

Massive promotional campaign for Cantel

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markets in Canada. They use a system compatible with cellular in the United States, so "roaming" becomes possible.

There are three distinct tiers or segments to the Canadian cellular market.

First, there are the operators of the network (Cantel and the cellular divisions of the wireline companies). Second, there are the suppliers of the equipment required to install the cell site network -- known as the "switches and base stations". These companies include Ericsson Communications and Northern Telecom, both operating out of Montreal.

Finally, there are the numerous manufacturers of the consumer level product: the cellular phones themselves. Transceiver producers are based world-wide and include Panasonic, Mitsubishi, and Uniden.

Cantel's portion of the industry is the pacesetter. It is their marketing strength which will spell out the success of the other segments of the industry. They sell subscriptions to consumers, billing appropriately to the subscriber's cellular phone number. Without these subscriptions, the other sectors would go nowhere.

To appeal to the widest number of cellular prospects, Cantel decided to offer consumers a one-stop solution to their needs. Their idea was a unique distribution concept involving the creation of affiliated sales and service outlets called Cantel Service Centres. Each is individually owned and offers the phones themselves, subscriptions to the Cantel network, installation, and warranty service.

To further entice their prospects, Cantel differentiates itself once the client is online as well. Whereas regular landline operators are

notorious for rushing each call, Cantel's own dedicated operators are encouraged to dote on callers.

Because Cantel was starting from behind the wireline companies in that it was virtually unknown, a massive advertising campaign was also launched. The side effect of this heavy concentration of marketing was that many people now associate this new cellular technology directly with the name Cantel.

They seem to have been successful: Cantel now has a majority market share competing against the country's largest organizations, the landline telephone companies.

Owning and operating a cellular phone in this area has many benefits. When driving around Huronia, or up and down the 400 between Barrie and Toronto, you are now constantly within the coverage area. This is a big plus and makes cellular very popular with many different kinds of busy people.

The psychological benefits of having a phone in the car may in fact lead to a safer driving record.

Cantel offers many safety reminders to new users. While driving the phone should not become a distraction, and handsfree operation is possible with the "speaker-phone" feature. Single button dialing is also standard.

This kind of safety, however, is just a sidebar to the real story: cellular drivers tend to act calmly on the road. The image of a cellular user staying calm in a traffic jam while the phoneless driver gets steaming mad, may be borne out in their driving records. A California Highway Patrol study shows that the ability to call ahead when late, or even handle the business situation over the phone, results in less likelihood of

speeding or unsafe driving to make up for lost time.

Another safety factor: cellular users have been found to contribute to highway safety because they have the ability to contact 911 or other emergency services as soon as there is a hazard on the road.

Cantel's marketing encourages this participation in first level emergency response, and makes all 911 calls free to their users.

There are many other benefits to cellular, including data transmission and voice information services, but to really appreciate them, there is nothing like hands

on experience.

Your Cantel Service Centre in Huronia is Downtown Cellular in Barrie. They are located at 360 Bayfield Street, Unit 7.

Now that Huronia is completely covered by a cellular network, it's a perfect opportunity to step into the future of communications.

No news is good news at events like Summit

When 1988 is over and done, Canadians will have many good reasons to look back and smile. Two events, in particular, are likely to stand front and centre in many people's memories: the Winter Olympics in Calgary and, of course, the recent gathering of the world's most powerful leaders at the Economic Summit in Toronto. The fact that one country was given the opportunity to host both of these mega-events in the same year is spectacular enough. But to have watched them both carried off without a hitch is nothing short of a minor miracle.

Playing host to such international events as the Olympics and the Economic Summit is, in short, very risky business. It is simply no longer possible for governments and lawmakers to ignore the dozens of terrorist organizations promoting violence in every corner of the world. To their immense credit, Canadian organizers have proved themselves capable of dissuading the slightest threat of terrorist activity.

Organizers of the upcoming Summer Olympics in South Korea

should be so lucky. Recent developments in North Korea have forced many countries -- including Canada -- to consider withdrawal in the event of increased tensions between North and South Korea. Needless to say, regular media reports showing violent clashes between students and government have done little for ticket sales. And with just two months to go, the South Korean government is desperately trying to reassure the world that all is well. The threat of disaster, however, just won't go away.

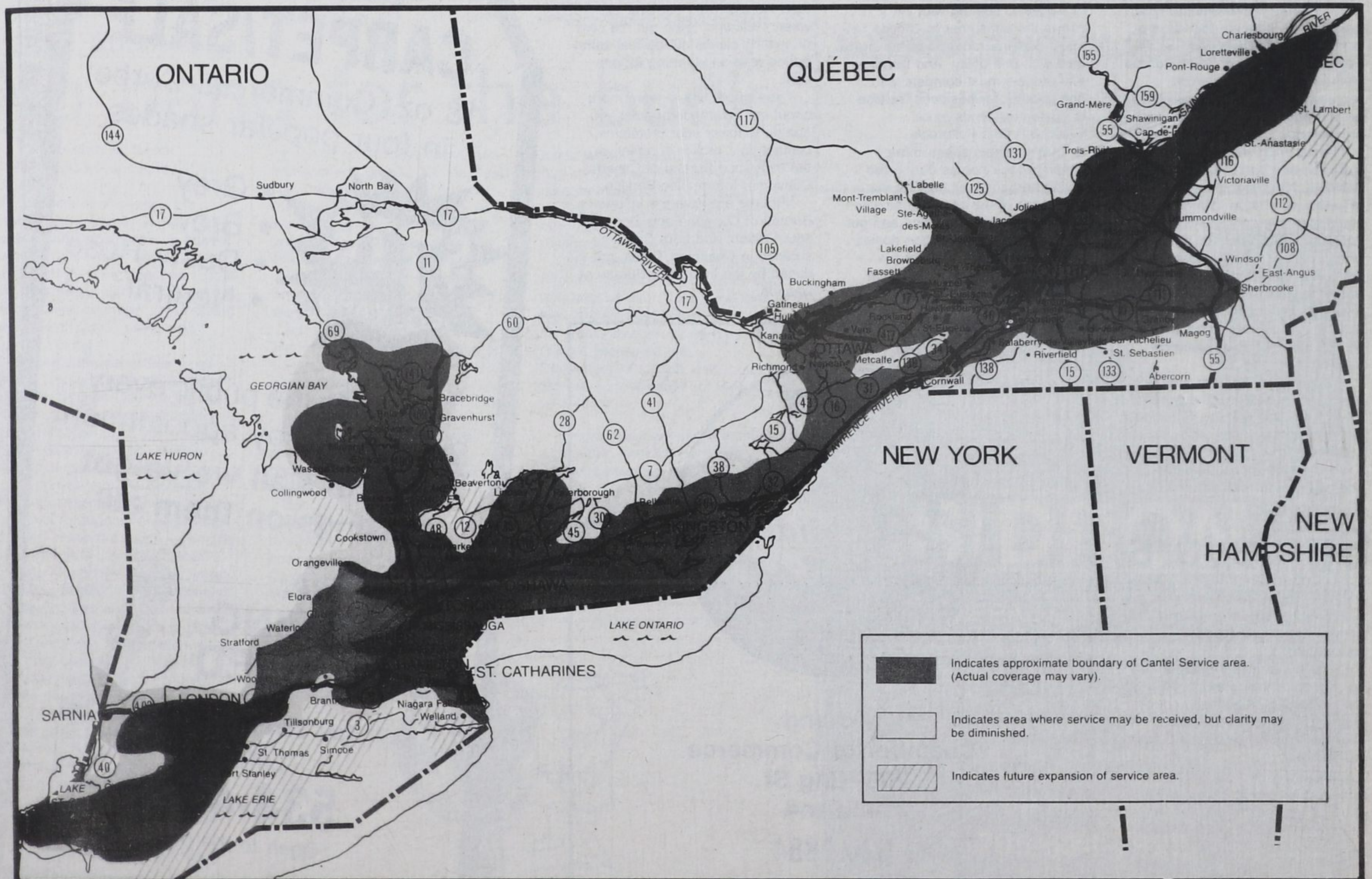
These fears make Canada's recent efforts in Calgary and Toronto all the more outstanding. One American network, for example, repeatedly took issue with the fact that Toronto's Summit security was too elaborate. This reporter failed to mention, of course, that security breaches are usually detected by the media within hours of their arrival and sent flying around the world soon after. So it isn't likely that anyone associated with the Summit was upset by such coverage. The months of preparation paved the way for a precision

team of very polite and highly trained officials -- Canada knows, after all, that even tiny slip-ups at the international level can do immeasurable damage to our image.

It would be naive for anyone to say that events of this stature are a waste of money. On the contrary, the millions of dollars spent by Canadian taxpayers on the Olympics, the Economic Summit and a host of other global events should be seen as a solid long term investment. Calgary, for example, is already benefitting. Preliminary figures show tourism dollars are up considerably over last year and long-range forecasts are even more encouraging.

The events of this year are going to be difficult to duplicate and Canadians can be forgiven any feelings of jealousy that may occur as we pass our spot on centre stage over to another country. But the hard part is over now; we've once again proved ourselves and stand on firm ground for a shot at the 1996 Summer Olympic Games.

For now, though, we can all take a well-deserved rest. Centre stage is sure to swing our way again soon.



Cantel cellular coverage of Huronia and Ontario/Quebec corridor