

Discussion

Identify the four features of this car and the four corresponding benefits to consumers. Then discuss the questions below.

safe braking and cornering alloy wheels 3.0 V6 engine air-conditioned comfort power on demand ABS automatic climate control head-turning good looks

- 1 What do you look for in a car features or benefits? Why?
- 2 When you buy a computer, a mobile phone, or software, are you more interested in its features or benefits? What about other products?

Scan reading

2 Read the product description below and number the five sections in the box in the order they appear in the article.

compatibility background details of features and benefits virtation overview of benefits



Reformulating

R&D departments often focus on describing features, while marketing departments tend to describe benefits to consumers. Read the eight features described by R&D and <u>underline</u> their corresponding benefits in the text in 2.

- International open source code application available to download (paragraph A)
 ... this world-class software is still free!
- 2 Fully integrated suite of office applications (paragraph B)
- 3 Supports PDF and SWF publishing without plug-ins (paragraph B)
- 4 Intuitive user interface (paragraph C)
- 5 Fully compatible with other document formats (paragraph C)
- 6 Image integration capability (paragraph D)
- 7 Built-in 2-D and 3-D charting tools (paragraph D)
- 8 Diagram and special effects functions (paragraph D)

Reformulate the product features of the Creole Audio Manager in terms of benefits.

- Fully integrated multi-format audio and video player Creole gives you everything you'd expect from an audio player; watch and play video and music in all popular formats.
- 2 Downloadable shareware
- 3 Full PC and Mac compatibility
- 4 Music search, download and organizer features
- 5 Online radio and TV capability
- 6 Built-in CD-burning tool
 - Intuitive user interface and foolproof operation
- 8 Karaoke function

Writing

7

Internet

research

The MP3 player market

for growth, and China wants its share. Search for the keywords MP3

player market China and

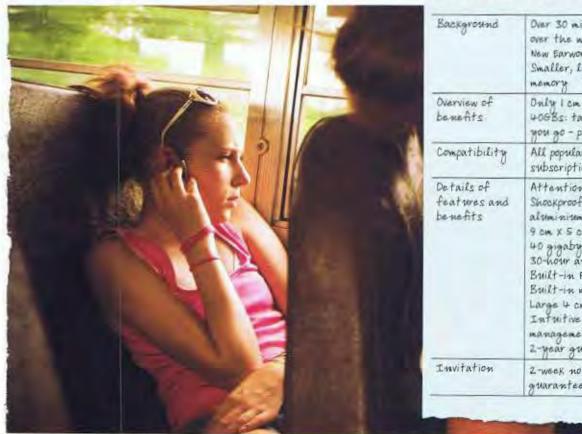
write a short summary

on your findings.

has huge potential



Write a product description of the Earworm2, a portable MP3 player, using the notes below. (Alternatively, use a product of your choice.) Focus on the benefits to consumers, adding any details you feel are appropriate.



Васкдточно	Over 30 million Earworm players all over the world New Earworm2, now available Smaller, lighter, stronger, more memory
Overview of benefits	Only I cm thick, less than 250 g, 400Bs: take your music everywhere you go - plays up to 20,000 songs
Compatibility	All popular music formats, PC, Mac, subscription services
Details of features and benefits	Attention-grabbing design Shockproof, water-resistant aluminium case 9 cm x 5 cm x 1 cm, 245 g 40 gigabytes storage = 20,000 song: 30-hour autonomy Built-in FM radio Built-in mic for voice recording Large 4 cm x 3 cm LCD screen Intuitive user interface and file management 2-year guarantee
Invitation	2-week no quibble money-back guarantee

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