

## Apple unveils new Apple Watch

12th September, 2014



Apple has finally unveiled its much talked about smart watch. Apple is well versed in wowing its followers during its legendary product

launches. The first big surprise with the new timepiece came with its name. The company has deviated from its previous naming convention and ditched the "i" prefix. Many thought CEO Tim Cook would show us the iWatch but instead he announced the coming of the Apple Watch. The device has a new interface, it runs apps, and acts as a health and fitness tracker. It also has a digital payment system called "Apple Pay," which Tim Cook hopes will "replace the wallet". Users can also experiment with eleven different watch faces and, for the fashion conscious, an array of straps.

Reviews of the Apple Watch have been mixed. Tim Coulling, senior analyst at research firm Canalys, believes the watch could be the catalyst for people to start wearing technology. He said: "For many people, waiting to see what Apple did was a first step before going out to buy a wearable technology product." Many people could be put off by the price. At \$349, it is considerably more expensive than its more established rivals. But then, millions of loyal customers have always paid the premium for an Apple product. Apple could trump its rivals on the grounds of its watch being a must-have fashion accessory. Apple hired fashion industry bigwigs, including the ex-CEO of Burberry, to work on the watch's design.

Sources: BBC / Telegraph / Wall Street Journal

## Writing

Compare and contrast normal watches and smart watches. Which are best?

## Chat

Talk about these words from the article.

*finally / product launches / timepiece / interface / apps / health and fitness / straps / reviews / senior analyst / wearing technology / loyal customers / rivals / accessory*

## True / False

- There has been a lot of talk about Apple launching a smart watch. T / F
- There was a surprise with the name of Apple's smart watch. T / F
- Apple's CEO Tim Cook said the watch would not be able to run apps. T / F
- Tim Cook hopes the watch will replace payments by cash. T / F
- All critics' reviews of the Apple Watch have been very positive. T / F
- An analyst believes Apple's watch will get people wearing technology. T / F
- The Apple Watch is roughly the same price as many rival watches. T / F
- The ex-CEO of Burberry rejected the offer to help design the watch. T / F

## Synonym Match

- |               |                  |
|---------------|------------------|
| 1. unveiled   | a. competitors   |
| 2. versed     | b. gadget        |
| 3. convention | c. familiar with |
| 4. device     | d. stage         |
| 5. array      | e. varied        |
| 6. mixed      | f. revealed      |
| 7. step       | g. better        |
| 8. rivals     | h. variety       |
| 9. trump      | i. recruited     |
| 10. hired     | j. custom        |

## Discussion – Student A

- How successful do you think the Apple Watch will be?
- Will the Apple Watch be the catalyst for wearable technology?
- What do you think of the \$349 price tag?
- Is it worth paying extra for an Apple product?
- Do you think Apple's watch will be a must-have fashion item?
- What things would you like to see on a smart watch?
- Would you prefer an Apple Watch or Google Glass? Why?
- What questions would you like to ask Apple CEO Tim Cook?

# BreakingNewsEnglish - The Mini Lesson

## Phrase Match

1. unveiled its much
  2. Apple is well versed in
  3. ditched the "i"
  4. It also has a digital
  5. fashion
  6. Reviews of the Apple Watch
  7. buy a wearable
  8. it is considerably
  9. customers have always paid
  10. Apple could trump
- a. have been mixed
  - b. conscious
  - c. the premium
  - d. wowing its followers
  - e. more expensive
  - f. its rivals
  - g. talked about smart watch
  - h. payment system
  - i. prefix
  - j. technology product

## Discussion – Student B

- a) Would you like a smart watch?
- b) What do you think of Apple bringing out a smart watch?
- c) Which is a better name – iWatch or Apple Watch?
- d) How useful is a watch with a health and fitness tracker?
- e) Would you use Apple Pay instead of cash to buy things?
- f) Is the Apple Watch better than other smart watches?
- g) What do you think of having 11 different watch faces?
- h) How important is the design of a watch strap?

## Spelling

1. its legendary product csenlahu
2. tededavi from its previous naming convention
3. The vedeci has a new interface
4. a health and fitness erctkar
5. fashion oocncusis
6. an ayrar of straps
7. senior atlanys
8. the watch could be the tatlcasey
9. it is drecasyiobnl more expensive
10. customers have always paid the iuremmp
11. a must-have fashion ssayceorc
12. fashion industry gsibwig

### Answers – Synonym Match

1. f	2. c	3. j	4. b	5. h
6. e	7. d	8. a	9. g	10. i

## Role Play

### Role A – Digital payment

You think digital payment is the most useful function for a smart watch. Tell the others three reasons why. Tell them why their things are not so good. Also, tell the others which is the least useful of these (and why): watching videos, running apps or a torch function.

### Role B – Watching videos

You think watching videos is the most useful function for a smart watch. Tell the others three reasons why. Tell them why their things are not so good. Also, tell the others which is the least useful of these (and why): digital payment, running apps or a torch function.

### Role C – Running apps

You think running apps is the most useful function for a smart watch. Tell the others three reasons why. Tell them why their things are not so good. Also, tell the others which is the least useful of these (and why): watching videos, digital payment or a torch function.

### Role D – A torch

You think a torch function is the most useful function for a smart watch. Tell the others three reasons why. Tell them why their things are not so good. Also, tell the others which is the least useful of these (and why): watching videos, running apps or digital payment.

## Speaking – Smart watch

Rank these with your partner. Put the most important things for a smart watch at the top. Change partners often and share your rankings.

- digital payments
- fashionable looks
- changeable straps
- apps
- watching video
- health tracker
- telling the time
- torch

### Answers – True False

a	T	b	T	c	F	d	T	e	F	f	T	g	F	h	F
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Answers to Phrase Match and Spelling are in the text.