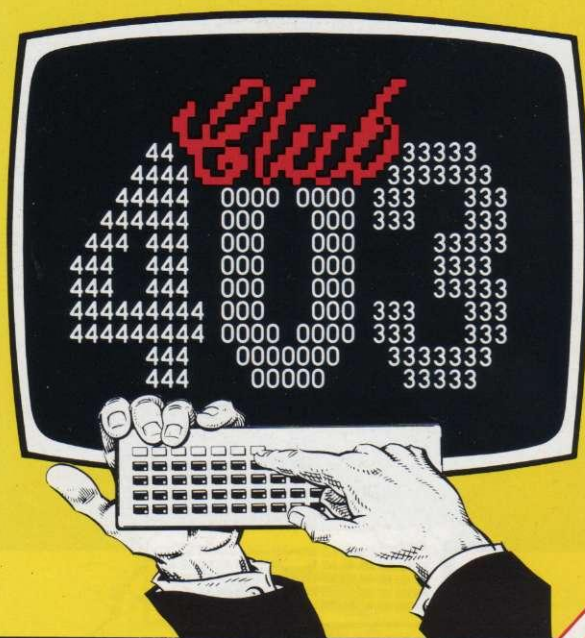




ow to... Shop from the comfort of your own home. Have easy access to some banks and building societies. Find out quickly whether the plane is on time. Check there are no roadworks in the area. Keep in touch with your children's schooling. Send messages via the TV screen. Make and confirm theatre bookings... and lots more besides.



## The Problem Solver

A simple introduction to a unique, new package of services available via a special television set



## WHAT IS CLUB 403?

Club 403 is a package of regularly updated news, information and services developed specifically for the consumer at home. Using the latest in modern technology, you can use a specially equipped television set to access all kinds of local, national and international news and information and, where appropriate, pay for a whole host of goods and services...all from the comfort of your own home.



## HOW DOES IT WORK?

Club 403 uses viewdata technology. This means that details of information and services can be transmitted down the telephone line into your home. A simple connection between your telephone and a special new type of TV set or adaptor means that the signals will be translated and displayed on your screen.

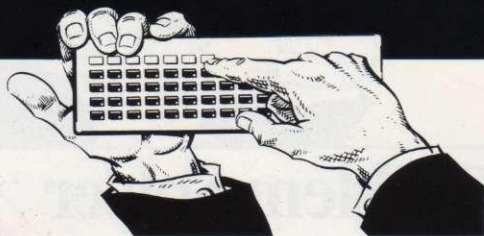
Just as anybody can talk back down a telephone line, a Club 403 member can "talk" back to the information source. This is done by using a simple keyboard like a mini typewriter.

A Club 403 member can also receive normal TV channels plus the teletext services, Ceefax and Oracle - all on the same TV set.



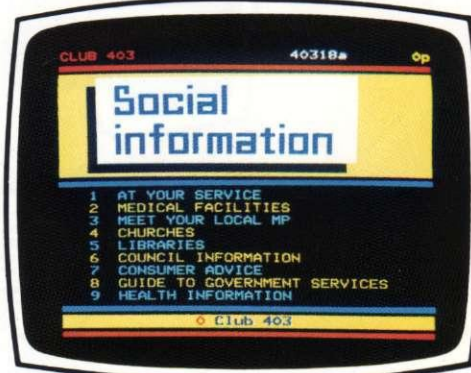
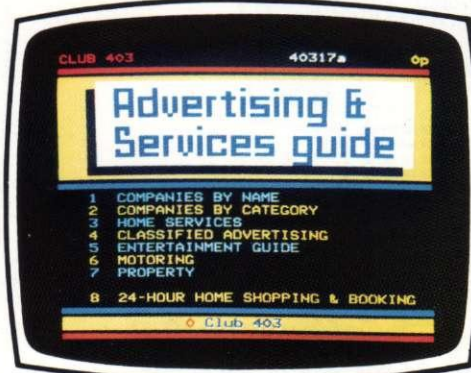
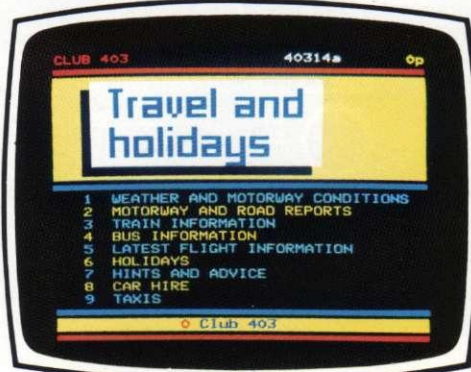
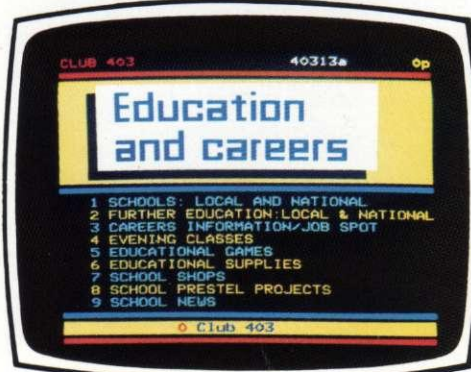
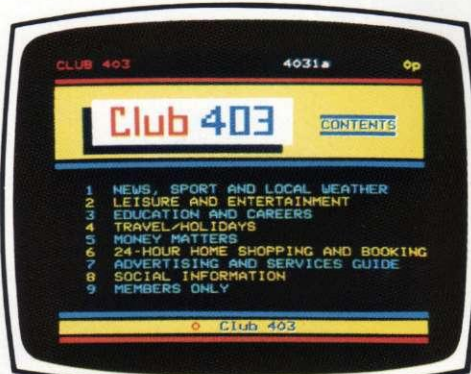
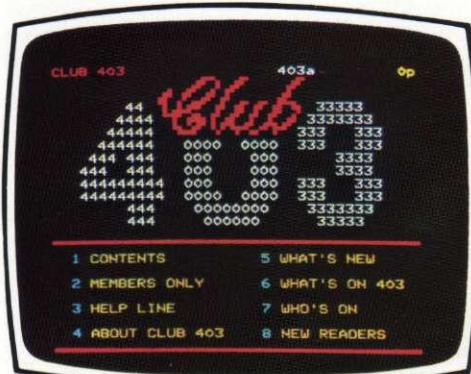
## WHO IS CLUB 403?

Club 403 is a service provided by Viewtel Services Limited (a sister company of Birmingham Post & Mail Limited) and Prestel (British Telecom's public viewdata service). The project also has the full support of the TV industry.



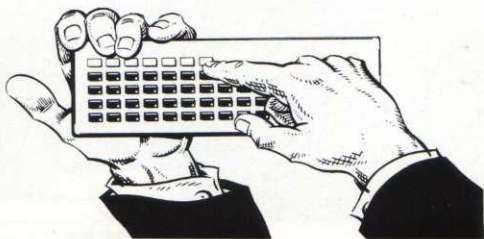
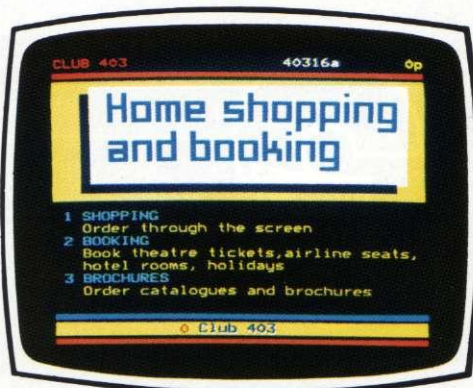
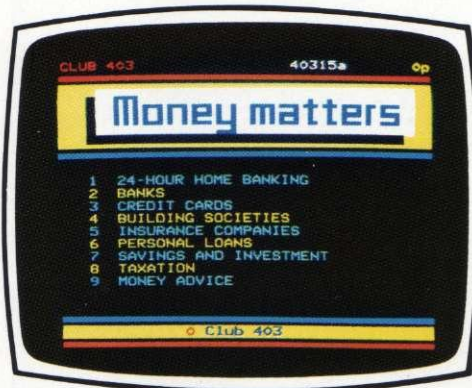
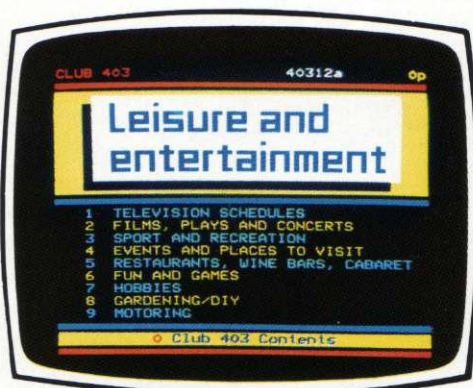


Club 403 contains a good deal of local Birmingham information of particular relevance to people living in Solihull, Sutton Coldfield and Edgbaston, plus useful national and international information too.



E AVAILABLE?

To give you a feel for Club 403, these are the main contents pages. Within the goods and services available are a number of exclusive offers for Club 403 members only.



Ask your TV dealer for a live demonstration.





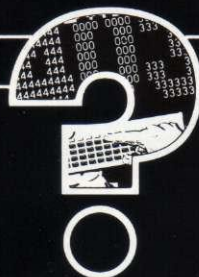


## WHAT DOES IT COST TO USE CLUB 403?

To receive the Club 403 service you will need to join Club 403 by:

- renting or buying a new type of TV set or adaptor, which can accept viewdata transmissions as well as normal television and teletext channels. These new sets are available in most local TV rental and retail outlets.
- subscribing to Club 403, by means of a monthly subscription charge. This allows you to receive the specially tailored information services that are available.

As a member of Club 403, the only other charge you will pay is an additional amount on your local call telephone bill, which will depend on how much you use Club 403 and therefore your telephone line.

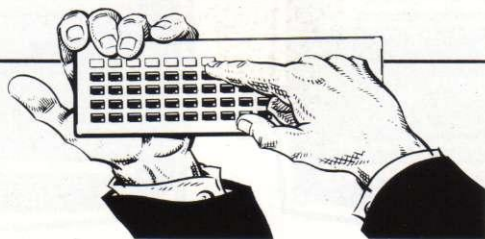


## WHAT DO I HAVE TO DO TO JOIN CLUB 403?

Simply ask at your local TV rental or retail outlet for a demonstration of the service. If you are satisfied that you would like to join Club 403, they will make all the necessary arrangements on your behalf.

## MAKE CLUB 403 YOUR PROBLEM SOLVER

For further information, please contact:



Club 403  
8/10 Colmore Circus  
Queensway  
Birmingham B4 6AT.  
Tel: (021) 236 8277