

# 5 Design and innovation

## Vocabulary Technological innovation

### 1 Correct the underlined words in the text.

Many businesses are successful because they <sup>1</sup>swipe disrupt established industries with new ideas which change everything in an almost <sup>2</sup>customise way. After these changes, we never go back. In the 1950s, the transistor radio arrived and suddenly families had a(an) <sup>3</sup>place about which music to listen to. This changed the music industry completely as young people had more influence and did not have to listen to their parents' music. Another disruption came with MP3 players in the 2000s, when people could <sup>4</sup>interacting their music libraries by buying any track they wanted. By <sup>5</sup>automated with other people on the

internet, they could even share their playlists as well. Certain entrepreneurs saw an opportunity and soon everyone could <sup>6</sup>disrupt an order for any music (or indeed any item) and receive it almost immediately with just a(an) <sup>7</sup>choice of a credit card. Such purchasing trends are beneficial to companies such as Amazon and Apple who save money on orders with no delivery cost and reduce their costs on delivered goods by introducing other <sup>8</sup>magical processes in their warehouses; these include changes to machinery that reduce the need for human labour – an increasingly typical result of technological innovation.

### Describing innovative products

#### 2 Choose the correct option in italics.

A: Have you seen my new smartphone?

B: Wow! That's very <sup>1</sup>*stylish / advanced*. You're always so fashionable. Was it expensive?

A: It's <sup>2</sup>*top of the range / user friendly* so it wasn't cheap.

B: Why did you change?

A: Well, my last smartphone wasn't <sup>3</sup>*innovative / dependable*. It was always crashing. Have you still got the same one?

B: Yeah, same old phone. It's <sup>4</sup>*unique / classic*. Nothing special at all but I like it.

A: Your watch is pretty cool though! I've never seen one like that before. Is it <sup>5</sup>*advanced / unique*?

B: No, it's not. I got it in the USA last month, they're quite popular there. It's very <sup>6</sup>*well designed / classic* though. Really light to wear and the functions are really easy to use.

#### 3 Complete the words in the text.

1 With its cl \_\_\_\_ c design from the 1960s updated for the 21st century, this car looks beautiful. Each one is un \_\_\_\_ e, as it is customised to suit your personal tastes.

2 Made from titanium, this pen is incredibly tough and can write underwater and in zero gravity! It is the perfect combination of st \_\_\_\_ h design and in \_\_\_\_ ve technology.

3 This t \_\_\_\_ -of-t \_\_\_\_ -r \_\_\_\_ ge TV is ultra-slim and expensive as a result. But it is w \_\_\_\_ d \_\_\_\_ ed and will look perfect in any living room. With its a \_\_\_\_ ed technology the picture is absolutely perfect.

4 This tablet has the bonus of its own projector, which is easy to set up and give presentations, so it is extremely u \_\_\_\_ -f \_\_\_\_ ly. With a long battery life, it is also d \_\_\_\_ le. Great for the business traveller!

## Grammar Present Perfect Simple with *just*, *already* and *yet*

### 1 Put the words in the correct order to complete the sentences.

1 a / smartphone / I / ordered / new / just / have

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2 candidates / already / we / interviewed / have / three

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3 yet / you / have / lunch / had / ?

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4 ticket / I / already / have / booked / my

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5 a / yet / found / have / you / solution / ?

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6 yet / started / two / I / but / finished / hours / haven't / ago / I

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7 point / am / we / afraid / have / already / I / that / discussed

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8 left / I / but / she / just / sorry / am / has

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### 2 Match the questions (1-8) with the responses (a-h).

- |   |  |
|---|--|
| 1 Do you want to come for lunch?          | a Room 121 but they've already started.                  |
| 2 Could I speak to Maria, please?         | b No, not yet. I'll do it now.                           |
| 3 Could I take a look at your report?     | c Yes, she's just called.                                |
| 4 Have you booked the flights?            | d Thanks, but I've already eaten.                        |
| 5 Have you seen Juan and Mario today?     | e I'm afraid she's just left.                            |
| 6 Could you tell me where the meeting is? | f I think I've already given it to you. It's on my card. |
| 7 Can I have your number?                 | g Sorry but I haven't finished it yet.                   |
| 8 Have you heard from Carla?              | h Yes, I've just seen them in the cafeteria.             |

### 3 Complete the sentences and questions using the words in the box.

already just yet (x2)

- 1 **A:** Have you paid that invoice \_\_\_\_\_ ?
- B:** Yes, I've \_\_\_\_\_ paid it. I'm printing off the confirmation now.
- 2 **A:** Can you do that translation for me?
- B:** I've \_\_\_\_\_ done it! I emailed it to you last night.
- 3 **A:** Do you want me to check the contract?
- B:** We haven't got it \_\_\_\_\_. They only posted it yesterday.

## Writing Product review

### 1A Read the product review and correct the mistakes.

I <sup>1</sup>choose this Bluetooth speaker because the reviews were positive and the information on the website <sup>2</sup>told it performed as well as more expensive ones. So, I <sup>3</sup>decision to buy it because it was pretty good value for money. <sup>4</sup>That I like most is that the sound quality is great. I was <sup>5</sup>impression by the coloured lights which flash as the music plays. I <sup>6</sup>particular like the fact that it is very light and quite small so it is good for travelling.

However, there are some problems. The main <sup>7</sup>upside is that I spent hours trying to connect it to my phone. <sup>8</sup>Other problem is that the charge doesn't last long so I can't use it very long outside. Also, the instructions were not included, which was annoying. One last <sup>9</sup>think I don't like is the case. It is very poor quality.

Unfortunately, I can only give it two stars.



- |                |         |         |
|----------------|---------|---------|
| 1 <u>chose</u> | 4 _____ | 7 _____ |
| 2 _____        | 5 _____ | 8 _____ |
| 3 _____        | 6 _____ | 9 _____ |

### B How did the writer organise the product review in Exercise 1A? Complete the table using the aspects in the box.

battery life case size good price instructions lights good reviews  
sound quality technical issues two-star rating

Reasons for buying	Good points	Bad points	Conclusion

### 2 Write a product review of about 150 words using the notes below. Include the following:

- a clear introduction.
- good points about the product.
- bad points about the product.
- a clear conclusion.

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• wanted a tablet to watch films when travelling</li> <li>• bought it because a colleague had one</li> <li>• read a lot of reviews first</li> <li>• got a very good price – 25 percent cheaper than other brands</li> <li>• good size screen</li> <li>• easy to use</li> </ul> | <ul style="list-style-type: none"> <li>• clear graphics</li> <li>• volume is not very loud – hard to hear even with headphones</li> <li>• battery is very poor – only lasts three hours</li> <li>• screen always dirty</li> <li>• next time, buy a more expensive one</li> <li>• three stars only</li> </ul> |
|---|--|