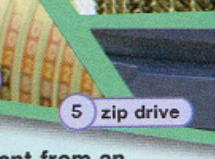
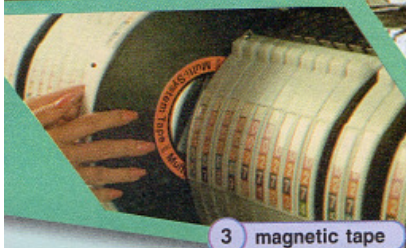


# 4 Storage devices

## Get ready!

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

- 1 Which types of storage devices do people use?
- 2 What do people use USB flash drives for?



## Suggestion Form



Name: Harold Gibbons

Department: IT Suggestion:

The IT department is in desperate need of new storage devices. To begin, we need a group of hard drives arranged in an **array**. That means we'll also need **RAID** software. Just last week, an engineer lost months of data in a drive **failure**. An array will help us avoid such costly losses in the future.

Furthermore, many employees are still using outdated devices like **CD-Rs**, **CD-RWs** and **floppy disks** to transfer files. Providing each engineer with at least a **USB flash drive** and a **zip drive** would be much more efficient. Some employees do use their own drives. But state-of-the-art storage devices should be provided by the company.

Finally, GenTech Systems would do well to upgrade the main data backup. We are still using **magnetic tape**. Even using **data compression**, the **memory storage density** of magnetic tape can't compare to modern technology. A 2TB **SATA** drive could store more data at a fraction of the cost.



## Reading

2 Read the suggestion form sent from an employee in the IT department to his manager. Then, choose the correct answers.

- 1 What is the main idea of the form?
  - A a request for new equipment
  - B suggestions on improving efficiency
  - C where to place new storage devices
  - D how to speed up file transfers
- 2 Which drive stores more data than magnetic tape?
  - A zip drive                      C SATA
  - B RAID                              D USB flash drive
- 3 It can be inferred the USB flash drives are...
  - A less reliable than magnetic tape.
  - B more efficient than floppy disks.
  - C more expensive than zip drives.
  - D less efficient than SATA drives.

## Vocabulary

3 Fill in the blanks with the correct words and phrases from the word bank.

**word BANK**

array    memory storage density    CD-R  
zip drive    data compression    CD-RW  
RAID

- 1 Set up a(n) \_\_\_\_\_ to combine drives.
- 2 The old drive has low \_\_\_\_\_ and holds little data.
- 3 A(n) \_\_\_\_\_ can only be written on once.
- 4 A(n) \_\_\_\_\_ uses removable disks to transfer data.
- 5 Without \_\_\_\_\_, no more data will fit on that drive.
- 6 A(n) \_\_\_\_\_ can be written again and again.
- 7 \_\_\_\_\_ software improves hard drive performance.

4 Check (✓) the sentence that uses the underlined parts correctly.

- 1  A Save the file on the USB flash drive.  
 B Arrays are made from a series of floppy disks.
- 2  A SATA drives are used to increase processing speeds.  
 B A drive failure means the data disk drive is inaccessible.
- 3  A RAID arrays are made of magnetic tape.  
 B Floppy disks are an older technology.

5 Listen and read the suggestion form sent from an employee in the IT department to his manager again. What do GENETech Systems use to back up their main data?

## Listening

6 Listen to a conversation between an IT employee and his manager. Mark the following statements as true (T) or false (F).

- 1  The company will purchase an array.  
 2  All of the requests were approved.  
 3  Management thinks a new main data backup device is too expensive.

7 Listen again and complete the conversation.

**Manager:** Management didn't like hearing about the 1 \_\_\_\_\_, so we're getting the array.

**Employee:** Yes, that was pretty bad. What about some of the 2 \_\_\_\_\_?

**Manager:** They weren't approved. It just seemed too expensive.

**Employee:** 3 \_\_\_\_\_, but I guess you've got to save money somehow. How about the main data backup?

**Manager:** We're interested in the savings you mentioned. Could you 4 \_\_\_\_\_ a more 5 \_\_\_\_\_?

**Employee:** Absolutely. When would you like that?

**Manager:** 6 \_\_\_\_\_.

## Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

### USE LANGUAGE SUCH AS:

*A few of the requests you sent in ...  
 What about some of the...?  
 What about the main data backup?*

**Student A:** You are talking to your manager. Ask Student B about:

- approved requests
- unapproved requests
- writing a proposal

**Student B:** You are the manager. Answer Student A's questions. Make up a name for your subordinate.

## Writing

9 You are an employee in IT. Use the conversation from task 8 to write a memo to your co-workers telling them which types of new equipment were approved for purchase and why.

GENETech  
Systems

# Memorandum

From: \_\_\_\_\_

To: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# 5 Peripherals



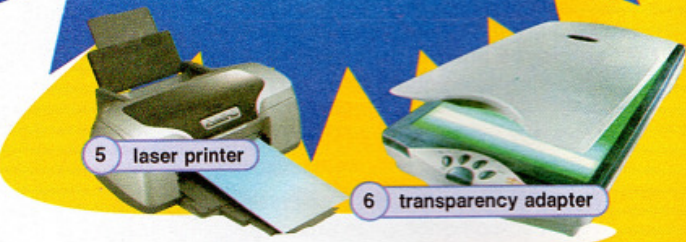
**Compumart Blowout Sale Weekend!**  
 This weekend Compumart is cutting prices on hardware to make room for new models.

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.



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

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

- 4 Fill in the blanks with the correct words from the word bank.

**Word BANK**

optical zoom    CCD    digital zoom

- Using \_\_\_\_\_ blurs a photo's detail.
- A thicker lens will increase your camera's \_\_\_\_\_.
- Digital cameras need a(n) \_\_\_\_\_ to capture an image.

- 5 Listen and read the computer store advertisement again. What do the all-in-one packages for printers incorporate?

**Listening**

- 6 Listen to a conversation between a salesman and a photographer. Choose the correct answers.

- What does the woman want to do?
  - A return her inkjet printer
  - B exchange her SuperShot 350
  - C buy more professional equipment
  - D research inkjet and a laser printers
- What can you infer about the woman?
  - A Her last inkjet printer broke.
  - B She is buying her first digital camera.
  - C She plans on selling her old equipment.
  - D She wants to improve the quality of her work.

- 7 Listen again and complete the conversation.

S: May I recommend the SuperShot 350? It has 15 times  
1 \_\_\_\_\_ and two times digital zoom.

P: That's pretty much what I have now. I'm looking for something  
a bit 2 \_\_\_\_\_.

S: Okay ... how about the SnapPro series? This one has 30  
times optical zoom and 5 times digital.

P: How many 3 \_\_\_\_\_ does it have?

S: Fifteen, which gives you incredible detail.

P: That 4 \_\_\_\_\_. Now, I'd also like to start printing my  
own pictures.

S: Well, we have some great deals on inkjet and 5 \_\_\_\_\_.

P: I'm leaning towards a laser printer. Inkjets just can't print as well.

S: Okay, the PrintBeam EX is a two-in-one laser printer and  
scanner. It prints at 2400 6 \_\_\_\_\_.

**Speaking**

- 8 With a partner, act out the roles below based on Task 7. Then, switch roles.

**USE LANGUAGE SUCH AS:**

May I recommend the ...  
This one has ...  
I'd also like to start ...

**Student A:** You are salesman. Talk to Student B about:

- what he or she needs
- desired specifications

**Student B:** You are a customer. Choose a product you need and answer Student A's questions.

**Writing**

- 9 Use the conversation from Task 8 to fill in the customer's review on a discussion board. Talk about what item you bought, the specifications of the item, and what you will use it for.

**Compumart Sale?**  
**BigSaver110:**

Has anyone been to the Compumart sale? What did you get? Were they helpful? Should I check it out?

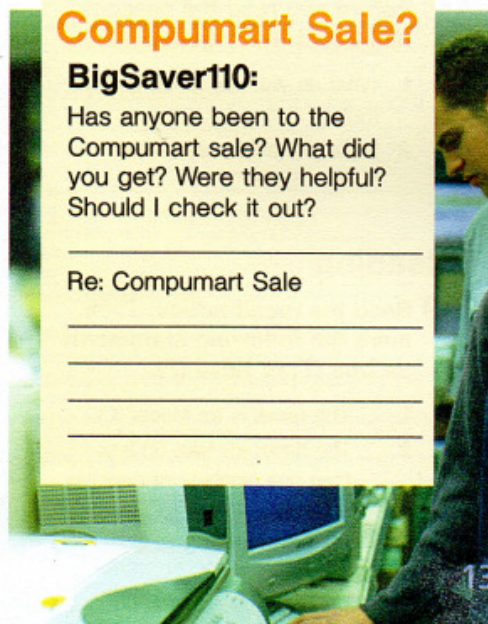
Re: Compumart Sale

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# 6 MP3 Players



## Georgia Electronics Announces Immediate Recall of Digital Media Players

Georgia Electronics is recalling its Model X.1 **MP3** players. An error occurs as the players attempt to **decode AAC** files. When **playlists** containing AAC files are opened, the **bitrate** on all files slows down. Players will eventually **freeze** in these situations.

This issue also affects the Model X.2 player, but a recall is not necessary. Georgia Electronics has created a **driver** to correct the problem in Model X.2 players. This driver may be downloaded free of charge from the company's website. It must then be **uploaded** to the MP3 player through the included **dock**. The driver requires less than one **gigabyte of capacity** on the MP3 player's hard drive.

Unfortunately, Model X.1 players will not accept new drivers and therefore cannot be fixed. Georgia Electronics will refund the full price that consumers paid for the Model X.1. Visit [www.georgiaelec.com](http://www.georgiaelec.com) for details and downloads.

### Get ready!

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

- 1 What do you use an MP3 player for?
- 2 Have you ever had an MP3 player freeze?

### Reading

2 Read the recall notice. Then, mark the following statements as true (T) or false (F).

- 1 \_\_\_ The recall is for Model X.1.
- 2 \_\_\_ The driver will take up less than one gigabyte of capacity.
- 3 \_\_\_ The issue is related to the decoding of MP3 files.

### Vocabulary

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

- |                |                |                |
|----------------|----------------|----------------|
| 1 ___ digital  | 4 ___ gigabyte | 7 ___ playlist |
| 2 ___ AAC      | 5 ___ decode   | 8 ___ dock     |
| 3 ___ capacity | 6 ___ MP3      | 9 ___ bitrate  |

- A a file format that is higher quality than MP3s
- B a list of songs chosen by a user
- C a device for connecting an MP3 player to a computer
- D the amount of room available on a storage device
- E a unit of memory
- F the standard format for encoding sound files
- G a measurement of the amount of data processed per second
- H to change a file back to its original form
- I storing information in a series of ones and zeros

- 4 Fill in the blanks with the correct words from the word bank.

**Word BANK**

upload freeze driver

- Did you \_\_\_\_\_ the file yet?
- Computers \_\_\_\_\_ when too many programs are open.
- You must install a(n) \_\_\_\_\_ with all new hardware.

- 5 Listen and read the recall notice again. Why isn't the Model X.2 player being recalled?

**Listening**

- 6 Listen to a conversation between a consumer and a company representative. Choose the correct answers.

- What are the speakers mostly talking about?
  - why AAC files are causing problems
  - where a consumer can buy a driver
  - how to solve a consumer's problem
  - which model a consumer owns
- How did the customer try to fix the MP3 player?
  - install a new driver
  - restart the player
  - upload a new playlist
  - remove the AAC files

- 7 Listen again and complete the conversation.

C: Well, I've 1 \_\_\_\_\_ with my MP3 player.  
 R: Yes, we're 2 \_\_\_\_\_ on some models. Which model do you have?  
 C: I have the X.2.  
 R: All right. Tell me about the problem you're having.  
 C: At first, the sound quality started getting worse. Then it 3 \_\_\_\_\_ on me. I thought restarting it would fix it, but nothing works.  
 R: Okay, that's a problem caused by 4 \_\_\_\_\_ files. Luckily, we have a driver to fix that.  
 C: Oh good. How do I get it?  
 R: Just download it from our website and 5 \_\_\_\_\_ it to your player.

**Speaking**

- 8 With a partner, act out the roles below based on Task 7. Then, switch roles.

**USE LANGUAGE SUCH AS:**

*I've got a problem with my ...  
 Which model do you have?  
 Tell me about the problem you're having.*

**Student A:** You are a company representative. Talk to Student B about:

- a recall
- model
- problems

**Student B:** You are calling to get help with your MP3 player. Answer Student A's questions.

**Writing**

- 9 You are a customer experiencing problems with your MP3 player. Use the conversation from task 8 to write a letter to the company telling them about your problems. Make up a name for the customer.

Dear Sir or Madam,

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Sincerely,

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