

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**

## 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.



### **EXACTLY WHAT SORT OF INFORMATION, GOODS AND SERVICES A**

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.

Club 403

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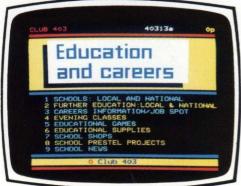
NEWS, SPORT AND LOCAL WEATHER LEISURE AND ENTERTAINMENT EDUCATION AND CAREERS TRAVEL/HOLIDAYS MONEY MATTERS 24.-HOUR HOME SHOPPING AND BOOKING SOCILISIES AND SERVICES GUIDE SOCILISIES AND SERVICES GUIDE MEMBERS ONLY

Club 403

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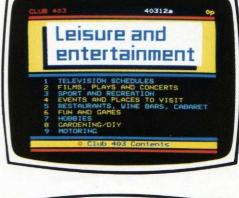




#### AVAILABLE?

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.

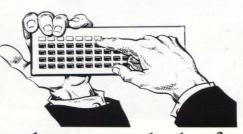












Ask your TV dealer for a live demonstration.

## HOW DOES CLUB 403 ADD TO TELETEXT?

For those of you not yet acquainted with the teletext services, Ceefax and Oracle, let us explain briefly what they offer.

Teletext services are broadcast through the airwaves by the BBC and ITV to give you approximately 1,000 pages of instantly updated information. This is accessed by keying the appropriate page number on the remote control keypad.

Services provided include news headlines, sports results, weather and travel information, FT prices and TV programmes...and the service is absolutely free.

But what you cannot do with teletext is "talk" back through the screen-which is where Club 403 comes in. On Club 403 you can make bookings, order goods and also send messages to anyone else who is a Club member. There are also a lot more pages on the Club 403 package.

# IS CLUB 403 EASY TO USE?

Yes, very simple. When your new TV set is installed, you will be given a demonstration on how to use it, plus a printed members' handbook detailing the full membership facilities.

If you have any problems, you can contact the Club 403 office by telephone, or send a message via the TV screen! Our 'help line' service will be manned twelve hours each day, at least six days a week.

Club 403 is a test market project and we intend to make sure that our members are totally satisfied with the Club 403 service. We will even consider changing elements of Club 403 as members may require.



#### VHAT 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.

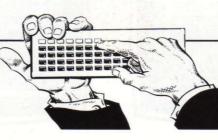


# WHAT DO I HAVE TO DO TO JOIN CLUB 403?

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