

3.2 Vocabulary Specifications and features



Discussion

1 Put these stages of product development into the most likely chronological order.

- Beta test the product by users in typical situations.
- Conduct market studies to test the concept.
- Launch the product.
- Draw sketches and build mockups.
- Go into production.
- Draw up specifications for the product.
- Generate new ideas in focus groups and brainstorming meetings.
- Screen out unfeasible or unprofitable ideas.

Reading for detail

2 Read the information on the FedEx Box and FedEx Tube and complete the product specification summaries below.

	<p>Inside dimensions</p> <p>for <input type="text" value="Large FedEx Box"/> are</p> <p>length x width x height</p> <p><input type="text" value="45.4"/> x <input type="text" value="31.4"/> x <input type="text" value="7.6"/></p> <p>For shipments weighing maximum <input type="text" value="9.072"/> kg</p>
	<p>Inside dimensions</p> <p>for <input type="text" value="FedEx Tube"/> are</p> <p><input type="text" value="96.5"/> x <input type="text" value="15.2"/> x <input type="text" value="15.2"/></p> <p>long wide high</p> <p>Maximum weight allowed <input type="text" value="9.072"/> kg</p>

- The large FedEx Box is 31,4 cm _____ and 45,4 cm _____. It is 7,6 cm _____. When empty, the box _____ 400 g; it can be used to ship small parts or computer printouts up to 9 kg in _____.
- The FedEx Tube is 96,5 cm in _____ and 15,2 cm in _____ and _____. With a _____ of 450 g when empty, it can be used to ship plans, posters, blueprints, etc. _____ up to 9 kg.

Describing products

3 Describe the dimensions of objects in your pockets or your bag. Your partner should try to guess what they are.

Collocations

4 Match the nouns in the box with the compound adjectives they usually collocate with.



materials packaging devices design personal stereos technology

1 energy-saving	devices	4 child-resistant
labour-saving		tamper-resistant
2 fire-retardant	personal stereos	5 future-proof
water-resistant		foolproof
3 waterproof	technology	6 eye-catching
shockproof		attention-grabbing

Internet research

What are the best ways of recording and learning vocabulary? Search for the keywords *recording vocabulary* and make a list of possible techniques. Rank the techniques on your list from the most to the least useful for you personally.

Listening for gist

- 5  1:29-1:34 Listen to six conversations. Use collocations from 4 to describe what is being discussed.
- 6  1:35 Listen to a presentation of the Maptech i3. What are its three main features?

Listening for detail

7 Listen again and complete these expressions for structuring a product presentation using the correct preposition from the box.

about to with up back by of on

- 1 I'm here today to tell you _____ (the Maptech i3 ...)
- 2 Let's start _____ (Touch Screen Command).
- 3 Let me show you an example _____ (what I mean).
- 4 Moving _____ to (what's below the water ...)
- 5 Can I just turn _____ (communications)?
- 6 I'll just sum _____ (the Maptech i3's three main features ...)
- 7 Let's just go _____ to (our midnight fishing trip).
- 8 I'd like to finish _____ (inviting you to ...)



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8 Match the expressions in 7 with their function in the presentation a)–e).

- a) Beginning the presentation
- b) Moving to a new point
- c) Developing an idea
- d) Returning to a point made earlier
- e) Ending the presentation

Presentation

9 Work in small groups. Use the vocabulary and expressions in the previous exercises to present the specifications and features of an electronic device of your choice.

