

4 Storage devices

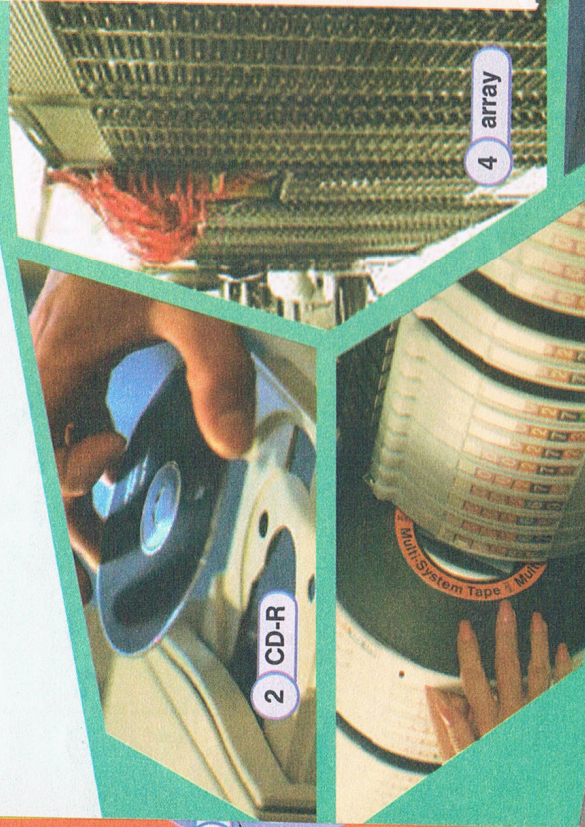
Get ready!

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?



1 USB flash drive



2 CD-R

4 array

3 magnetic tape

5 zip drive

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.

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Furthermore, many employees are still using outdated devices like **CD-Rs**, **CD-RWs** and **floppy disks** to transfer files.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.



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 GENE Tech 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.



Memorandum

From: _____

To: _____

Compumart Blowout Sale Weekend!

1 automatic document feeder



2 digital camera

3 inkjet printer



4 flash memory



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.

Get ready!

- 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

- 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.

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

5 laser printer



6 transparency adapter



Vocabulary

- 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?
 - return her inkjet printer
 - exchange her SuperShot 350
 - buy more professional equipment
 - research inkjet and a laser printers
- What can you infer about the woman?
 - Her last inkjet printer broke.
 - She is buying her first digital camera.
 - She plans on selling her old equipment.
 - 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

