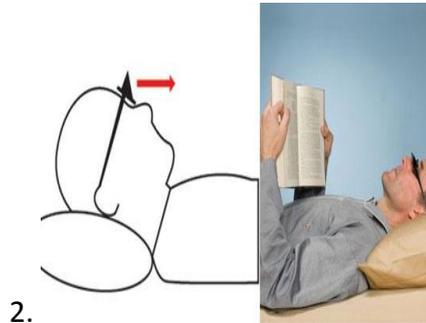


# Technology and Inventions

## Task 1 - Strange Inventions – Discussions

Look at the Pictures below. Which inventions:

- A good idea or a bad idea? Who would buy this product?
- Would this improve your life? How would you sell these products?



## Task 2 - Function - Describing a product

The following sentences are all used to describe a product. Read through each sentence and place it under the correct category. There are 2 sentences for each category.

- 1) Introduce the product
- 2) Describe how a product works
- 3) Talk about the selling points
- 4) Talk about the additional extras

So, here we have the

What makes this product different is

The product uses a

This product comes with a 2 year guarantee

When you buy this product, you will also receive

Allow me to present to you our new product

One of the product's key features is

The product is made up of

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## Task 2b - describing the latest technology:

Read through the small text below, describing the latest Tablet computer, underline the adjectives used to describe how new the product is.

So here we have the new tablet 440 from UpDownSystems, which has become the market leader in the development of state-of-the-art touchscreen technology. The product uses electrical current to detect where the person touches the screen. What makes the tablet 440 different is that it uses AMOLED, a brand-new technology based on organic compounds that offer high image quality in exchange for potentially very low power usage. This cutting-edge design is one of the many new improvements from UpDownSystems, a company renowned for its innovative approach in designing new products.

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### Presentation Task:

Choose one of the products from task 1. You are now the inventors of that product and you want to sell it to investors (your classmates). In groups, write a mini presentation (2 minutes) which describes your product, using the words and phrases from task 2a and 2b. Then, present your ideas to your classmates, who must judge if it is a good product or not.

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### Task 3 – Idioms and Technology

There are four idioms below. Read the sentence and work out the meaning.

To be on the same wavelength

Throw a spanner in the works

To blow a fuse

Silver Surfer

My grandmother is always checking her emails, chatting to friends online and doing her online banking, she is a *silver surfer*.

I gave the marketing report to my boss 30 minutes late yesterday. He asked to see me and he completely *blew a fuse*. I've never heard him shout so loudly.

My Yoga instructor cancelled her class this morning. It really *threw a spanner in the works* because I was on the outskirts of the city with no car.

It is important for colleagues *to be on the same wavelength* because they need to work hard together in order to achieve their results!

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### Task 4 – Discussion – Inventions and Discoveries

Read through the following seven inventions Decide if overall they have been good or bad for society.

Mobile Phone

Twitter

YouTube

Google

Oil

Facebook

Nuclear Tech

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Overall, good for society

Overall, bad for society

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# Project Glass – Google looks to the future



The following text describes the latest innovative idea from Google, Google glasses. Firstly, read through the text and match the paragraph to the correct title, then discuss the questions at the bottom of the page.

**Title:**

Google Glass is the attempt to make wearable computing mainstream, and it's effectively a smart pair of glasses with an integrated heads-up display and a battery hidden inside the frame. Wearable computing is not a new idea, but Google's enormous bank account and can-do attitude means that Project Glass could well be the first product to do significant numbers.

**Title:**

It looks as though Project Glass will see a public release in 2014 at the earliest. Latest news is that developers will be able to get hold of 'explorer edition' units at some point in 2013 with a "broad consumer offering" arriving a year later.

**Title:**

According to well-informed Google blogger Seth Weintraub, Google's Project Glass glasses will probably use a transparent LCD or AMOLED display to put information in front of your eyes. It's location-aware thanks to a camera and GPS, and you can scroll and click on information by moving your head, something that is apparently quite easy to master. Google Glasses will also use voice input and output and have WIFI technology built in.

**Title:**

According to Google's own video, you'll be a super-being with the ability to have tiny people talking to you in the corner of your eye, to find your way around using sat-nav, to know when the subway's closed, to take and share photographs and to learn the piano in a day.

**Title:**

The NYT again: according to "several Google employees familiar with the project who asked not to be named," the glasses are expected "to cost around the price of current smartphones." So that's around \$750/£500, then, possibly with the help of a hefty Google subsidy.

*Adapted from <http://www.techradar.com/news/video/google-glass-what-you-need-to-know-1078114>*

**Titles to choose from**

1. How much will I pay for Google Glasses?
2. How does Project Glass work?
3. What is Google's Project Glass?
4. When will the glasses be released?
5. What will I be able to do with Google glasses?

1. What is your opinion of Google Glasses? Would you buy a pair?
2. Can you predict any problems with the glasses for the users?
3. Do you think this idea will work, or is it simply a gimmick from Google?