



Name: Class: Number:

Unit 6 A history of the future

Reading Part: Read the text and fill in the blanks.


NOTE
A developer is a person who creates a product or makes a product better.

4 Read the articles. 6-08

TECHNOLOGY FAILS


GOOGLE'S GLASSY FLOP

Google Glass was introduced by Google in 2013. The device was a voice-activated wearable computer. It was designed to be worn like a set of eyeglasses by its inventors. Users were able to access the internet, use special applications, take pictures, and record videos without using their hands. At the beginning, Google Glass was advertised as a groundbreaking invention. The device was admired by fans of high-tech electronics even before it went on sale. However, after its launch, problems were found. First, while remarkably useful, customers complained the device was awkward to wear and use. Second, people feared the device would violate privacy. After all, users could take pictures and videos of anything they saw. Finally, with a price of 1,500 USD, most people couldn't afford it. Rather than getting Google Glass, one could simply buy a much cheaper smartphone that did the same things. Regardless of all the negativity, Google is still hopeful about the technology. The company even launched a new version in 2019.



NOKIA'S GAMING BLUNDER

Nokia was once one of the world's most successful cell phone companies. Its phones were used by people everywhere. Then, in the early 2000s, the first smartphones started hitting the market. Nokia understood the shift in technology and started releasing its own smartphones. The first smartphone models created by Nokia's developers were popular with adults. Then, as a way to gain younger customers, Nokia launched the N-Gage gaming smartphone in 2003. At that time, many teens carried both a portable gaming device and a portable phone. Nokia researchers thought it made sense to combine both devices into one. Young customers were hopeful about the N-Gage before it came out. Upon its release, though, the device was quickly labeled a failure. The device was hated because its awkward controls made it hard to operate, it had poor functionality, a low number of games, and poor battery life. The N-Gage failed to sell; Nokia admitted it was a failure and stopped production in 2005.



Circle true or false.

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|--|------|-------|
| 1. Google Glass was introduced in 2019. | True | False |
| 2. Customers found problems with Google Glass after it was released. | True | False |
| 3. Most people thought Google Glass was affordable. | True | False |
| 4. Nokia released the N-Gage before smartphones became popular. | True | False |
| 5. The N-Gage satisfied customers but failed to sell well. | True | False |

Circle the answers.

1. What was NOT a function of Google Glass?
 - a. The ability to search the internet.
 - b. The ability to be used as binocular.
 - c. The ability to take photos.
2. Why would people think Google glass violates privacy?
 - a. Users can use applications.
 - b. Users can take it off when they want.
 - c. Users can take photos of anything.
3. What can most likely be said about the N-Gage?
 - a. Nokia didn't develop it well enough.
 - b. Nokia should have targeted adults.
 - c. It should have fewer games.

Write your answers.

1. Describe a product that you think failed. Why did it fail?

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2. Describe a product that you think is very successful. Why is it successful?

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