Videotex sales will reach $1 billion by 1990, study predicts

A study conducted by Frost & Sullivan entitled "In-Store/Public Access Videotex in the US," predicts that despite recent indications to the contrary, videotex technology will have 10 times as many installations as are available today, and generate $1 billion a year in revenues by the year 1990.

The 293-page analysis of the interactive terminals field reports that the 44,000 to 50,000 terminals in place in 1986 will roughly triple by 1988 to reach approximately 435,000 units by 1990.

The figures show that about 60 percent of these installations will be public access, and 40 percent in-store installations. In revenues, however, in-store units will account for more than 80 percent of the market, says Frost & Sullivan.

"The seeming incongruity between installations and revenues exists because the public access figures are dominated by a surge in automatic hotel/motel checkout systems. These are placed in each room and consist of a relatively inexpensive adjunct to an existing installation for pay-for-view TV," the study says.

At present, public-access videotex is used primarily for directories or advertising, whereas in-store terminals can be informational, demonstrational or transactional in function. Grocery and drug stores currently account for almost half of the in-store units; but this is expected to change as banks, car dealers, and hotel/motel facilities expand their usage.

Case studies, standalone versus host-driven systems, and future technology are also covered in this report, which sells for $1875.

For more information, contact Frost & Sullivan, 106 Fulton St., New York, NY 10038; (212) 233-1080. In Europe, contact Frost & Sullivan, Ltd., Sullivan House, 4 Grosvenor Gardens, London SW1W ODH; 01-730-3438.

Prize-winning graphics on display in Boston

The winning entries from Raster Technologies' 1986 Computer Graphics Images contest are on display at the Computer Museum in Boston, Massachusetts, through the end of the year.

The exhibition includes: Grand Prize, "Two Squares at Joe's" by Jane Tressel; First Prize, "Porcelain Doll" by Colin Hui, and "Mobius Gears" by Cranston Csemi Productions; Second Prize, "Color Photography" by David Laidlaw and Barbara Meier, and "Spheraica 2" by Mark Lee; Third Prize, "Still Life With Cat" by Miyung Kim, and "Potential of Mandelbrot Set" by MAPART; and Honorable Mentions, "Haute Air" by David Kurlander, "Aquarium" by Marie-Andree Allaire, and "Goodnight Kiss" by Lance Williams.

The contest is held annually to challenge computer graphics users to create outstanding computer graphics images. It is cosponsored this year by Raster Technologies, AT&T, and Island Graphics.

Entry forms for the 1987 contest may be obtained by writing Raster Tech-Truevision Image Contest, Two Robbins Rd., Westford, MA 01886; (617) 692-7900.

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