

VIEWTRON

November 1983

MAGAZINE & GUIDE

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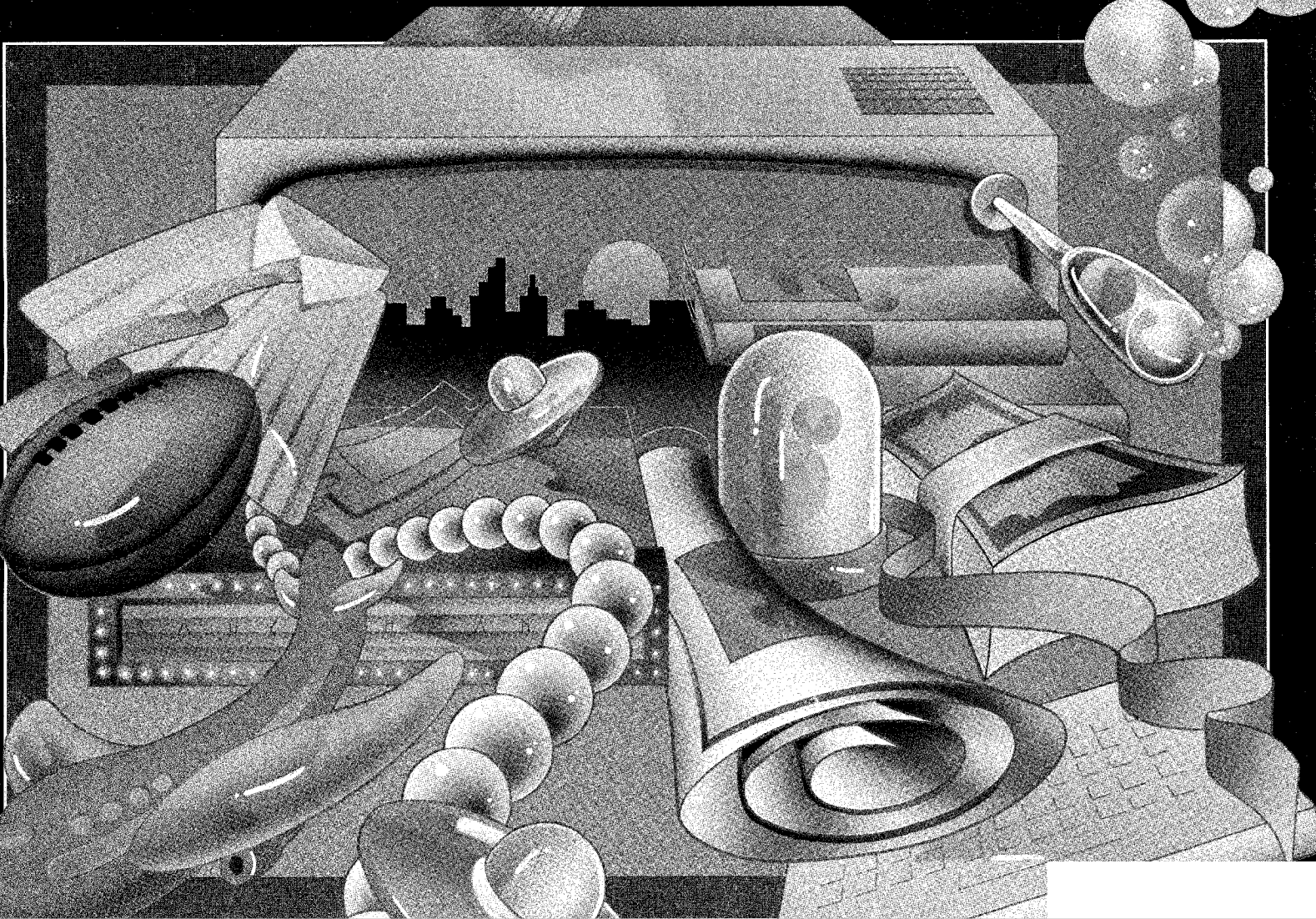
TOUCH THE FUTURE

Futuristic Way of Living Arrives In South Florida

VIEWTRON SERVICE BEGINS

THE WAITING IS OVER

WHAT YOU WANT — WHEN YOU WANT IT



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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.

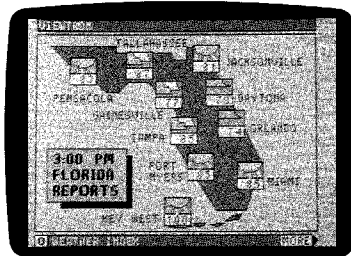
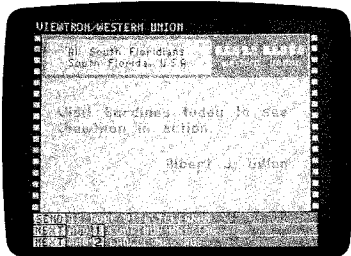
How many of us were fortunate enough to be there when the first television set showed its first program, when the first radio crackled its first sounds, when the first talkie movie was shown, when the first words came through Bell's telephone, or when the first U.S. newspaper came off the press? Few 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.

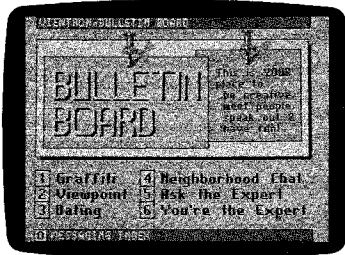
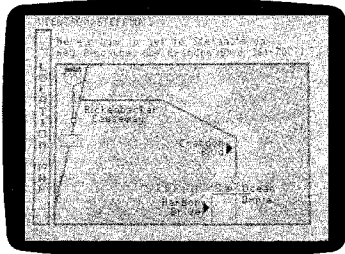
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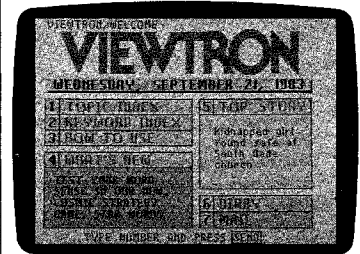
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GUIDE

VIEWTRON CATEGORIES 20

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.



FEATURES

VIEWTRONLAND POSTER 12

Pull out a giant poster of Viewtronland. At a glance, you can discover the world of Viewtron available to you at your fingertips.

HOW VIEWTRON WORKS 19

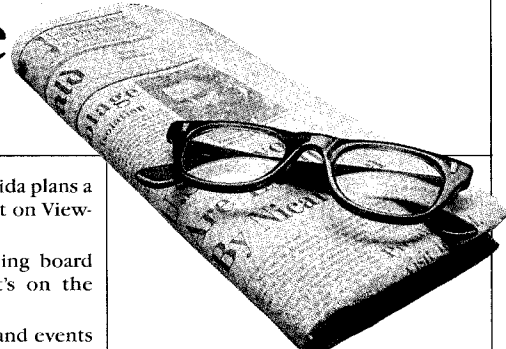
Learn how the TV, telephone and computer are combined to bring you your newspaper, your bank records, your mail and much more.

WHERE TO BUY VIEWTRON 23

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



WITH 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.

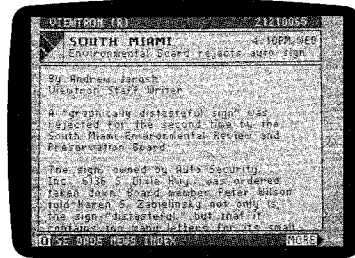
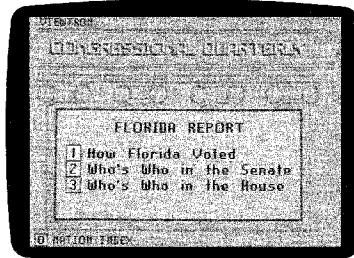
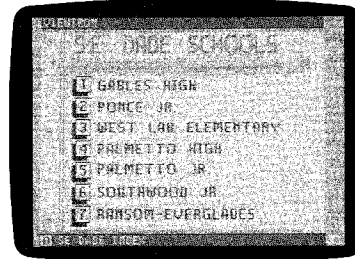
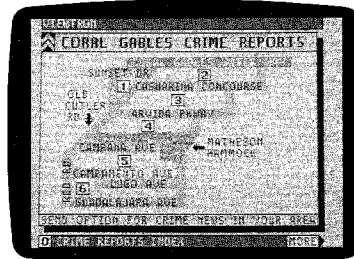
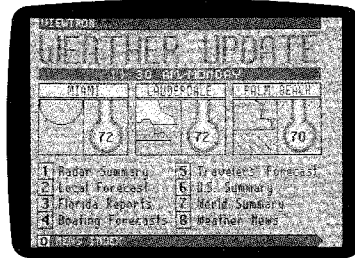
Find out how much the house down the street sold for. Local listings record sale prices of homes in your neighborhood, births at local hospitals, occupational licenses, government meeting agendas and special notices.

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

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 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.

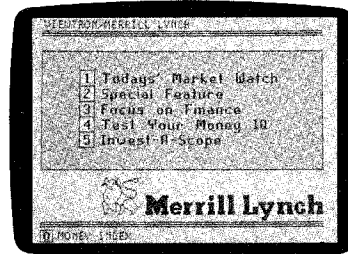
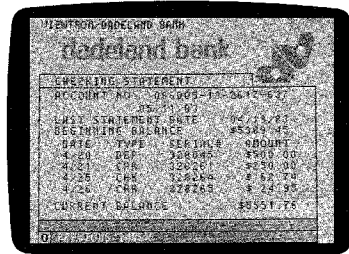
Take advantage of another bill-paying feature by authorizing payments to be made automatically months later. This might be useful for a quarterly payment such as car insurance.

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 Leasure.

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. ■

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