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Level 6

Sony plans to launch electronic-paper watch

1st December, 2014

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

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Please try Levels 4 and 5 (they are easier).

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THE ARTICLE

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

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: <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>

WARM-UPS

1. SMART WATCHES: Students walk around the class and talk to other students about smart watches. Change partners often and share your findings.

2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

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

Have a chat about the topics you liked. Change topics and partners frequently.

3. E-PAPER: What possible uses might there be for e-paper? Complete this table with your partner(s). Change partners often and share what you wrote.

	Possible uses	How useful?
Newspapers		
Gift wrapping		
Paper cups		
School books		
Envelopes		
Post cards		

4. SMART WATCHES: Students A **strongly** believe smart watches are better than normal watches; Students B **strongly** believe qqqqqq. Change partners again and talk about your conversations.

5. 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
- e-mail
- TV
- music
- Internet
- stopwatch
- alarm
- heart rate monitor

6. WATCH: Spend one minute writing down all of the different words you associate with the word "watch". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

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

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

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

2. SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|---------------|--------------|
| 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 |

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

- | | |
|--|-----------------------------|
| 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 |

GAP FILL

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

The electronics giant Sony is (1) _____ up for the launch of a watch made out of electronic paper. The e-paper watch could be on store (2) _____ next year. Sony's watch will be the latest to enter the smart watch market. A company spokesman said the watch would (3) _____ from the competition because it will focus more on looks and style rather than (4) _____ and gadgetry. The watch will be made from a special paper material that will allow both its face and strap to serve as a (5) _____. The wearer will be able to change and interact with the entire (6) _____ of the watch. Analysts say that the watch may have (7) _____ selling. Most agree that it is (8) _____, but it isn't a proper smart watch as it cannot connect to the Internet.

surface
differ
trouble
gearing
display
shelves
stylish
function

Sony kept the testing of its watch a big (9) _____ until this week. It made the design public last September to (10) _____ public reaction to it. Sony didn't want people to be (11) _____ by its name or brand, so it said the watch was from a company called Fashion Entertainment. A spokesman said: "We (12) _____ Sony's name because we wanted to test the real (13) _____ of the product, whether there will be demand for our (14) _____." Sony put the watch on a crowdfunding site to test the market and see how many people thought it would be (15) _____ investing in. The device surpassed its two million yen (\$17,000) goal, raising 3.5 million yen (\$30,000) in (16) _____.

hid
gauge
worth
secret
total
value
concept
influenced

LISTENING – Guess the answers. Listen to check.

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

- 1) The electronics giant Sony is gearing up for the _____
 - a. lunch of a watch
 - b. raunch of a watch
 - c. paunch of a watch
 - d. launch of a watch
- 2) The e-paper watch could be on store _____
 - a. shelf next year
 - b. shells next year
 - c. svelte next year
 - d. shelves next year
- 3) A company spokesman said the watch would differ _____
 - a. from the competitors
 - b. from the competition
 - c. from the competitions
 - d. from the competing
- 4) a special paper material that will allow both its face and strap to _____
 - a. serve has a display
 - b. serve as a display
 - c. serve was a display
 - d. serve is a display
- 5) it isn't a proper smart watch as it cannot _____ Internet
 - a. connects to the
 - b. connect from the
 - c. connects from the
 - d. connect to the
- 6) It made the design public last September to _____ to it
 - a. gage public reaction
 - b. gauge public reaction
 - c. age public reaction
 - d. page public reaction
- 7) Sony didn't want people to be influenced by _____
 - a. its name or branded
 - b. its name or bland
 - c. its name or brand
 - d. its name or blend
- 8) We hid Sony's name because we wanted to test the _____ product
 - a. reality value of the
 - b. really value of the
 - c. real value of the
 - d. reel value of the
- 9) Sony put the watch on a crowdfunding site to _____
 - a. test the market
 - b. rest the market
 - c. lest the market
 - d. nest the market
- 10) The device surpassed its two million _____
 - a. yen (\$17,000) foal
 - b. yen (\$17,000) goal
 - c. yen (\$17,000) coal
 - d. yen (\$17,000) dole

LISTENING – Listen and fill in the gaps

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

The electronics giant Sony is (1) _____ of a watch made out of electronic paper. The e-paper watch could (2) _____ next year. Sony's watch will be the latest to enter the smart watch market. A company spokesman said the watch (3) _____ competition because it will focus more on looks and (4) _____ and gadgetry. The watch will be made from a special paper material that will allow both its face and strap to (5) _____. The wearer will be able to change and interact with the entire surface of the watch. Analysts say that the watch may (6) _____. 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 (7) _____ this week. It made the design public last September to (8) _____ 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 (9) _____ of the product, whether there will be demand (10) _____." Sony put the watch on a crowdfunding site to test the market and see how many people thought (11) _____ investing in. The device surpassed its two million yen (\$17,000) goal, (12) _____ (\$30,000) in total.

COMPREHENSION QUESTIONS

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

1. What is Sony gearing up for?

2. When could Sony's new watch be on store shelves?

3. What two things will the watch focus on?

4. What will the watch's strap be able to serve as?

5. Why isn't the watch a proper smart watch?

6. When did Sony make the watch's design known to the public?

7. What did Sony want to stop people being influenced by?

8. What did a Sony spokesman say the company wanted to test?

9. Where did Sony test the market for the watch?

10. How much (in dollars) did Sony raise through a website?

MULTIPLE CHOICE - QUIZ

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

1. What is Sony gearing up for?
 - a) a product launch
 - b) a recession
 - c) competition
 - d) a radical change
2. When could Sony's new watch be on store shelves?
 - a) soon
 - b) December 25
 - c) next year
 - d) in two years
3. What two things will the watch focus on?
 - a) profit and costs
 - b) timekeeping and e-mail
 - c) the face and strap
 - d) looks and style
4. What will the watch's strap be able to serve as?
 - a) a battery
 - b) a display
 - c) a belt
 - d) a face
5. Why isn't the watch a proper smart watch?
 - a) it cannot connect to the Internet
 - b) it has no hands
 - c) it needs batteries
 - d) it lacks intelligence
6. When did Sony make the watch's design known to the public?
 - a) June
 - b) July
 - c) August
 - d) September
7. What did Sony want to stop people being influenced by?
 - a) the Internet
 - b) the competition
 - c) its name or brand
 - d) money
8. What did a Sony spokesman say the company wanted to test?
 - a) people
 - b) the market
 - c) the competition
 - d) fashion
9. Where did Sony test the market for the watch?
 - a) at its Tokyo headquarters
 - b) on the streets of New York
 - c) on a crowdfunding site
 - d) in shopping malls
10. How much (in dollars) did Sony raise through a website?
 - a) two million
 - b) \$30,000
 - c) 3.5 million
 - d) \$17,000

ROLE PLAY

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

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.

AFTER READING / LISTENING

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

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms ... for the words 'smart' and 'watch'.

smart	watch
--------------	--------------

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

<ul style="list-style-type: none">• launch• shelves• competition• material• surface• stylish	<ul style="list-style-type: none">• secret• reaction• brand• value• market• total
---	--

SMART WATCHES SURVEY

From <http://www.BreakingNewsEnglish.com/1412/141201-e-paper-watch.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.

SMART WATCHES DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

- 1) What did you think when you read the headline?
- 2) What springs to mind when you hear the word 'watch'?
- 3) What do you think of the company Sony?
- 4) How happy are you with your watch?
- 5) What do you think of the idea of smart watches?
- 6) What other things could e-paper be used for?
- 7) What would make you buy the Sony e-paper watch?
- 8) What is the use of a strap that is also a display?
- 9) Do you think the watch will have trouble selling?
- 10) How important is it to have things connected to the Internet?

Sony plans to launch electronic-paper watch – 1st December, 2014
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SMART WATCHES DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

- 11) Did you like reading this article? Why/not?
- 12) How difficult is it for companies to keep things secret?
- 13) What things do you really need on a watch?
- 14) How good a brand is Sony?
- 15) What kind of watch would you really like?
- 16) What do you know about crowdfunding?
- 17) Would you invest in a crowdfunded project?
- 18) Would you be interested in buying the e-paper watch?
- 19) How much do you need a watch?
- 20) What questions would you like to ask Sony's boss?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

LANGUAGE - CLOZE

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

The electronics giant Sony is (1) _____ up for the launch of a watch made out of electronic paper. The e-paper watch could be on store (2) _____ next year. Sony's watch will be the latest to enter the smart watch market. A company spokesman said the watch would (3) _____ 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 (4) _____ as a display. The wearer will be able to change and interact with the (5) _____ 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 (6) _____ it cannot connect to the Internet.

Sony kept the testing of its watch a (7) _____ secret until this week. It made the design public last September to (8) _____ 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 (9) _____ Sony's name because we wanted to test the real value of the product, whether there will be demand (10) _____ our concept." Sony put the watch on a crowdfunding site to test the market and see how many people thought it would be (11) _____ investing in. The device surpassed its two million yen (\$17,000) goal, raising 3.5 million yen (\$30,000) (12) _____ total.

Put the correct words from the table below in the above article.

- | | | | | |
|-----|---------------|---------------|----------------|---------------|
| 1. | (a) clearing | (b) gearing | (c) hearing | (d) searing |
| 2. | (a) floors | (b) shelves | (c) counters | (d) tables |
| 3. | (a) different | (b) diffident | (c) difference | (d) differ |
| 4. | (a) servant | (b) serve | (c) service | (d) server |
| 5. | (a) every | (b) entire | (c) all | (d) each |
| 6. | (a) has | (b) was | (c) as | (d) is |
| 7. | (a) enormous | (b) medium | (c) big | (d) oversized |
| 8. | (a) gouge | (b) gorge | (c) gauge | (d) gauze |
| 9. | (a) hide | (b) hiding | (c) hidden | (d) hid |
| 10. | (a) by | (b) to | (c) as | (d) for |
| 11. | (a) worth | (b) value | (c) effort | (d) reward |
| 12. | (a) to | (b) of | (c) in | (d) by |

SPELLING

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

Paragraph 1

1. The rcelcoitnes giant Sony
2. on store slesevh
3. differ from the eomintpoict
4. function and atgyergd
5. seerv as a display
6. Most agree that it is yltiss

Paragraph 2

7. ueagg public reaction
8. be inlceunfed by its name
9. demand for our necpoc
10. a ufiorgnddnwc site
11. worth vnigsntei in
12. The device ssuarespd its two million yen goal

PUT THE TEXT BACK TOGETHER

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

Number these lines in the correct order.

()	Sony kept the testing of its watch a big secret until this week. It made the design public last
()	the smart watch market. A company spokesman said the watch would differ from
()	paper. The e-paper watch could be on store shelves next year. Sony's watch will be the latest to enter
()	agree that it is stylish, but it isn't a proper smart watch as it cannot connect to the Internet.
()	its two million yen (\$17,000) goal, raising 3.5 million yen (\$30,000) in total.
()	September to gauge public reaction to it. Sony didn't want people to be influenced
()	site to test the market and see how many people thought it would be worth investing in. The device surpassed
()	able to change and interact with the entire surface of the watch. Analysts say that the watch may have trouble selling. Most
()	by its name or brand, so it said the watch was from a company called Fashion Entertainment. A spokesman
()	from a special paper material that will allow both its face and strap to serve as a display. The wearer will be
()	said: "We hid Sony's name because we wanted to test the real value of the
(1)	The electronics giant Sony is gearing up for the launch of a watch made out of electronic
()	the competition because it will focus more on looks and style rather than function and gadgetry. The watch will be made
()	product, whether there will be demand for our concept." Sony put the watch on a crowdfunding

PUT THE WORDS IN THE RIGHT ORDER

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

1. for the launch The electronics giant Sony is gearing up.

2. next on watch year store could shelves be e-paper The.

3. competition the from differ would watch The.

4. a material will from paper watch made special The be.

5. say watch trouble Analysts the have that may selling.

6. secret the its big kept of a Sony testing watch.

7. want people to be influenced by its brand Sony didn't.

8. real value of the product We wanted to test the.

9. thought be in people would investing Many it worth.

10. goal (\$17,000) surpassed yen device million The , two its.

CIRCLE THE CORRECT WORD (20 PAIRS)

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

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

Sony *kept / keeping* the testing of its watch a big secret *by / until* this week. It made the design public last September to *gauge / gouge* public reaction to it. Sony didn't want people to be influenced *for / by* its name or brand, so it said the watch was from a company *calling / called* Fashion Entertainment. A spokesman said: "We hid Sony's name because we wanted to *treat / test* the real value *at / of* the product, whether there will be demand for our *concept / conceive*." Sony put the watch on a crowdfunding site to test the market and see how many people thought it would *see / be* worth investing in. The device surpassed its two million yen (\$17,000) goal, raising 3.5 million yen (\$30,000) in *total / totally*.

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

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

Th_ _l_ctr_n_cs g__nt S_ny _s g__r_ng _p f_r th_
l__nch _f _w_tch m_d_ _t _f_l_ctr_n_c p_p_r. Th_
_p_p_r w_tch c__ld b_ _n st_r_ sh_lv_s n_xt y__r.
S_ny's w_tch w_ll b_ th_ l_t_st t_ _nt_r th_ sm_rt
w_tch m_rk_t. _c_mpn_y sp_k_sm_n s__d th_ w_tch
w__ld d_ff_r fr_m th_ c_m_p_t_t__n b_c__s_ _t w_ll
f_c_s m_r_ _n l__ks _nd styl_r_th_r th_n f_nct__n _nd
g_dg_try. Th_ w_tch w_ll b_ m_d_ fr_m _sp_c__l p_p_r
m_t_r__l th_t w_ll _ll_w b_th _ts f_c_ _nd str_p_t_
s_rv__s _d_spl_y. Th_ w__r_r w_ll b_ _bl_t_ ch_ng_
_nd _nt_r_ct w_th th_ _nt_r_ s_rf_c_ _f th_ w_tch.
_n_lysts s_y th_t th_ w_tch m_y h_v_ tr__bl_ s_ll_ng.
M_st _gr__ th_t _t _s styl_sh, b_t _t _sn't _pr_p_r
sm_rt w_tch _s _t c_nn_t c_nn_ct t_ th_ _nt_rn_t.

S_ny k_pt th_ t_st_ng _f _ts w_tch _b_g s_cr_t _nt_l
th_s w__k. _t m_d_ th_ d_s_gn p_bl_c l_st S_pt_mb_r
t_ g__g_ p_bl_c r__ct__n t_ _t. S_ny d_dn't w_nt
p__pl_ t_ b_ _nfl__nc_d by _ts n_m_ _r br_nd, s__t
s__d th_ w_tch w_s fr_m _c_mpn_y c_ll_d F_sh__n
_nt_rt__nm_nt. _sp_k_sm_n s__d: "W_ h_d S_ny's
n_m_ b_c__s_ w_ w_nt_d t_ t_st th_ r__l v_l__ _f th_
pr_d_ct, wh_th_r th_r_ w_ll b_ d_m_nd f_r __r
c_nc_pt." S_ny p_t th_ w_tch _n _cr_wdf_nd_ng s_t_
t_ t_st th_ m_rk_t _nd s__h_w m_ny p__pl_ th__ght _t
w__ld b_ w_rth _nv_st_ng _n. Th_ d_v_c_ s_rp_ss_d
ts tw m_ll__n y_n (\$17,000) g__l, r__s_ng 3.5
m_ll__n y_n (\$30,000) _n t_t_l.

PUNCTUATE THE TEXT AND ADD CAPITALS

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

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 (\$17000) goal raising 35 million yen (\$30000) in total

PUT A SLASH (/) WHERE THE SPACES ARE

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

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 smartwatch 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 the 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 smartwatch 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 crowd funding 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.

FREE WRITING

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

Write about **smart watches** for 10 minutes. Comment on your partner’s paper.

HOMework

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about e-paper. Share what you discover with your partner(s) in the next lesson.

3. SONY: Make a poster about Sony. Show your work to your classmates in the next lesson. Did you all have similar things?

4. SMART WATCHES: Write a magazine article about smart watches. Include imaginary interviews with people who think they are a good idea and with people who think they are a bad idea.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to the boss of Sony. Ask him three questions about smart watches. Give him three ideas on how to improve watches. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

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

SYNONYM MATCH (p.4)

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

COMPREHENSION QUESTIONS (p.8)

1. The launch of a watch
2. Next year
3. Looks and style
4. A display
5. It cannot connect to the Internet
6. September
7. Its name or brand
8. The market
9. On a crowdfunding site
10. \$30,000

MULTIPLE CHOICE - QUIZ (p.9)

1. a 2. c 3. d 4. b 5. a 6. d 7. c 8. b 9. c 10. b

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)