

5 Peripherals

Compumart Blowout Sale Weekend!

This weekend Compumart is cutting prices on hardware to make room for new models.

We have **digital cameras** for both the casual shooter and the professional. With **CCDs**, our cameras take pictures up to 14 **megapixels**, 30x **optical zoom** and 5x **digital zoom**. All sale cameras feature **flash memory**—you can connect to any computer to print out your best snapshots.

We have low prices on both **inkjet printers** and **laser printers**. Our high-end models have **calibration** settings for professional-grade photo prints. Some of our models are all-in-one packages that include scanning and fax.

We're also selling stand-alone scanners. Scan photos and documents at resolutions of up to 4800 DPI. Don't forget a **transparency adapter** for scanning slides. Scanning multiple documents? Pick up an **automatic document feeder** and let the machine do the work for you.

Compumart is staying open late all weekend, just for you. Arrive early to get the hardware you need.

1 automatic document feeder



2 digital camera

3 inkjet printer



4 flash memory



Get ready!

1 Before you read the passage, talk about these questions.

- How has digital technology changed photography and printing?
- What types of businesses use scanners, printers and digital cameras?

Reading

2 Read the computer store advertisement. Then, choose the correct answers.

- What is the advertisement about?
 - a new advancement in printer technology
 - reduced prices on older hardware models
 - Compumart's "going out of business" sale
 - accessories for cameras and printers
- What is NOT true about Compumart's sale?
 - They plan to stock up on new models.
 - They are cutting prices on software.
 - They sell accessories for their scanners.
 - They have changed their hours for the sale.
- What can you infer from the advertisement?
 - All new models are on sale.
 - Not every digital camera allows flash memory.
 - Compumart has scanners that come with auto feeders.
 - Some printers cannot create professional grade prints.

5 laser printer



6 transparency adapter



Vocabulary

3 Match the words (1-9) with the definitions (A-I).

- | | |
|---------------------------------|----------------------|
| 1 ___ DPI | 5 ___ inkjet printer |
| 2 ___ transparency adapter | 6 ___ digital camera |
| 3 ___ calibration | 7 ___ flash memory |
| 4 ___ automatic document feeder | 8 ___ megapixel |
| | 9 ___ laser printer |

- a device that scans see-through objects
- a device that uses a beam of light to create an image
- a device that uses ink to create an image
- the number of dots used to create an image
- a device used to store pictures on cameras
- a measurement of image size
- the adjustment of devices to correctly display colors
- a device that records images for the computer
- a device that loads papers to be scanned