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Level 5

Sony plans to launch electronic-paper watch

1st December, 2014

<http://www.breakingnewsenglish.com/1412/141201-e-paper-watch-5.html>

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Please try Level 4 (easier) and the 26-page Level 6 (harder).

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THE READING

From <http://www.breakingnewsenglish.com/1412/141201-e-paper-watch-5.html>

Sony is getting ready for the launch of a watch made out of electronic paper. It could be on store shelves next year. Sony's watch will be the latest to enter the smart watch market. It will differ from others because it will focus more on looks and style rather than function. The watch will be made from a special paper material so the face and strap will act as a display. The wearer will be able to change the entire surface of the watch. Analysts say that the watch may have trouble selling. It is stylish, but it isn't a proper smart watch as it cannot connect to the Internet.

Sony kept its watch a big secret until this week. It made the design public last September. Sony didn't want people to be influenced by its name so it used another company to pretend the watch was from that. A spokesman said: "We hid Sony's name because we wanted to test the real value of the product, whether there will be demand for our concept." Sony put the watch on a crowdfunding site to see how many people thought it would be worth investing in. It got more than its two million yen (\$17,000) goal. It raised 3.5 million yen (\$30,000) in total.

Sources: <http://www.japantimes.co.jp/news/2014/11/27/business/corporate-business/paper-watch-test-sonys-innovation-revamp>
<http://www.wired.co.uk/news/archive/2014-11/28/sony-electronic-paper-watch>
<http://www.bbc.co.uk/news/technology-30245296>

MATCHING

From <http://www.breakingnewsenglish.com/1412/141201-e-paper-watch-5.html>

PARAGRAPH ONE:

- | | |
|--|-------------------------|
| 1. getting ready for the launch | a. strap |
| 2. It could be on store | b. market |
| 3. the latest to enter the smart watch | c. surface of the watch |
| 4. It will differ | d. selling |
| 5. the face and | e. of a watch |
| 6. the entire | f. smart watch |
| 7. the watch may have trouble | g. from others |
| 8. it isn't a proper | h. shelves next year |

PARAGRAPH TWO:

- | | |
|---|-------------------------|
| 1. Sony kept its watch a big | a. goal |
| 2. It made the design | b. a crowdfunding site |
| 3. Sony didn't want people to be influenced | c. public |
| 4. we wanted to test the real | d. investing in |
| 5. Sony put the watch on | e. 3.5 million yen |
| 6. it would be worth | f. secret |
| 7. It got more than its two million yen | g. value of the product |
| 8. It raised | h. by its name |

LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1412/141201-e-paper-watch-5.html>

Sony is getting (1) _____ of a watch made out of electronic paper. It could be (2) _____ next year. Sony's watch will be the latest to enter the smart watch market. It will differ from others because it will focus more on looks and style (3) _____. The watch will be made from a special paper material so (4) _____ will act as a display. The wearer will be able to (5) _____ surface of the watch. Analysts say that the watch may have trouble selling. It is stylish, but it isn't (6) _____ watch as it cannot connect to the Internet.

Sony kept its watch a big (7) _____ week. It made the design public last September. Sony didn't want people (8) _____ by its name so it used another company to pretend the watch was from that. A spokesman said: "We hid Sony's name because we wanted to (9) _____ of the product, whether there will be demand (10) _____." Sony put the watch on a crowdfunding site to see how many people (11) _____ worth investing in. (12) _____ two million yen (\$17,000) goal. It raised 3.5 million yen (\$30,000) in total.

SMART WATCHES SURVEY

From <http://www.breakingnewsenglish.com/1412/141201-e-paper-watch-5.html>

Write five GOOD questions about smart watches in the table. Do this in pairs. Each student must write the questions on his / her own paper. When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____
- g) _____
- h) _____

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____
- g) _____
- h) _____

