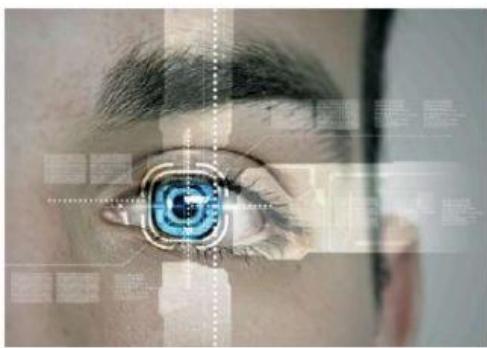# PRESENTING A PRODUCT OR SERVICE

Context

PharmaLab is a medical research company seeking to increase security in its research centre. Securikey develop and supply hi-tech security systems. Shireen Casey from Securikey has been invited to present her company's solution to PharmaLab's management team.

Part 1

Shireen First of all, I'd like to thank you for inviting me here today. We really **appreciate** this opportunity to work with you. What I'd like to do in this presentation is three things. First, I'll give you **a brief overview** of the new DiScan2 product. Then I'll talk about some of the advantages for your company. After that, I'd like to show you a short video so that you can see the system in operation. And after that, you can ask me any questions. Does that sound OK?

… OK. We call this new system the DiScan2. Basically, DiScan2 is **a state-of-the-art** security system based on iris recognition. Iris recognition is part of the next generation in security and is already used in government security. Now Securikey **is able to make** this technology available to commercial businesses and organizations.

How does it work? Well, it's a pretty simple concept. Employees are identified by the unique patterns in the iris of their eye. So that when you

look at a camera, the system scans your iris and **matches** it to a central database...

Part 2

Shireen OK, let's look at what DiScan2 has to offer. There are two main benefits of using DiScan2 — **enhanced** security, and increased flexibility.

Why enhanced security? Well, the biggest potential benefit of iris recognition is that no two people have the same iris — everyone is unique.

This means that DiScan2 is extremely secure **in comparison to** your current system where a code is needed. You can find out someone else's code, **whereas** you can't copy the patterns of their iris. Currently, if someone **gets hold of** a security code, they can go anywhere they want in your company. However, with the DiScan2 iris recognition system they won't be able to do that.

The other major advantage of DiScan2 is its flexibility. Although it may sound radical, it's up to you how **far reaching** you want the security to be. You can decide exactly which employees have access to which parts of the building — so you have complete control over who goes where. And here is another great thing about the DiScan2 — you can not only control entry to all parts of the building, but also control access to your computer system.

Now I'd like to move on to the question of personal safety, because the most common question I'm asked is about how it scans your eye ...

Audience member 1: Thanks for your presentation. I think this is a very interesting area. I've also heard of retinal scanning. Can you say something about the difference?

Shireen: Sure. Thanks for the question. With retinal scanning you use the back of the eye to check a person's identity. So, it's **the same idea as** iris recognition and they are both **reliable**. However, for a retinal scan, you need to put your eye very close to the camera, **whereas** with an iris scan, the camera can read your eye at a distance of about twenty centimetres. And academic studies show that we feel more comfortable with iris scans than retinal scans. Does that answer your question?

Audience member 1: Yes, thank you.

Shireen: Yes, another question?

Audience member 2: Hi. I know you said it's safe, but over time is it really? **Surely** if the scanner looks in your eye every time you enter the building or log onto your computer, isn't it bad for you?

Shireen I understand your point, but the technology was first invented in 1994 and since then all the medical evidence suggests that it's safe for the human eye. As I say, iris recognition is already being used in government security, which demonstrates how effective it is.

TASK 1

Read the context and listen to Part 1 of Shireen's presentation and take notes to complete the slides.

Presentation to PharmaLab
Shireen Casey

1 _____

2 _____

3 _____

Questions

What is DiScan2?

A 4_____ system,
based on 5_____

How does DiScan2 work?

Employees 6_____
The system 7_____
and 8_____

TASK 2

Listen again to Part 1 and complete these phrases.

1. What I'd like to do in this presentation is_____

2. First, I'll _____the Discan2 product.

3. After that, I_____ a short video.

4. Does that_____?

5. Basically, DiScan2 _____based on iris recognition.

6. _____? Well, it's a pretty simple concept.

TASK 3

Listen to Part 2 and answer.

What are the main advantages of DiScan2?

TASK 4

Listen to Part 2 again. What words and phrases does Shireen use to…

a. Explain the benefits of DiScan2.
b. Compare the current system with the new system.

c. Move on to the next point.