

Mel Bullen.



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What does Mel  
think?

July 1981

is this a waste  
of time?

Chris,  
shall we send  
Mel?  
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Dear Sir

International Videotex Standards

The last few months have seen intense activity in this field with important and substantial documents being published by CCITT, CEPT and AT&T, ISO, the EEC, EBU, CCIR, and IEC are also active. These developments are profoundly important to all concerned in the Videotex industry, whether they are concerned with the manufacture and marketing of terminals and private Videotex systems or with the publishing of information on Videotex and its interchange on an international basis. Both British Telecom Research Laboratories and Prestel have received many requests from people who wish to obtain copies of the various publications or who have received them and are unable to interpret their significance without specialist help.

Another recent development has been the announcement of a technical consultancy scheme designed to render the technical expertise of British Telecom Research more accessible to British industry in general and to small firms in particular. It has been decided that British Telecom Research Laboratories first venture under this scheme will be a one day course (with some associated consultancy services) for those wishing to understand fully the Videotex standards. The course will take place on September 17th at the Institution of Electrical Engineers in London. A copy of the programme is attached and you will see that the lecturers are without exception closely involved in the production of the standards. The majority are UK delegates to the relevant bodies and two have held Rapport positions of the international expert working parties that actually drafted the standards. Clients will receive substantial documentation including the full CCITT S series of recommendations for Videotex and Teletex, the relevant ISO standards and the CEPT standard. Although not intended by the various bodies to be confidential these documents are not all easily obtainable and indeed the recently endorsed CEPT recommendation is not yet obtainable elsewhere. The day will conclude with two question sessions, one 'open' for everyone attending and the other an opportunity to meet the lecturers confidentially to facilitate the answering of questions which clients may consider commercially sensitive. Clients will be given advice on how to make their own views known to the standards making bodies. This is important since it can be argued that in some areas relatively small groups of 'insiders' isolated from the main stream of industrial activity are making decisions that

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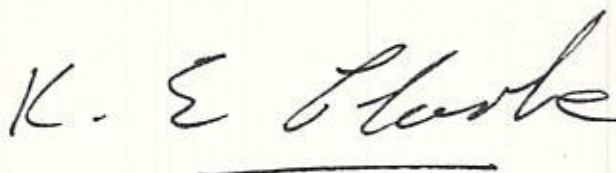
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have wide ranging effects on the embryonic Videotex industry.

A timetable for the day is attached, but the benefits of attendance will not end at 5 o'clock. Clients will receive from British Telecom Research Laboratories two newsletters describing developments during the next year and developments are certainly anticipated in North America and Japan. Furthermore, each client will be given a contact at British Telcom Research so that individual queries arising during the next 12 months can be answered by correspondence. The fee for the consultancy and the course is only £145 plus VAT, a special discount on the normal charge available only to Prestel Information Providers and the British TV set industry. I attach an application form but if you need any further information please contact Sheila Mitchell at the above address.

I do hope that you, or a colleague, can attend.

Yours faithfully

A handwritten signature in dark ink, reading "K. E. Clarke". The signature is written in a cursive style with a horizontal line underneath the name.

K E Clarke  
Head of Viewdata Division, British Telecom Research  
Prestel Development Manager

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One Day Course on International Videotex Standards

Thursday 17 September 1981      Faraday Lecture Theatre, IEE, Savoy Place,  
London WC2

Programme

10.00	Coffee
10.30	Survey of Standard Making Bodies K E Clarke - Head of Viewdata Division, BTRL
10.45	EEC Activity D J Sargent - UK Delegate to EEC Character Conference
11.00	CCITT Standard F 300 Dr A B Harris - UK Delegate to CCITT Study Group I
11.30	CCITT Standard S 100 D J Sargent - Videotex Rapporteur, CCITT Study Group VIII
12.00	CEPT Standard R A L Foster - UK Delegate to CEPT
12.30	LUNCH    Savoy Hotel, London WC2
14.00	Introduction to the ISO 7 Layer Protocol Dr G H L Childs - Rapporteur to CEPT CD/SE
14.15	AT&T Presentation Level Protocol Dr G H L Childs
14.45	The CEPT work on Data Interchange between Systems S J Wilders - UK Delegate to CEPT
15.15	The impact of new Digital Networks on Videotex Standards G P Hudson - Head of Viewdata Customer Equipment Group, British Telecom Research
15.45	Introduction to Technical Liaison Scheme S G Young - Head of Technology Executive Liaison Division
16.00	Close of formal presentation and Tea
16.30	General Questions
17.00 onwards	Speakers available to answer private questions

British Telecom Technical Liaison Scheme in conjunction with Prestel



One Day Course on International Videotex Standards

I wish to be enrolled on the One Day Course on International Videotex Standards to be held at the IEE on 17th September. I enclose a cheque to the value of £                      made payable to:

Post Office Telecommunications

signed

company

position

telephone

Every effort will be made by British Telecom to keep to the attached programme but British Telecom retains the right to alter the programme as and when circumstances demand.

PLEASE RETURN TO SHEILA MITCHELL, PRESTEL PUBLIC RELATIONS, TELEPHONE HOUSE, TEMPLE AVENUE, LONDON EC4Y 0HL.