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(54) **ACCESSING ACCESSIBILITY PROCESS**

(57) **ABSTRACT**

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This is a new business process where the computer is used as an integral part of a business transaction. Data retrieval, the delivery of goods and services from a remote site are made available by the operation of the computer and modem. These are exchanged by the proprietor of the database and/or merchant and the end-user or consumer. This enhances commerce as it increases the consumer's exposure to number and variety of products and increases the market's ability to maximize the number of consumers that it can reach. This accessibility increases convenience and makes time available to the end-user. If more consumers have more access and more opportunity to purchase this boosts the commercial potential of the economy. It creates a unique market with enormous growth potential as its existence is in cyberspace. It is useful for social communication with the use electronic mail being adaptive to sight and sound with cameras and speakers.

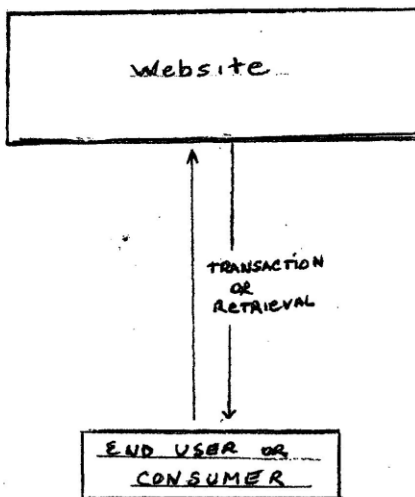
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SIMPLE STEP:

END USER → log-on website → contact → TRANSACTION OR RETRIEVAL → log-off

VIA COMPUTER AND MODEM