

Samsung unveils new smartwatch

7th September, 2013

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2013/09/04/GALAXY-GEAR-1

Samsung has entered the newly-emerging smartwatch market by unveiling its multi-function timepiece, the Galaxy Gear. It is a digital watch with a difference. Wearers can make telephone calls, receive emails and take photographs. It can also run dozens of Android apps on its 1.6-inch screen. Users navigate through different

screens and functions using swipes. What's more, it comes in a range of vibrant colours that add a sci-fi feel to its stainless steel body. The device will be on sale from September 25th and comes with a \$299 price tag. Samsung beat its main competitor Apple to the market. Industry insiders expect Apple to reveal details of its smartwatch within a week or two.

Analysts have had mixed reactions to the Galaxy Gear. Jack Gold of J. Gold Associates suggests the product is overpriced. He said Samsung would need to price it at under \$100 to get mass-market appeal. He added: "At \$300, that's probably as much as most people will pay for a phone itself." Independent analyst Jeff Kagan said the Gear "is another step into the future" and that Samsung continues to "push the innovation envelope". He predicted it would be as popular as Samsung's smartphones and tablets. A Samsung spokesperson said: "We have created something incredible. You don't need to get your phone out anymore. Gear takes the entirety of your digital world and places it right where you can see."

Sources: *Computerworld.com / Sky News / Pocket-lint.com*

Writing

Compare and contrast smartwatches and smartphones.

Chat

Talk about these words from the article.

newly-emerging / smartwatch / multi-function / navigate / vibrant colours / price tag / mixed reactions / overpriced / mass market / innovation / incredible / digital world

True / False

- Samsung has introduced to the world its third and best smartwatch. T / F
- The watch can run 16 apps on its screen. T / F
- The body of the watch is made of stainless steel. T / F
- Samsung has probably beaten Apple to the market by a few weeks. T / F
- An expert said the Gear was too expensive to sell well. T / F
- Another expert praised how innovative the Galaxy Gear was. T / F
- The expert said it wouldn't be as popular as smartphones. T / F
- Samsung said you would still need to get your phone out. T / F

Synonym Match

- | | |
|---------------|-----------------|
| 1. entered | a. breakthrough |
| 2. unveiling | b. principal |
| 3. vibrant | c. gadget |
| 4. device | d. whole |
| 5. main | e. joined |
| 6. mixed | f. unbelievable |
| 7. appeal | g. launching |
| 8. innovation | h. attraction |
| 9. incredible | i. vivid |
| 10. entirety | j. assorted |

Discussion – Student A

- How excited are you by the thought of smartwatches?
- What are the pros and cons of smartwatches?
- Will you buy a smartwatch?
- How sci-fi is a smartwatch?
- Why aren't watchmakers like Rolex entering the smartwatch market?
- Could smartwatches end the need for smartphones?
- What do you think of the \$299 price tag?
- Will Apple's smartwatch be better than the Galaxy Gear?

Phrase Match

- | | |
|--------------------------------------|--------------------------------|
| 1. entered the newly- | a. function timepiece |
| 2. unveiling its multi- | b. envelope |
| 3. It can also run dozens of Android | c. reactions |
| 4. a range of vibrant | d. market appeal |
| 5. reveal details of its smartwatch | e. emerging smartwatch market |
| 6. mixed | f. into the future |
| 7. get mass- | g. apps on its 1.6-inch screen |
| 8. another step | h. of your digital world |
| 9. push the innovation | i. within a week or two |
| 10. the entirety | j. colours |

Discussion – Student B

- How does a smartwatch compare with a smartphone?
- Will smartwatches eventually replace traditional (non-digital) watches?
- What functions would you like on a smartwatch?
- Do you think a smartwatch is "incredible"?
- What do you think of the name of Samsung's smartwatch – "Gear"?
- When will smartwatches incorporate credit cards, passports, etc?
- Is a watch too small to see "the entirety of your digital world"?
- What questions would you like to ask the CEO of Samsung?

Spelling

- the newly-gmneregi smartwatch market
- tvgnieaa through different screens
- a range of ratbinv colours
- add a sci-fi feel to its esstnalis steel body
- The iedevc will be on sale from September 25th
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- mixed oestrican
- get mass-market aepIpa
- independent anyastl
- push the nnoitnviao envelope
- We have created something icelnerbid
- the eyrtntie of your digital world

Answers – Synonym Match

1. e	2. g	3. i	4. c	5. b
6. j	7. h	8. a	9. f	10. d

Role Play

Role A – Smartwatches

You think smartwatches are the best digital devices. Tell the others three reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): smart-glasses, smart-rings or smart-shirts.

Role B – Smart-glasses

You think smart-glasses are the best digital devices. Tell the others 3 reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): smartwatches, smart-rings or smart-shirts.

Role C – Smart-rings

You think smart-rings are the best digital devices. Tell the others 3 reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): smart-glasses, smartwatches or smart-shirts.

Role D – Smart-shirts

You think smart-shirts are the best digital devices. Tell the others three reasons why. Tell them things that are wrong with their devices. Also, tell the others which is the least useful of these (and why): smart-glasses, smart-rings or smartwatches.

Speaking

Rank these and share your rankings with your partner. Put the best things at the top. Change partners often and share your rankings.

- | | |
|--------------------|-----------------|
| • Smartwatches | • Game apps |
| • USB flash drives | • Google search |
| • Online shopping | • MP3s |
| • Text messaging | • Wi-fi |

Answers – True False

a	F	b	F	c	T	d	T	e	T	f	T	g	F	h	F
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Answers to Phrase Match and Spelling are in the text.