

Pandora Systems



A Videotex Service Bureau

"Let Pandora Be Your Host"

What Pandora Systems Offers

Host System

Our host computer system is capable of supporting dozens of simultaneous users, can store millions of pages of information, is fast, reliable and can be easily enhanced and expanded as required.

Applications

Our videotex software tools are both powerful and easy to configure, modify and, most importantly, use. We can quickly build the custom applications that your service requires. Among our strengths are computer conferencing, flexible databases, and transactional applications.

Access

Pandora Systems provides access to its online environment via the developing gateways of the phone companies and other international networks; users can easily connect to our system from around the country, and the world, via public data networks and direct dial access.

Billing Services

We will work with the phone companies and others to charge and collect for your online services. Together, we will establish the price schedule for your products that can provide you with a healthy profit.

Management

Pandora Systems will oversee the day-to-day management of your online services. We will take care of all the "nitty-gritty" things needed to make an online system successful, including end-user support, system updates, and overall applications development and maintenance.

Marketing

Pandora is involved in the RBOC marketing efforts. We include promotional materials that feature your products in the gateways' direct mail campaigns. Pandora's services will be highlighted in the directories of the gateways themselves, in order to attract casual browsers. We also may participate in co-marketing efforts with individual ISPs.

Structures

Pandora will work with you to create custom menus and structures for your online products and services. Through these menus, end users will be able to access to your information or use your programs without having to learn complicated commands or consult manuals. Because our software is so flexible these menus can be changed and developed on an ongoing basis.

Research

Pandora Systems is constantly researching and keeping informed on developments and opportunities in the videotex industry. As members of the Videotex Industry Association, the Electronic Networking Association and other related groups, we bring a competitive advantage to our ISPs.

Videotex and Gateways

What is Videotex?

Videotex is user-friendly interactive online services that bring information from all over the world directly to your home or office computer through a telephone and a modem. Videotex applications include home banking, stock quotes, news, electronic mail, chat lines, electronic libraries and databases, games, entertainment, home shopping, airlines reservations and health services. There are more than 6 million people using videotex systems in the world today.

What are Gateways?

Gateways are easy-to-use connections to videotex systems and other information services; one-stop doorways to a vast array of information products and services displayed on your computer screen. The French Minitel system (with 4 million users) is an example of a successful online gateway system.

In 1988 the US Regional Bell Operating Companies (RBOCs) were given the green light to develop "gateways" to link people from their homes and offices to a growing number of online videotex services throughout the world. These phone companies can now perform this interconnect function, but they are restricted by law from involving themselves in the content of the information and services that the systems provide. Thus, a unique opportunity exists for partnerships between service bureaus (like Pandora Systems), Information Service Providers (ISPs) (maybe you!) and the "baby bells." With the RBOCs spearheading the marketing effort, and providing billing services for their online customers, service bureaus and ISPs can focus their resources toward bringing profitable products to the quickly growing market of videotex consumers.

After browsing a directory of online services from their computer, gateway users will be able to quickly and easily access the specific services they are interested in. No matter how many services users connect with, the phone company sends them only one bill every month.

A Remarkable Opportunity for the 90s!

RBOC	Gateway	Location	Launch Date
Bell Atlantic	"Gateway"	Philadelphia	1/89
		Washington D.C.	1/89
NYNEX	Info-Look	New York City	4/89
		Boston	8/89
Bell South	TransText	Atlanta	9/88
Southwestern Bell	SourceLine	Houston	3/89
U.S. West	Unnamed	Omaha	7/89
Pacific Telesis	California Online	San Francisco	5/90

Attention Information and Service Providers

Present your products and services to Northern Californians through Bay Area Online (BAO). BAO offers a full-featured host system, marketing support and product development to ISPs who want to tap the potentially largest videotex and online market in the world. From direct dial, to internal networks, to gateway connections (including California Online), Bay Area Online will serve all your online needs.

Convenience

Bay Area Online is a one-stop connection to a world of information, services, and entertainment. From their home or office computer, users can access products and services that make their lives less hectic and more productive.

Creativity

Bay Area Online adds an online component to businesses and activities that are now successful and to which the addition of Videotex will in some way be an enhancement. BAO is backed by the entire range of features of Pandora's host system.

Community

The Bay Area has the largest concentrated audience of computer/modem owning homes in the world. BAO is accessible via conventional phone lines and direct credit card billing systems. When the Pacific Bell gateway comes online we will be well-placed to have one of the most significant, if not the most significant, offering of services available.

Bay Area Online is now working with a number of established businesses to build online systems for their needs. If you have an idea for an online product or service we want to talk with you. Please call us and we will explore the possibilities together.

Homefinders

Long known as the leader in Bay Area rental information, Homefinders is now accessible online! Users can access Homefinder's ever-changing database of apartments for rent and select leads based on their individual criteria. At any given time Homefinder's database contains several thousands of listings from around the Bay Area. Homefinders Online...an idea whose time has come!

Pinnacle Type

Pinnacle Type provides a full-range of typesetting services including laser and linotronic printing. Jobs can be sent to Pinnacle using Bay Area Online's file transfer capabilities. Pinnacle also maintains an online library of screen and printer fonts for sale and use. Think Pinnacle Type for your next typesetting job!

The SF-DC Connection

In collaboration with Washington Information Services, BAO is developing an electronic link with the greater D.C. area to exchange business, housing, neighborhood, sports, legislative and other information between our cities. Using computer conferencing systems in both San Francisco and Washington, costs can be kept low and local flavor high.

Information Products and Services

Collaboration means Success!

With the collaboration of our associates, Pandora Systems is developing a special collection of informational product lines; a potpourri of unique and innovative information products and services. These online products include contests, personality inventories, health information, games, adventure travel options, rock music information, video sales, California wine ordering, apartment rental databases, remote typesetting and more.

Pandora Systems is constantly building new partnerships with ISPs and others who have creative, useful, valuable and convenient product lines to offer the growing market of online consumers. Shown below are specific examples of some of the products and services Pandora will make available on all the upcoming gateway trials and other international networks beginning in the 3rd quarter of 1989:

Health and Wellness

The Well Adult Directory
Headache Help
Are You Depressed?
Diet Line
Home Care

From Birth to Ageing

Alzheimer's Bulletin
The Well Baby
The Amazing Newborn
WaterBaby
Well Pregnancy

Personal Development

Support Group Directory
Mind Fitness
Personal Mythology
IQ tests
The International ESP test
The New Age Directory

Lifestyle

Love Your Job
The Sex Quiz
Adventure Travel
Living in the 90's

Social Responsibility

Top Secret (Freedom of Information)
Social Investment Directory
Right Livelihood Shopping

Technical Features of our System

Hardware

Pandora Systems runs its own computer host system in San Francisco. The main server is able to support 36 simultaneous users and can be easily enhanced to support hundreds more as the business and market grow. The system is reachable by standard phone lines as well as (X.25) Public Data Networks. It is through these networks that simple, reliable, and low-cost connections can be made to our services throughout the US and around the world.

Software

We are using a number of powerful and easy-to-use software packages that allow us to create custom online applications to meet a wide range of unique user and ISP requirements. Most of our services take advantage of the VT100 protocol and new terminal protocols will be supported as they are developed.

Conferencing

Computer conferencing can be the backbone of a group communication system. Conferences support ongoing "conversations" by many people regardless of their location and time schedule. Conferences can be set up for private, limited-access group work or for public use. We also offer real-time (chat) applications.

Electronic Mail

Pandora's electronic mail system allows for private communications with one or more people. We are building gateway connections to other networks around the world as well as links to fax, telex and other mediums.

File Transfer

Special binary (program) files can be transmitted through our system by using the popular Kermit and Xmodem transfer protocols. This way you can send your document or graphic files across town or across the globe in their original form.

Text Management

Our system stores, and allows easy access to, reports, newsletters, news stories, or other documents of nearly any size. Information can be made available to selected people or publicly accessible to anyone on the system.

Databases

Easy-to-use and powerful database applications are one of our strongest suits. Our database system can handle the most demanding information storage and retrieval applications with custom user interfaces which people with little or no database experience can use.

Accounting

With Pandora's built-in accounting system you will be able to monitor how much your service is being used. Monthly reports can be produced as important guides to help you refine and enhance your service.

Become an Information Service Provider

**We are looking for
a few good ISPs!**

If you have developed an informational resource (newsletter, directory, database, book, report, mailing list, etc.), or if you have a service that could be made more conveniently available (consulting, merchandise ordering, home delivery, reservations, etc.), there is a growing opportunity, and need, for it to be accessed via online videotex services. These new interactive tools of the Information Age are enabling important, up-to-date, useful and fun electronic services to be at the fingertips of the mainstream public. As an Information Service Provider (ISP), you can increase business, advertise your products and services, get your most useful and up-to-date information out to a wider audience, and increase your profits!

**Let Pandora be your
host to the world!**

Pandora Systems is a videotex service bureau that offers a full range of consulting and hosting services for ISPs with distribution via national and international gateways, as well as other international computer networks. Pandora Systems caters to the individual needs of each ISP, regardless of the specific requirements of their information products or transactional services. We will help the ISP design, develop, package, manage and distribute their online products and services. Our host system offers software that can be configured to meet the specific needs of ISPs, including: database applications, electronic mail, computer conferencing, chat, quizzes, online ordering, fax interface and more.

Agreements to host your information are worked out on an individualized basis. The possibilities include: managing and distributing your computerized service; taking raw data and incorporating it into an existing product line; providing communications systems to support communities of shared interest; acting as a new advertising channel for you; or developing entirely new online applications.

Pandora collects, packages and presents information products in many fields of interest, and makes them available via online systems throughout the world. We offer the opportunity for many creative information specialists, and other entrepreneurs, to make their materials available in this innovative new medium to a growing market of information consumers.

Pandora Systems Presents...

Homefinders

Long known as the leader in Bay Area apartment rental information, Homefinders is now accessible online! Users can access Homefinder's ever-changing database of apartments for rent, and select leads based on their individual needs. At any given time Homefinder's database contains several thousands of continually updated listings from around the Bay Area. Homefinders Online...an idea whose time has come!

Well Being Health Services

An online guide to participating in, and taking control of, your health. Includes descriptions of hundreds of illnesses, treatments and preventive health methods. Developed by the authors of the Well Adult, the Well Baby and the Well Pregnancy books. No other online medical database gives such a holistic, yet scientifically thorough, overview of the health field, with practical information oriented towards self-help and mind-body tools.

California Wine Online

Order a full range of top quality California wines from Hartford & Associates, a marketing group specializing in the distribution of high quality, award-winning, estate wines. Tour a directory of the finest vineyards in California and learn about their distinct histories and characteristics. Browse through complete descriptions of dozens of fine wines and order them from the comfort of your home.

Journal Graphics

Journal Graphics, Inc. is this nation's largest producer of printed transcripts of Television programs. All major news, talk, public affairs and business shows including CBS's 60 Minutes, ABC's Nightline, Bill Moyer's specials, the Donahue, Oprah, Sally, and Geraldo shows are transcribed. Journal Graphics, now available online, enables users to select and order transcripts from an index of all past and current shows, or receive updates by preselected criteria.

Pandora Systems

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Coming Soon to a Terminal Near You!

Mind FitnessTM

Mind FitnessTM is an interactive and flexible self-improvement course to help people optimize their learning, health and performance. This service includes the latest techniques in whole-brain learning technologies. Practical techniques and exercises are included as well as research about body/mind integration and attitudinal psychology. This course is especially useful for people who want to be healthier and more productive.

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Shopping for a Better Tomorrow

A quick and easy guide to socially responsible supermarket shopping. Published by the Council on Economic Priorities, this online directory rates companies and products on several criteria including environmental track records, charitable contributions, quality of workplace, treatment of employees, advancement of women and minorities, military contracts or investment in South Africa, nuclear power, tobacco products and more. If you are concerned about the future, consult Shopping for a Better Tomorrow — today!

Pandora Systems...

"in the beginning there was curiosity"