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## **Level 4**

### **Sony plans to launch electronic-paper watch**

**1st December, 2014**

<http://www.breakingnewsenglish.com/1412/141201-e-paper-watch-4.html>

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Please try the harder Level 5 and the 26–page Level 6 (harder).

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# THE READING

From <http://www.breakingnewsenglish.com/1412/141201-e-paper-watch-4.html>

Sony is preparing for the launch of a watch made out of electronic paper. It could be out next year. The watch will be different from others because it will focus on looks and style rather than function. A special paper material will mean the face and strap act as a display. The wearer can change the whole surface of the watch. Analysts say that the watch may not sell well. 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. It made the design public last September using a pretend company. It didn't want people to know its name. 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 used crowdfunding to see how many people thought it would be a good idea. It got more than its \$17,000 goal. It raised \$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-4.html>

## PARAGRAPH ONE:

- |                                |                         |
|--------------------------------|-------------------------|
| 1. preparing for the launch    | a. rather than function |
| 2. made out of                 | b. next year            |
| 3. It could be out             | c. well                 |
| 4. The watch will be different | d. of a watch           |
| 5. focus on looks and style    | e. surface of the watch |
| 6. change the whole            | f. smart watch          |
| 7. the watch may not sell      | g. electronic paper     |
| 8. it isn't a proper           | h. from others          |

## PARAGRAPH TWO:

- |                                   |                          |
|-----------------------------------|--------------------------|
| 1. Sony kept its watch            | a. for our concept       |
| 2. It made the design             | b. company               |
| 3. using a pretend                | c. value of the product  |
| 4. It didn't want people to       | d. a big secret          |
| 5. test the real                  | e. in total              |
| 6. there will be demand           | f. would be a good idea  |
| 7. see how many people thought it | g. public last September |
| 8. It raised \$30,000             | h. know its name         |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1412/141201-e-paper-watch-4.html>

Sony is preparing (1) \_\_\_\_\_ watch made out of electronic paper. (2) \_\_\_\_\_ next year. The watch will be different from others because it will focus on looks and style (3) \_\_\_\_\_. A special paper material will mean the (4) \_\_\_\_\_ act as a display. The wearer can change the (5) \_\_\_\_\_ the watch. Analysts say that the watch may not sell well. It is stylish, but it isn't a (6) \_\_\_\_\_ as it cannot connect to the Internet.

Sony kept its (7) \_\_\_\_\_. It made the design public last September using (8) \_\_\_\_\_. It didn't want people to know its name. A spokesman said: "We hid Sony's (9) \_\_\_\_\_ we wanted to test the (10) \_\_\_\_\_ product, whether there will be demand for our concept." Sony (11) \_\_\_\_\_ to see how many people thought it would (12) \_\_\_\_\_. It got more than its \$17,000 goal. It raised \$30,000 in total.

# SMART WATCH SURVEY

From <http://www.breakingnewsenglish.com/1412/141201-e-paper-watch-4.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) \_\_\_\_\_

*Sony plans to launch electronic-paper watch – 1st December, 2014*  
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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) \_\_\_\_\_

