

Unit 5 - Vocabulary: Technological Innovation

Correct the underlined words in the text.

Many businesses are successful because they swipe ¹*disrupt* established industries with new ideas which change everything in an almost customise ² way. After these changes, we never go back. In the 1950s, the transistor radio arrived and suddenly families had a(an) place ³ about which music to listen to. This changed the music industry completely as young people had more influence and did not have to listen to their parents' music. Another disruption came with MP3 players in the 2000s, when people could interacting ⁴ their music libraries by buying any track they wanted. By automated ⁵ with other people on the internet, they could even share their playlists as well. Certain entrepreneurs saw an opportunity and soon everyone could disrupt ⁶ an order for any music (or indeed any item) and receive it almost immediately with just a(an) choice ⁷ of a credit card. Such purchasing trends are beneficial to companies such as Amazon and Apple who save money on orders with no delivery cost and reduce their costs on delivered goods by introducing other magical ⁸ processes in their warehouses; these include changes to machinery that reduce the need for human labour – an increasingly typical result of technological innovation.

Choose the correct option.

A: Have you seen my new smartphone?

B: Wow! That's very 1 ☐ . You're always so fashionable. Was it expensive?

A: It's 2 ☐ so it wasn't cheap.

B: Why did you change?

A: Well, my last smartphone wasn't 3 ☐ . It was always crashing. Have you still got the same one?

B: Yeah, same old phone. It's 4 ☐ . Nothing special at all but I like it.

A: Your watch is pretty cool though! I've never seen one like that before. Is it

5 ☐ ?

B: No, it's not. I got it in the USA last month, they're quite popular there. It's very

6 ☐ though. Really light to wear and the functions are really easy to use.

Complete the words in the text.

- 1 With its (cl _ _ _ c) design from the 1960s updated for the 21st century, this car looks beautiful. Each one is (un _ _ _ e), as it is customised to suit your personal tastes.

- 2 Made from titanium, this pen is incredibly tough and can write underwater and in zero gravity! It is the perfect combination of (st _ _ _ h) design and (in _ _ _ _ _ ve) technology.

- 3 This (t _ _ -of-t _ _ -r _ _ ge) TV is ultra-slim and expensive as a result. But it is (w _ _ _ d _ _ _ _ ed) and will look perfect in any living room. With its (a _ _ _ _ _ ed) technology the picture is absolutely perfect.

- 4 This tablet has the bonus of its own projector, which is easy to set up and give presentations, so it is extremely (u _ _ _ -f _ _ _ _ _ ly). With a long battery life, it is also (d _ _ _ _ _ _ le). Great for the business traveller!