

# PRESTEL IN THE HOME

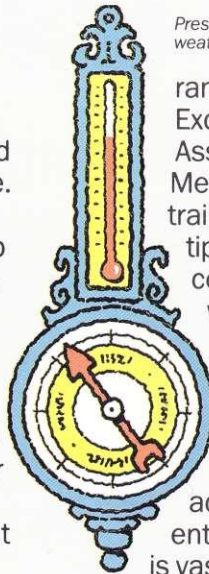
**P**restel, British Telecom's viewdata service, is a flexible and inexpensive method of accessing information and services electronically from your own home. You can see what's on at the theatre, read the review and make your booking, look up tomorrow's race meetings, the latest news, try a quiz, see how your shares are performing, or look into any one of thousands of other possibilities. You can also send messages to other Prestel users - in seconds, and without moving more than a finger. Prestel, in short, is a breakthrough in easy two-way communication.

The system works by sending information down the telephone line to your home. By operating a simple keypad, you can call up pages or screens of information and have them displayed on an ordinary television screen adapted for the purpose.

## A MANY-SIDED INFORMATION SERVICE

The information available on Prestel is provided by over a thousand independent sources known as Information Providers,

Prestel offers in-depth, up-to-date weather checks 24 hours a day



ranging from the Stock Exchange to the Consumer's Association to the Meteorological Office. There are train and ferry timetables, racing tips, best-buy recommendations, consumer advice, latest weather, 'where to eat' guides, information on health care, details of air departures and arrivals, and much more. In fact, Prestel can be a travel centre, a citizens' advice bureau, an entertainments guide... the list is vast, and all the information available in seconds. Furthermore, the providers of the information can change it at a moment's notice, keeping you right up to date.

In addition, Prestel gives you access to other computers operated by Information Providers themselves. This opens up new possibilities in - among other things - home shopping and banking.

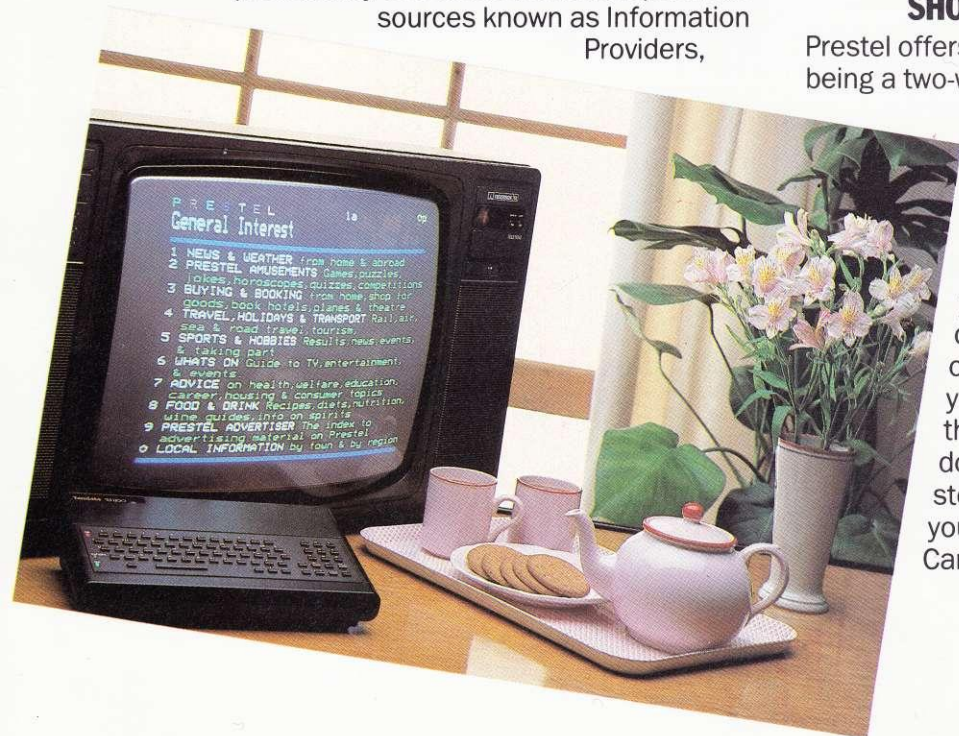


## SHOPPING BY PRESTEL

Prestel offers the great advantage of being a two-way system. You can send messages to Information Providers and of course one of the most obvious applications of this is electronic shopping. Several suppliers offer the ability for you to place orders by completing response frames on screen. You simply supply your credit card number and the goods will arrive on your doorstep - from such famous stores as Debenhams, or even your weekly groceries from Carrefour.



Look up tomorrow's runners or check the latest results



## **SENDING MESSAGES... MAKING BOOKINGS**

A development of the two-way facility is Prestel Mailbox. This allows you to send personal messages and ready-designed greetings cards to other Prestel users. That could be invaluable if there's a family birthday tomorrow and the shops are closed - or simply for sending memos to the office or to other colleagues.

Travel and entertainment is another major part of Prestel's leisure services. Almost every holiday operator in the UK has information on Prestel. Instead of letters or phone calls you can make a single call to Prestel, browse and choose at your own pace.

## **HOME BANKING ON PRESTEL**

Homelink is a service operated by the Nottingham Building Society and Bank of Scotland which by connecting their own computer to the

Prestel network lets investors apply for loans, ask about interest rates, inspect their accounts and even transfer funds, all from their own homes.

## **PRESTEL FOR YOUR HOME COMPUTER**

If you own a microcomputer you can join Prestel Microcomputing and help yourself to an enormous range of software. No longer will you need to copy listings by hand or wait for new programs to arrive by post. You'll also be in close contact with other

*Check on the latest holiday information*

micro users for exchanging information, getting the latest on new equipment, and keep abreast of home computer news.

## **PRESTEL FOR INVESTORS**

Prestel's CitiService draws together financial information from various sources (the Stock Exchange among them) and presents it in easy-to-read, quick-to-access form. Everything the home investor needs to know can be available in seconds, with more up-to-date information than any newspaper could ever offer.

## **THE COST**

Because Prestel uses your existing telephone line and television set, all that is needed is a small modification to that line and an adaptor which can be bought or rented.

The Prestel system is evolving constantly, and by the time you read this brochure still more features are likely to have been added. There is literally no limit to the fascinating, entertaining, time-saving options that Prestel in the home can bring you.

*Prestel  
Microcomputing  
brings your home  
computer to life*

*Order goods from your armchair  
and have them delivered to  
your door*

*If you would like to join the Prestel  
service please contact: Prestel  
enquiries on 01-822 1122*