The Battalion

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Computer ads a 'step' into videotex industry

United Press International

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KLAHOMA CITY ica's first metro-area pubmation computer system will begin operation in ma City and investors say ly their first entry in he dollar "videotex" indus-

nders of infoVision Inc. heir system will give them start in the heated comion for the expected billionr computer information

Ve view this as a first step," Mike Farnham, president chief executive officer of in-

Farnham, previously an alyst and planner for TG&Y res, spent more than two ncept, which he describes as "a run home my lo retrieve information." ars researching the videotex to retrieve information." By May 15, the group of Oklama City investors will place 40 o-way terminals at highefficareas such as airpots, conmion centers and shopping alls. The screens, up to 100 by day in the pr ber, will allow users to get sand descriptions of the city's Greg Walker ng centers, motels, enter-

> vertisers will pay fees of up a "page" per year to be ded in the system. oVision investors are beteir first videotex system ged behind," he said.

ent and restaurants free of

will set the stage for an intense assault on the grassroots consumer market.

There's profitability in the obviously the billion-dollar industry that all the experts refer

to is in the home," Farnham said. 'We have to acclimate the

plans to introduce "closed" subscription computer services that home videotex systems, but subcould offer exclusive informa-tion for the legal, medical, financial and real estate industries. Next could come a computer says experts estimate some 30 catalog shopping service. Ulti- million homes will have compumately — perhaps within five ters by 1990. years — infoVision officials hope to offer an affordable fullhope to offer an affordable full-service in-home computer infor-formed a \$50 million partnermation subscription service.

allow you to sit in your recliner said. and shop, bank and read the Wall Street Journal and transact business through your television," Farnham said.

InfoVision investors, who have spent less than \$1 million so far, say they expect to reach the "break-even" level of about 20 metro-area videotex systems their system in about eight months.

Larry Lucas, a principal shareholder, said videotex sys-tems are nothing new in other countries, especially in Europe. tors are expected to attend a The states have kind of lag-

electronic Yellow Pages" is offered, and in Switzerland. the first in the United States to each week offer a citywide public access

scription prices were too high states. for residents and the computer boom had not taken hold. He

ship to establish videotex sys-"The third phase would be to tems around the country, Lucas

> "It's a very hot subject — the videotex business - right now,"

2,800 pages of advertising for across the country, he said, with commitments already having been made for San Francisco, Phoenix and Honolulu.

> He said thousands of invesvideotex conference in Chicago

He said videotex systems are operating in France, where an ing plan is based on a program can be updated almost immediately. Eventually, users will be being operated successfully in Toronto by Genesys Group Inc., public access environment, but Florida's Disneyworld has a of Ottawa, Canada. Users of the or the weather forecast or even the way videotex system as does a mall in Toronto system dial up some 4 Dallas, but Lucas said his will be million pages of advertising Palace in Las Vegas.

consumes and get them used to interacting with the computer."

Within months, InfoVision videotex system.

Farnham said other American investors previously spent videotex system.

InfoVision has purchased Genesys software, which includes capabilities for intricate some \$50 million to promote in- color graphics, and has rights for it in seven southwestern

> The company will be looking at other cities — particularly those with high tourist traffic, like Denver — for possible ex-

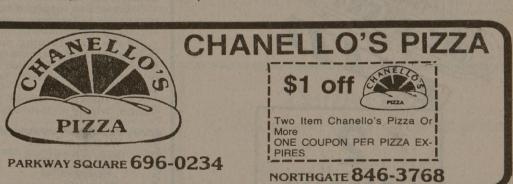
Advertisements in the system

able to read a restaurant menu, find a motel, get a football score see who's performing at Caesar's

public will adopt the infoVision concept, but studies have shown aren't any aliens to zap," he said. it may be the young who will lead

"In fact, the first people to not frighten them like it does walk up and use them are the some adults."

"Computer technology does



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addime to think of budgeting

Inited Press International

WILMINGTON, Del. ere did the money go? As ericans begin to look at the year while completing their me tax returns, this may be Padre Island most common question. ommissione ersonal finance advisers say is the time to take stock of kind in Te produce a \$1 83's expenditures before ing your 1984 budget, to set this year's priorities. ort area. pated to a

ng pier. Th

difficult, particularly if the Sells accounting firm.

To reconcile the account, financial records are kept in a shoebox, to be pulled out only at Albero said, approximate mis-

way to prepare is to go through the checkbook and detail the exthat cannot be accounted for," said Frank Albero of Wilmington, who is with the New York

Fracking last year's dollars is City-based Deloitte Haskins &

cellaneous expenditures by "My feeling is that the best figuring average daily expenses.

To establish a budget, estimate monthly net income and penditures. But often, what you then subtract fixed expenses get in the end is a dollar amount such as housing and credit payments, and set estimated spending limits on other categories food, utilities, clothing and fun.

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