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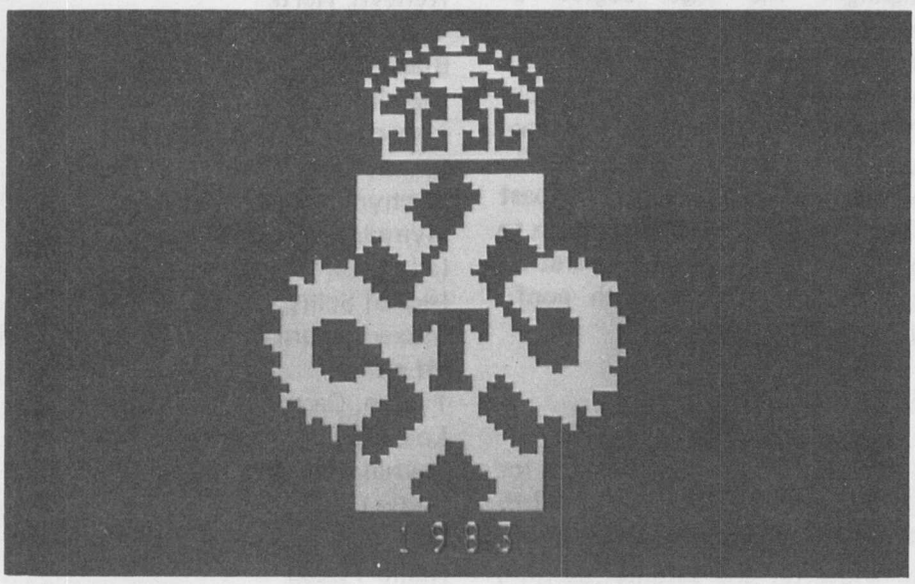
ENG INF

The Quarterly For BBC Engineering Staff

Engineering Division gains third Queens Award



The Queen's Award Logo, as displayed on CEEFAX

The BBC has been awarded the Queen's Award to Industry for the third time. The Award goes jointly to the British Broadcasting Corporation Engineering Directorate and the Independent Broadcasting Authority's Engineering Division for their pioneering work on the development and transmission of Teletext, the basic concept of which has been adopted worldwide.

Following a year's engineering experiments the BBC began transmitting a Teletext service, called CEEFAX, in September 1974. The IBA had also been investigating a similar system known as Oracle. Close co-operation between the BBC and IBA during the experimental period resulted in a unified standard being agreed between the two organisations which has been used for CEEFAX and ORACLE ever since. Recent development work offers the possibility of improved graphics, enhanced character sets for foreign language users, and the transmission of photographic quality pictures.

The latest innovation is the transmission of Telesoftware. Ceefax pages are used to carry computer programes, which can be downloaded directly into home computers, such as the much-acclaimed BBC micro-computer. This is done by a special teletext adaptor developed by Acorn Computers, manufacturers of the micro-computer, in co-operation with engineers from Research and Designs Departments. This adaptor can not only handle the computer software, but can also provide normal CEEFAX pages.

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