

## Sony plans to launch electronic-paper watch



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The electronics giant Sony is gearing up for the launch of a watch made out of electronic paper. The e-paper watch could be on store shelves next year. Sony's watch will be the latest to enter the smart watch market. A company spokesman said the watch would differ from the competition because it will focus more on looks and style rather than function and gadgetry. The watch will be made from a special paper material that will allow both its face and strap to serve as a display. The wearer will be able to change and interact with the entire surface of the watch. Analysts say that the watch may have trouble selling. Most agree that it is stylish, but it isn't a proper smart watch as it cannot connect to the Internet.

Sony kept the testing of its watch a big secret until this week. It made the design public last September to gauge public reaction to it. Sony didn't want people to be influenced by its name or brand, so it said the watch was from a company called Fashion Entertainment. 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 test the market and see how many people thought it would be worth investing in. The device surpassed its two million yen (\$17,000) goal, raising 3.5 million yen (\$30,000) in total.

Sources: *JapanTimes / Wired.co.uk /*

## Writing

There is no need to be connected to the Internet all the time. Discuss.

## Chat

Talk about these words from the article.

*electronics / launch / electronic paper / shelves / gadgetry / strap / surface / stylish / testing / design / brand / reaction / product / concept / crowdfunding / investing*

## True / False

- Sony has launched the world's very first e-paper watch. T / F
- A Sony spokesman says the watch is similar to many other watches. T / F
- The strap of the watch will also act as part of the display. T / F
- The watch will not be able to connect to the Internet. T / F
- The watch has been a secret since its initial launch in September. T / F
- Sony initially released the watch under a different name. T / F
- Sony raised money for the watch through its own website. T / F
- Sony raised over three million dollars online for the watch. T / F

## Synonym Match

- |               |              |
|---------------|--------------|
| 1. gearing up | a. measure   |
| 2. enter      | b. purpose   |
| 3. function   | c. genuine   |
| 4. serve      | d. gadget    |
| 5. proper     | e. act       |
| 6. gauge      | f. preparing |
| 7. influenced | g. outdid    |
| 8. product    | h. affected  |
| 9. device     | i. item      |
| 10. surpassed | j. get into  |

## Discussion – Student A

- What do you think of the company Sony?
- How happy are you with your watch?
- What do you think of the idea of smart watches?
- What other things could e-paper be used for?
- What would make you buy the Sony e-paper watch?
- What is the use of a strap that is also a display?
- Do you think the watch will have trouble selling?
- How important is it to have things connected to the Internet?

## Phrase Match

- |  |                             |
|--|-----------------------------|
| 1. gearing up for the                    | a. and strap                |
| 2. The e-paper watch could be on store   | b. proper smart watch       |
| 3. it will focus more on looks and style | c. of the product           |
| 4. both its face                         | d. shelves next year        |
| 5. it is stylish, but it isn't a         | e. reaction to it           |
| 6. It made the design                    | f. its two million yen goal |
| 7. gauge public                          | g. launch of a watch        |
| 8. test the real value                   | h. investing in             |
| 9. it would be worth                     | i. public                   |
| 10. The device surpassed                 | j. rather than function     |

## Discussion – Student B

- What things do you really need on a watch?
- How good a brand is Sony?
- What kind of watch would you really like?
- What do you know about crowdfunding?
- Would you invest in a crowdfunded project?
- Would you be interested in buying the e-paper watch?
- How much do you need a watch?
- What questions would you like to ask Sony's boss?

## Spelling

- The rcelcoitnes giant Sony
- on store slesevh
- differ from the eomintpoint
- function and atgyergd
- seerv as a display
- Most agree that it is yltiss
- ueagg public reaction
- be inlceunfed by its name
- demand for our necpoc
- a ufiorgnddnwc site
- worth vnigsntei in
- The device ssuarespd its two million yen goal

### Answers – Synonym Match

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

## Role Play

### Role A – Playing music

You think playing music is the most important function of a smart watch. Tell the others three reasons why. Tell them why their things aren't so good. Also, tell the others which is the least useful of these (and why): monitoring the heart rate, connecting to the Internet or e-mail.

### Role B – Monitoring the heart rate

You think monitoring the heart rate is the most important function of a smart watch. Tell the others three reasons why. Tell them why their things aren't so good. Also, tell the others which is the least useful of these (and why): playing music, connecting to the Internet or e-mail.

### Role C – Connecting to the Internet

You think connecting to the Internet is the most important function of a smart watch. Tell the others three reasons why. Tell them why their things aren't so good. Also, tell the others which is the least useful of these (and why): monitoring the heart rate, playing music or e-mail.

### Role D – E-mail

You think e-mail is the most important function of a smart watch. Tell the others three reasons why. Tell them why their things aren't so good. Also, tell the others which is the least useful of these (and why): monitoring the heart rate, connecting to the Internet or playing music.

## Speaking – Functions

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

- telling the time
- Internet
- e-mail
- stopwatch
- TV
- alarm
- music
- heart rate monitor

### Answers – True False

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| a | F | b | F | c | T | d | T | e | T | f | T | g | F | h | F |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

Answers to Phrase Match and Spelling are in the text.