

What's the big idea?



Present perfect

Reading: Feature overload

- 1 Think of some hi-tech products that you have bought. Was it easy to learn how to use them? Why?/Why not?
- 2 Read the article. What did the writer buy and what problem did they have?

Hi-tech headaches

I've just bought a new digital video recorder. It can store 350 hours of programmes and record two programmes simultaneously. But the remote control has 70 buttons and I can't work out which ones to press to record anything.

I know I'm not alone. A study by Philips Electronics showed that more than half the products that people returned had nothing wrong with them. The problem was *consumers* couldn't work out how to use them. Now the company has begun a 'sense and simplicity' campaign to make its products less *complicated*.

Technology *upgrades* are cheap so *manufacturers* have loaded products with too many features. It's time to send a message to the designers: KISS (Keep it *simple, stupid*).



- 3 Complete these sentences with the words in italics in the article.

- 1 Designers are the people who design products, _____ make them and _____ are the people who use them.
- 2 I like it when there are _____ for my computer. Everything works better and I can do more things.
- 3 It's difficult to follow instructions when they are _____. Manufacturers need to keep their instructions _____.

Grammar: Present perfect

- 4 Read the examples and complete the rule.

Present perfect

We use the present perfect when past actions are important in the present.

Designers **have loaded** products with features. (The features are available now.)

The company **has begun** a campaign. (The campaign is running now.)

We often use the present perfect to give news. If something has happened a very short time ago, we add *just*.

I've just bought a new digital video recorder.

Rule:

We form the present perfect with _____ or _____ past participle.

Use a list of irregular verbs to find out which ones have different past participles.

>> For more information on the present perfect see page 165.

Listening: New products

- 5 1.29 Look at these hi-tech products and listen to four different conversations. Match each conversation to the correct photo. What is good or bad about each product?

