

1 Speaking

Work with a partner and discuss the following questions.

- Which of the products in the box do you own?
- How did you decide which particular model to buy?

smartphone

tablet PC

TV

mp3 player

electric fan

lamp

2 Listening

Work with a partner. You are going to listen to a presentation of a new product. Look at the words in the box and predict what the product might be.

aerodynamic

outdoor lifestyle

control panel

gadgets

handle bars

HD camera

range of colours

gradient

recyclable material



Listen to the presentation and check if your prediction was correct.

3 Vocabulary

Complete the extracts (1–8) from the presentation with the phrases from the box.

innovative

endless

unrivalled

out of this world

high grade

ergonomic

latest

state-of-the-art

1. I'm here to tell you about one of our most _____ products yet.
2. So let me begin by introducing our _____ creation.
3. The shape of the helmet is something, well, something quite _____.
4. The E swift helmet is aerodynamic, comes in a range of colours and is _____ in design allowing it to mould to the rider's head.

5. The helmet offers _____ protection and is our strongest model to date.
6. The helmet comes equipped with a _____ HD camera that's fitted above the cyclist's eye.
7. The possibilities are _____.
8. Our helmets are constructed with _____ recyclable materials.

Match the phrases from the box to their synonyms in the table.

brand new	comfortable	cutting-edge	top quality
exceptional	incredible	limitless	ingenious


4 Language

Natalie delivers a well-structured presentation by using phrases to signpost each stage. Number the following phrases in the order they occur.

- | | |
|------------------------------|---|
| ___ So to sum it all up... | ___ Following on from that... |
| ___ Thank you for listening. | ___ Today, I'm here to tell you... |
| ___ Now let's move on to... | ___ So we've talked about... |
| ___ So let me begin by... | ___ I'd like to move on now and tell you... |



Listen again and check your answers.

5 Pronunciation

Listen to these extracts from the presentation. You will notice that the speaker pauses at regular intervals when she speaks, especially when listing information. These pauses add emphasis and give the listener more time to focus.

Mark the pauses with this // symbol.

The presentation will be divided into three parts first I will talk about the design of our product following on from that I will go into what really sets this product apart from its rivals and finally I will briefly talk to you about our environmental policies

Based on our previous models the E swift helmet is aerodynamic comes in a range of colours and is ergonomic in design allowing it to mould to the rider's head.

The helmet also comes equipped with a mini CPU which means that as you cycle your helmet is working for you monitoring your heart rate the distance and speed you are travelling the average amount of calories you are burning and even the gradient of the slope you are on.

Work with a partner. Take it in turns to read the following sentences adding pauses where necessary.

1. We've created a desk that is ergonomic contemporary and environmentally friendly.
2. I'm going to begin by explaining the idea behind this product before moving on to talk about market research and sales forecasts.
3. It performs well on ice in wet conditions and off-road.
4. So as you can see not only does this product come in a range of colours and sizes it can also be made from a variety of different materials.

6 Speaking

With a partner choose an object from the box that you would like to make more innovative.

a mug

a tie

a ruler

a spoon

a toothbrush

a teddybear

Discuss with your partner how the object could be improved.

When you have decided on a concept, create a short presentation on your object. With your partner, plan the presentation. Remember to use the signposting phrases to structure what you want to say.

Be ready to present your object to another pair. Listen and make notes of advantages/disadvantages. You can ask questions at the end.

Notes