# Netting personal computer users through Prestel

A new initiative which could boost the number of Prestel users to more than 100,000 should be launched this month.

The idea is to link personal computers, via Prestel, into a massive new database known as Micronet 800.

A new consortium of companies has joined with British Telecom in the £500,000 scheme aimed at computer users in business, home and education markets.

### Telemap

Teaming up in the new consortium are Telemap – the viewdata subsidiary of AMAP Business and Computer Publications – EEC Publications and Prism Microproducts.

Together they plan to produce a 30,000 page database, about three times larger than any other database on Prestel at the moment.

It will feature hundreds of games, business and educational programs which subscribers to Micronet will be able to call up on their own computers.

Special adaptors which allow the computers to link to Prestel are being made for the popular computers like Sinclair, Apple, BBC and Commodore. They should be available at about £50.

"The market for this Micronet service is enormous," said Mr Richard Hease, chairman of the three-company consortium.

### Complete world

"Our market studies show that there is already a base of some 600,000 personal computers in Britain.

"We plan to make Micronet 800 a complete world of information, communication and entertainment for computer users," he said.

The marketing of Micronet 800 is under way with a substantial advertising and promotional campaign. Prism Microproducts is handling the development and marketing of adaptors.

Micronet 800 was introduced to the public at the Personal Computer World Show at the Barbican.

● Mr Hease told *Viewdata & TV User* that Micronet had a two-phase plan for the year.

The first would be to attack the home and education markets with an offer which included 100 free programmes for each machine and 60 which could be paid for.

They expected this month to be operating with Apple, Commodore, Tandy, ACT Sirius, Research Machines and BBC.

In February, they hoped to launch with Spectrum and the following month with the ZX 81.

For the second period, from July, they would be turning to business machines, such as the IBM and ICL, with sophisticated electronic mail and information transfer services as well as a possible storage facility. The idea of a Gateway link later was also being considered.

They hoped to hit the 100,000 target by March 1983 – by which time an estimated three million personal computers would be in use.



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COMPUTER
USER        →   ADAPTOR   →   PRESTEL   ---------
                                              ACCESS TO ALL INFORMATION CONTAINED ON PRESTEL
                                              - GENERAL INFORMATION: News, Weather, Travel,
                                                Sport, Advice, Jobs, Bookings, etc
                                              - BUSINESS INFORMATION: Commodities, Stocks,
                                                Shares, Securities, Exchange Rates, Company
                                                Accounts, etc
                              MICRONET
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| NEWS & INFORMATION | BUYERS GUIDES | USER GROUPS | ADVERTISING | BUSINESS APPLICATIONS | HOME APPLICATIONS | EDUCATION APPLICATIONS |
|---|---|---|---|---|---|---|
| NEWS | COMPUTERS | BULLETIN BOARDS | CLASSIFIED | BUSINESS SOFTWARE | GAMES PROGRAMS | EVENTS / COURSES |
| DIARY / EVENTS | - to £500 | For users groups | - Jobs | - MANY STANDARD | BY THE 100s | |
| NEW HARDWARE | - to £1000 | like: | - Computers | APPLICATION | | EDUCATIONAL PROGRAMS |
| NEW SOFTWARE | - to £1500 | | - Equipment | PACKAGES | | BY THE 100s |
| NEW PRODUCTS | - to £2000 | - Apple | - Services | AVAILABLE FOR | BIG PRIZE GAMES | |
| NEWS BY MICRO | - to £5000 | - Commodore | - Directories | PURCHASE | | BULLETIN BOARDS |
| - SINCLAIR | SOFTWARE | - Tandy | - Swap Shop | | HOME PROGRAM | |
| - BBC / ACORN | - packages | - Amateur C Club | | TELEX FACILITY | DEMONSTRATIONS | |
| - RESEARCH | | LIST OF CLUBS | DISPLAY | - Bulletin Boards | | |
| MACHINES | EQUIPMENT | EVENTS | - New Products | - Electronic Mail | TEACH YOURSELF | |
| - APPLE | - Peripherals | | - Buyers Guides | | PROGRAMMING | |
| - COMMODORE | - Terminals | NETWORKS | - Events | PROGRAM DEMOS | | |
| - IBM / DEC | - Printers | Manufacturers' | - Program | - Financial Plan | FREE SOFTWARE | |
| - TANDY | - etc | own networks | Demonstrations | - Word Processing | 'ALADDIN'S CAVE' | |
| - ATARI | OFFICE AUTOMATION | | | - eg: Visicalc, | | |
| - SHARP | - Facsimile | CLOSED USERS | | Format 80 | BULLETIN BOARDS | |
| - ETC | - Dictation | - Dealers | | | | |
| | - WP Systems | - Sub IPs like: | | BUSINESS APPLICATIONS | | |
| | - Telephones | Publishers | | - Insurance Broker | | |
| | - Communications | Manufacturers | | - Solicitor | | |
| | - TV, Audio | | | - Estate Agents | | |
| | APPLICATION GUIDES | | | - etc | | |
| | - Solicitors | | | | | |
| | - Estate Agents | | | | | |
| | - Travel Trade | | | | | |
| | - Accountants | | | | | |
| | - etc | | | | | |