Atlanta	Nonstop
8:30a	Atlanta	Nonstop
10:15a	Atlanta	Nonstop
12:00p	Atlanta	Nonstop
1:45p	Atlanta	Nonstop
3:30p	Atlanta	Nonstop
5:15p	Atlanta	Nonstop
7:00p	Atlanta	Nonstop
8:45p	Atlanta	Nonstop
10:30p	Atlanta	Nonstop
12:15a	Atlanta	Nonstop
2:00a	Atlanta	Nonstop
3:45a	Atlanta	Nonstop
5:30a	Atlanta	Nonstop
7:15a	Atlanta	Nonstop
9:00a	Atlanta	Nonstop
10:45a	Atlanta	Nonstop
12:30p	Atlanta	Nonstop
2:15p	Atlanta	Nonstop
4:00p	Atlanta	Nonstop
5:45p	Atlanta	Nonstop
7:30p	Atlanta	Nonstop
9:15p	Atlanta	Nonstop
11:00p	Atlanta	Nonstop

Return Schedules 1  
Symbols & Abb. 2

EASTERN

CMD

WEATHER ADV 110372

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

TEMPERATURES	HUMIDITY
High 68°	At 7am 88%
Low 50°	Midday 92%
At 7am 54°	RAINFALL
Water midday 72°	Probability 10%
Records/This date	WIND
High 1937 89°	Speed 10-15 mph
Low 1945 38°	Direction NW
BAROMETER	WAVES
At 7am 29.02"	Near shore 2'-3'
steady	Offshore 3'-5'

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

CMD



VIEWTRON ADV 55814

# News

Enter appropriate number

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

NEW YORK AND CONSUMER INDEX  
 TELEVISION PARTS  
 DENVERSON N

Enter 0 for Viewtron Index

CHD

VIEWTRON ADV 55814

# How to Save Gas

INDEX

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

ENTER NUMBER

CONCORD TO SHELL FOR PARTNERS

CHD

VIEWTRON ADV 81511

# BILL PAYERS BY VIEWTRON

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


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

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

PRESS SEND TO CONTINUE

VIEWTRON ADV 55814

# FLORIDA VOTES IN CONGRESS



CONGRESSIONAL QUARTERS LINC 305/251-6400

WASH DC 20540

CHD

VIEWTRON ADV 55814

# STOCKS INDEX

NAME	DIV	PE	100s	HIGH	LOW	CLOSE	CHG
DiamS	1.50	10	988	33	32 1/2	32 1/2	- 1/4
Diebold	.70	13	151	35 1/2	35 1/2	35 1/2	-
DigEq		16	1149	70 1/2	70 1/2	70 1/2	- 1/2
Dillon	1.08	9	74	18 1/2	17 1/2	18	+ 1/4
Disney	.72	12	1287	44 1/2	43 1/2	45 1/2	+ 1/2
DnPeppr	.68	12	1115	14 1/2	13 1/2	13 1/2	- 1/4
DocuMat		22	16	17	15 1/2	17	+ 1/2
Donnyly	1	8	48	28 1/2	24	27 1/2	- 1/2
Dorsey	.75	4	281	14 1/2	13 1/2	14	-
DowCh	1.60	9	1675	34 1/2	32 1/2	34 1/2	+ 1/2
DowJn	1.44	14	107	44 1/2	41	44 1/2	+ 1/2
Dravo	1.28	8	75	31 1/2	30 1/2	31 1/2	+ 1/4
Dresser	1.10	9	725	5 1/2	5 1/2	5 1/2	+ 1/4
DraxB	1.72	-	76	15 1/2	14 1/2	15 1/2	+ 1/2
duPont	1.24	6	811	41 1/2	41 1/2	41 1/2	- 1/4

Enter 0 for News / 5 for Stocks Index

CHD

VIEWTRON ADV 4501

# Spanish

Enter number of lesson desired

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

\* for more

Enter 0 for Language Index

CHD

VIEWTRON ADV 545

# BASS

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

BASS SAVES YOU GAS WITH TIX-BY-VIEWTRON

CHD

VIEWTRON ADV 590231

# GRAND UNION

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

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

CHD

VIEWTRON ADV 9857

# Charade

CONTINENTAL CUISINE

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

Major Credit Cards Honored  
 OPEN DAILY

Enter 0 for Hours and Menu / 1 for Index

CHD

VIEWTRON ADV 7104

# Common Problems

Select category and enter NUMBER

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

Enter 0 for Red-Head Book

CHD

VIEWTRON ADV XRF 30

# OAG

THE OFFICIAL AIRLINE GUIDE

CHD

VIEWTRON ADV XRF 35

# Travel

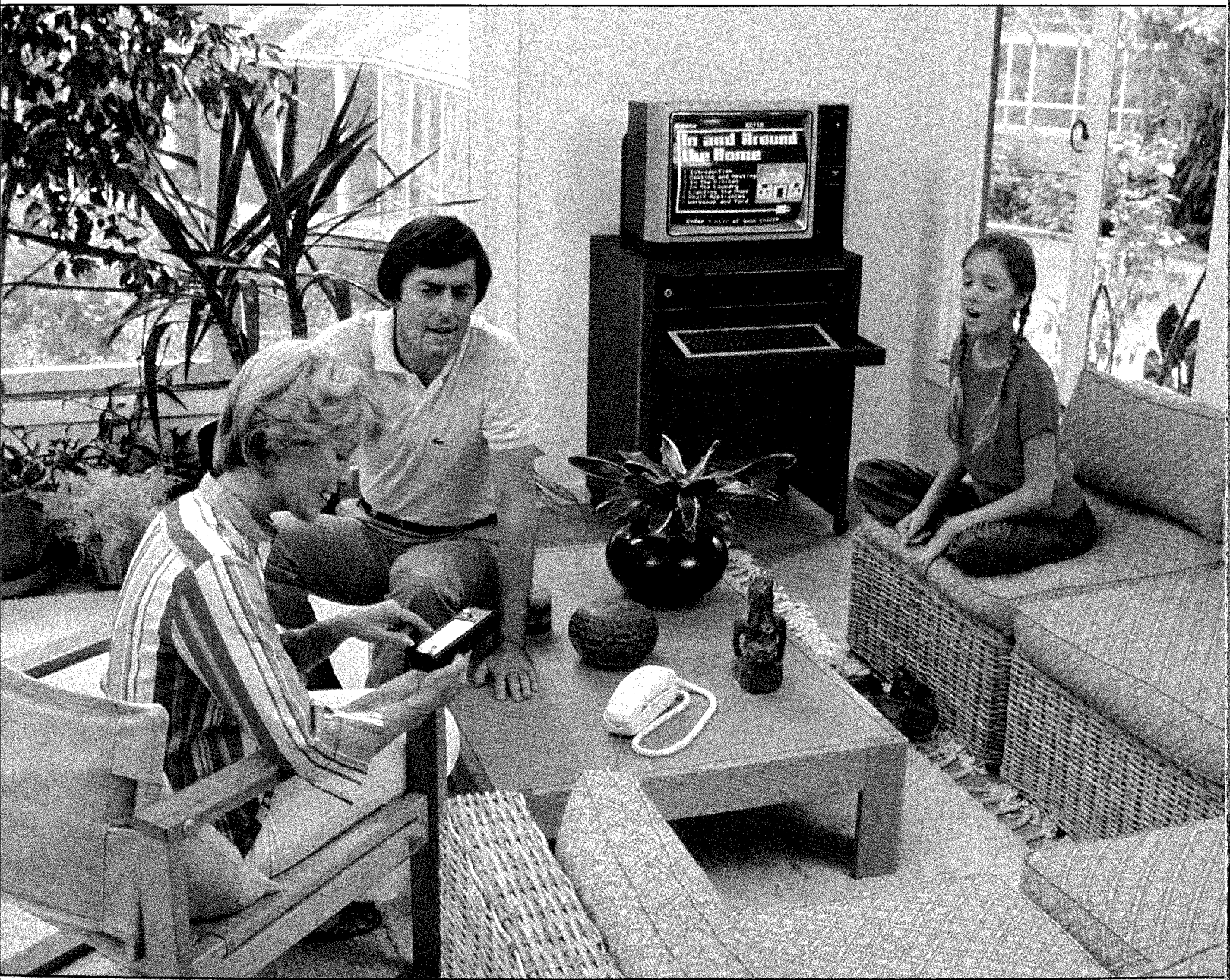
Enter appropriate number

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

CHD



# THE WORLD AT YOUR FINGERTIPS



**DOCKET**  
**ALARM**

Find authenticated court documents without watermarks at [docketalarm.com](https://docketalarm.com).



# Explore Litigation Insights

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

## Real-Time Litigation Alerts



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

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

## Advanced Docket Research



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

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

## Analytics At Your Fingertips



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

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

## API

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

## LAW FIRMS

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

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

## FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

## E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.