

## Research for an international associate programm



Telaction Corporation

### TELACTION: FACT SHEET

#### WHO

Telaction is a wholly-owned subsidiary of the JCPenney Company, the third largest U.S. retailer, with 1985 revenues of \$13.7 billion. Telaction was formed in early 1986 to develop and market an interactive, shopping service which permits consumers to access product presentations on demand and to order merchandise electronically from home.

Telaction intends to introduce this electronic home shopping service commercially in the U.S. in suburban Chicago during the summer of 1987. Telaction also intends to make its concept and technology available outside the U.S. through licensing agreements with interested foreign firms.

#### WHAT

An interactive, home shopping and convenience service

- Free to the consumer, to be included in the cost of basic cable service
- Easy to use, requiring only cable TV and Touch-Tone telephone
- Entertaining and informative

#### WHEN

Development Phase: Summer 1986-Summer 1987

Live Market Test: Summer 1987-Late 1987

National Roll-out: Commences January 1988

#### HOW

Cable TV subscribers can select from among a wide range of well-known retailers and service providers by simply pressing buttons on their Touch-Tone telephones. These requests travel "upstream" on the telephone line to Telaction's control center. Within seconds, Telaction distributes "downstream", via cable, the requested product presentations to the consumer. These merchandise presentations consist of still, video-quality images accompanied by audio and text.