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## **Level 5**

# **Apple unveils new Apple Watch**

**12th September, 2014**

<http://www.breakingnewsenglish.com/1409/140912-apple-watch.html>

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**Please try Level 4 (easier) and the 26-page Level 6 (harder).**

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# THE READING

From <http://www.breakingnewsenglish.com/1409/140912-apple-watch.html>

Apple has unveiled its much talked about smart watch. Apple is famous for wowing its followers during its product launches. The big surprise with the new timepiece is its name. The company has changed from its usual product naming and not used the "i" prefix. CEO Tim Cook showed us the Apple Watch and not the iWatch. The device has a new interface, it runs apps, and has a health and fitness tracker. It also has a digital payment system, which Cook hopes will "replace the wallet". There are also eleven different watch faces and, for the fashion conscious, many colourful straps.

Reviews of the watch have been mixed. A senior tech analyst believes the watch could get people wearing technology. He said: "For many people, waiting to see what Apple did was a first step before going out to buy a wearable technology product." The \$349 price could put people off. That is a lot more expensive than its rivals. However, millions of loyal customers have always paid more for Apple products. Apple might beat its rivals because its watch could be a must-have fashion item. Apple hired big fashion industry names, including the ex-boss of Burberry, to help design the watch.

Sources: <http://www.bbc.co.uk/news/technology-29128083>  
<http://www.telegraph.co.uk/technology/apple/11086146/New-Apple-iPhone-6-release-live.html>  
<http://online.wsj.com/articles/apple-watch-may-not-wind-up-growth-heard-on-the-street-1410296524>

# MATCHING

From <http://www.breakingnewsenglish.com/1409/140912-apple-watch.html>

## PARAGRAPH ONE:

- |                                     |                             |
|-------------------------------------|-----------------------------|
| 1. Apple has unveiled its much      | a. usual product naming     |
| 2. Apple is famous for wowing       | b. tracker                  |
| 3. The company has changed from its | c. apps                     |
| 4. not used the "i"                 | d. its followers            |
| 5. it runs                          | e. payment system           |
| 6. a health and fitness             | f. talked about smart watch |
| 7. It also has a digital            | g. faces                    |
| 8. eleven different watch           | h. prefix                   |

## PARAGRAPH TWO:

- |                                  |                          |
|----------------------------------|--------------------------|
| 1. Reviews of the watch          | a. technology product    |
| 2. the watch could get people    | b. have always paid more |
| 3. waiting to see what Apple did | c. boss of Burberry      |
| 4. buy a wearable                | d. was a first step      |
| 5. The \$349 price could put     | e. have been mixed       |
| 6. millions of loyal customers   | f. have fashion item     |
| 7. a must-                       | g. wearing technology    |
| 8. the ex-                       | h. people off            |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1409/140912-apple-watch.html>

Apple (1) \_\_\_\_\_ talked about smart watch. Apple is famous for wowing its followers during (2) \_\_\_\_\_. The big surprise with the new timepiece is its name. The company has changed from its usual product naming and not (3) \_\_\_\_\_. CEO Tim Cook showed us the Apple Watch and not the iWatch. The device has a new interface, it runs apps, and has a (4) \_\_\_\_\_. It also has a digital payment system, which Cook hopes will "(5) \_\_\_\_\_". There are also eleven different watch faces and, for (6) \_\_\_\_\_, many colourful straps.

Reviews of the watch (7) \_\_\_\_\_. A senior tech analyst believes the watch could get people wearing technology. He said: "For many people, (8) \_\_\_\_\_ Apple did was a first step before going out to buy a (9) \_\_\_\_\_ product." The \$349 price could put people off. That is a lot more expensive than its rivals. However, millions of loyal customers have always (10) \_\_\_\_\_ products. Apple might beat its rivals because its watch could be (11) \_\_\_\_\_ item. Apple hired (12) \_\_\_\_\_ names, including the ex-boss of Burberry, to help design the watch.

# SMART WATCHES SURVEY

From <http://www.breakingnewsenglish.com/1409/140912-apple-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.

## 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)

*Apple unveils new Apple Watch - 12th September, 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)

