

# PRESTEL: THE SIMPLE COMMUNICATIONS SERVICE

**P**restel is a breakthrough in fast, low-cost and flexible two-way communication. It uses the telephone line in your home or office to bring you an enormous range of information and services. With a simple keypad the size of a calculator you can call up information from hundreds of different sources and see it displayed on your television screen. You can also communicate with other Prestel users.

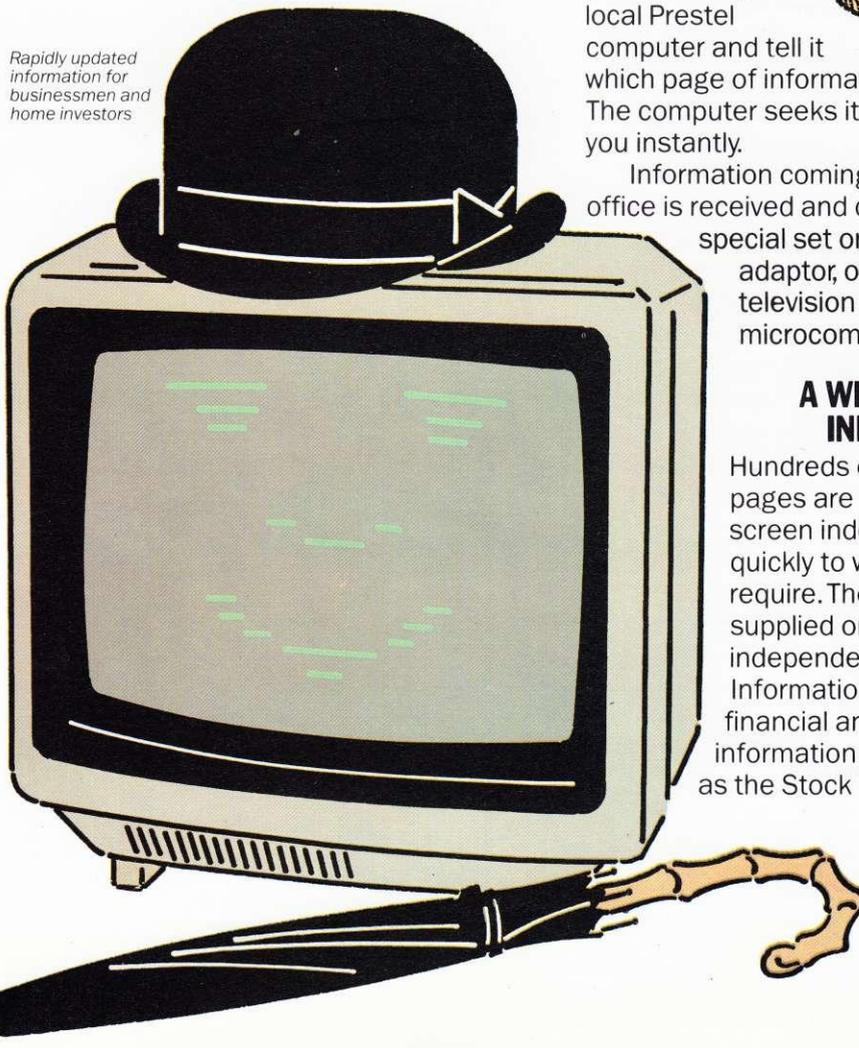
If you run a company, you can use Prestel as a complete and confidential internal communications system.

But, if you simply need to book a hotel room or an airline ticket, or pay some bills after hours, Prestel can provide the means. And many home computer owners are using Prestel to gain access to a wide selection of programs.

*With a simple, hand-held keypad you can call up the information you need*



*Rapidly updated information for businessmen and home investors*



*Prestel lets you send and receive messages quickly and conveniently*

The list goes on, and there are more details below on the many uses of this service. First, however, a few basics of how it works.

By pressing a button on a keypad you dial into your local Prestel computer and tell it which page of information you wish to see. The computer seeks it out and sends it to you instantly.

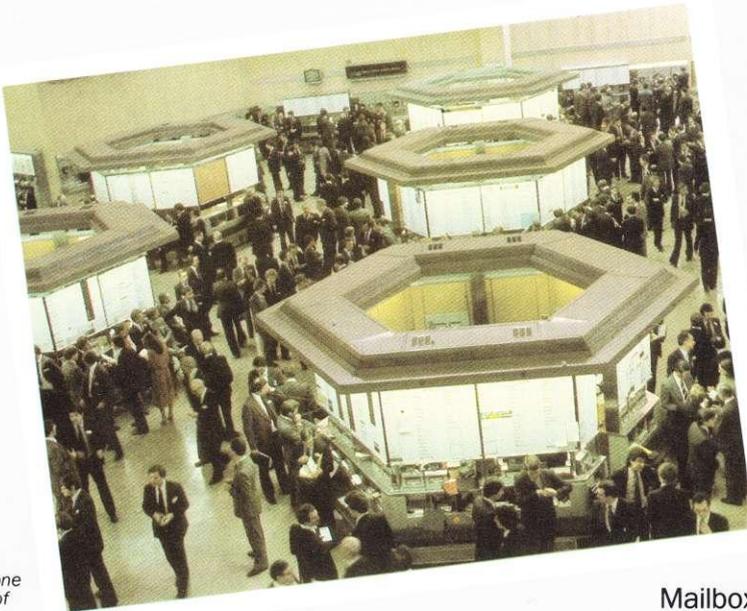


*Instant information - saves you time and money*

Information coming into your home or office is received and displayed on a special set or, by means of an adaptor, on an ordinary television set or microcomputer.

## A WIDE RANGE OF INFORMATION

Hundreds of thousands of pages are available, and an on-screen index guides you quickly to whichever you require. The information is supplied on Prestel by independent specialist Information Providers. There is financial and company information from bodies such as the Stock Exchange, holiday



The Stock Exchange is one of hundreds of Information Providers

where to stay and send booking details there and then. Holiday operators run a similar service. So do mail order companies: you can access the electronic catalogue, browse through it page by page, and then send off your order, all without stirring from your armchair.

If your keypad has letters as well as numbers, you can also send messages to the Information Provider. But more than that, with Prestel's

Mailbox, you can send messages to other Prestel users. Here the Prestel computer acts as an electronic sorting office and your message is instantly available.

Many businesses use Mailbox to keep in touch with staff nation-wide. No longer do you need to catch someone at the other end of the telephone: using Mailbox he can pick up the message from any suitable terminal at any time of day or night.

Through Mailbox you can notify

information from many tour operators throughout the country, timetables from British Rail, ferry companies and airlines, where-to-stay details from the big hotel chains, and a great deal more besides. In fact, more than 1000 organisations display information on Prestel. What's more, they can update this information at any time so you can be sure of always seeing the latest facts and figures. News headlines, airline and theatre ticket availability, sports results and commodity and share prices are just a few examples, all continually updated, in some cases by the minute.

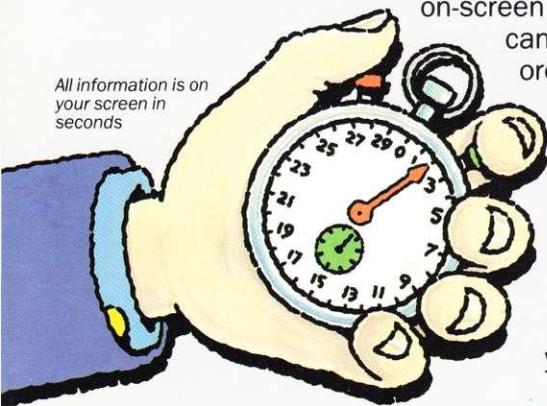


Prestel is at your command 24 hours a day

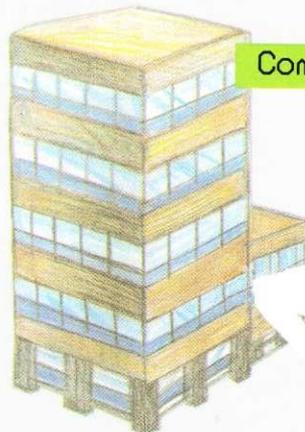
### PRESTEL: ONE-WAY, TWO-WAY

But bringing you instant information is only the beginning of the story - Prestel also allows you to 'talk back.' By using Prestel's on-screen 'postcards' you can send messages, order goods or request further information instantly. For example, you can call up details of hotels in Britain and abroad, make your choice of

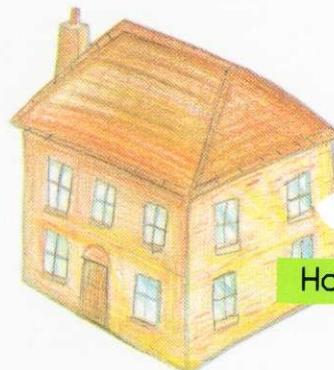
All information is on your screen in seconds



### Company messages



### Home banking



Prestel gives you two-way communication with hundreds of sources offering information and services

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Prestel Roomservice offers trouble-free hotel booking

business associates of last-minute delays or changes in meeting arrangements.

With Prestel you can also send 'instant' birthday or Christmas greetings; there is also a large selection of 'ready-made cards' - invitations, good wishes and general greetings. Just add any message, press a button and it's sent, ready to be read at any time.

### COMPANY COMMUNICATIONS MADE EASY

A complete system for internal company communication is provided by Private Prestel. This enables any business or organisation to communicate confidential information cheaply and quickly to specified users. Some pages, for example, might be solely for salesmen,



others for agents or senior management. There is no quicker or more versatile method of linking the separate parts of any organisation in one, cost-effective, communications network.

### GATEWAY

Many companies find that they can cut their communications costs by hitching their own computers to the extensive Prestel network through a Gateway link. This means that sales orders, for example, can be entered and processed more quickly and cheaply. In the same way people booking airline tickets, seat reservations and holidays can receive immediate confirmation. In some cases you can have direct access to your bank or building society account to pay bills, apply for loans or request the transfer of funds - all through the Homelink service.



Home banking is just one of Prestel's exciting features

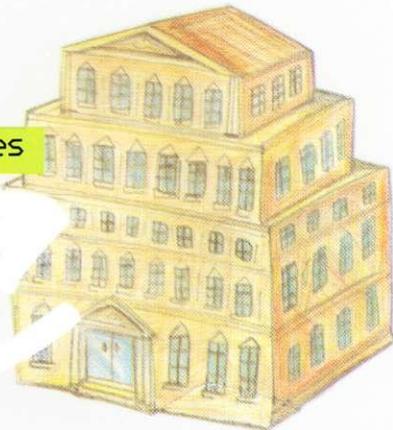
### PRESTEL IN THE OFFICE... AND IN THE HOME

Prestel is equally useful at home or in the office. Private investors and City businessmen both use Prestel CitiService, an easy-to-use package of rapidly updated financial information

	EXCHANGE RATES	ARRIVAL TIMES
FRANCE	FRA 11.85	06.30
USA	\$ 1.48	11.45
SPAIN	PTAS 229	12.50
ITALY	LIRE 2360	14.30

Information for the holiday-maker and the travel trade at the touch of a button.

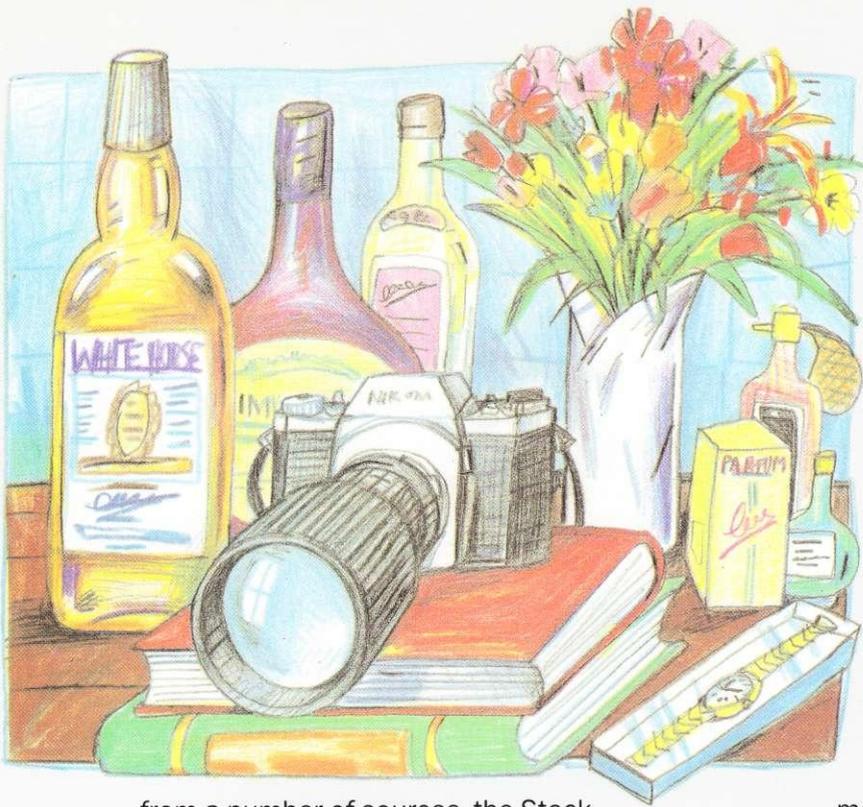
Share prices



Travel booking



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With Prestel you can now shop from home

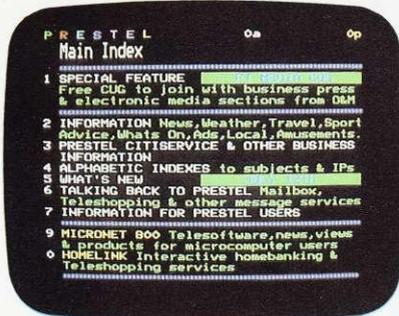
specialist pages for groups such as farmers, hoteliers, estate agents, lawyers, doctors and racing enthusiasts... to mention just a few.

### CHARGES AND EQUIPMENT

All Prestel customers pay a quarterly standing charge and while using Prestel you will be paying for a telephone call. In addition, if you access the service during business hours you pay a charge for the Prestel time you use. Some of the

most frequently updated Prestel pages carry viewing charges but the vast majority carry no charges at all.

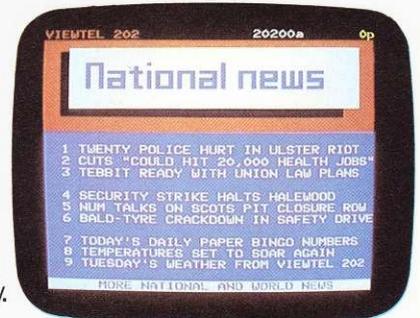
from a number of sources, the Stock Exchange among them. And home users enjoy an enormous range of possibilities from teleshopping to hotel booking, from choosing holidays to sending messages, from calling up biorhythm charts to playing games and entering quizzes. Owners of microcomputers have an extra bonus in Prestel Microcomputing, a club for the automatic transfer of computer programs, news and views and much more. In addition there are hundreds of



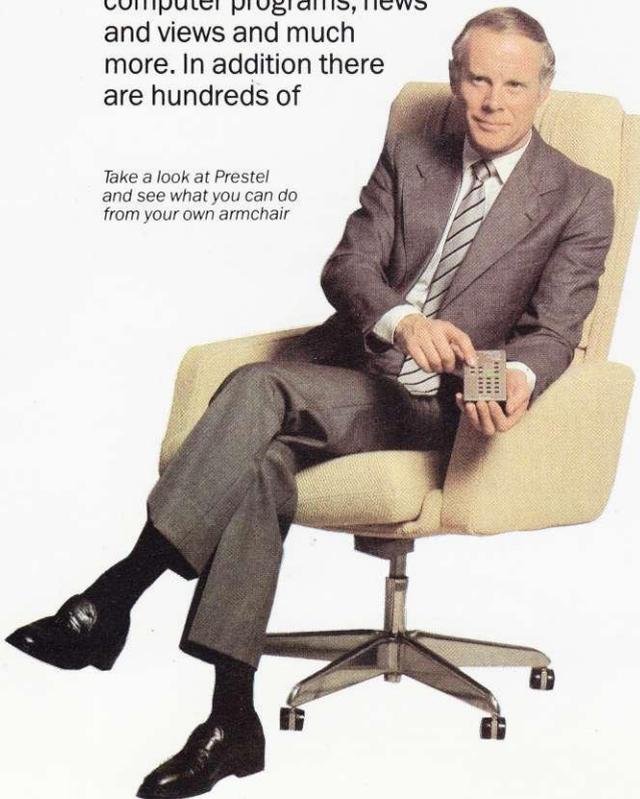
Specialist groups - such as farmers - have Prestel pages of their own

Prestel uses existing telephone lines, so all you need as a new customer is a viewdata set or an inexpensive adaptor for your television, both of which we can supply.

Prestel is growing fast. New services and facilities are being introduced frequently.



Take a look at Prestel and see what you can do from your own armchair



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

