Internet research

Search for the keywords *open source software* to learn about free software, including games. Choose one product, and write a short description; try to 'sell' your software to your classmates.

Language focus

4 **R&D departments often focus on describing features, while marketing departments prefer to describe benefits to consumers. Read the eight features described by R&D and underline their corresponding benefits in the text in Exercise 2.**

1 Open source code application available to download (Paragraph A)
It can be downloaded and used completely free of charge for any purpose.
2 Fully integrated suite of office applications (Paragraph B)
3 Supports PDF and SWF publishing without plug-ins (Paragraph B)
4 Intuitive user interface (Paragraph C)
5 Fully compatible with other document formats (Paragraph C)
6 Image integration capability (Paragraph D)
7 Built-in 2D and 3D charting tools (Paragraph D)
8 Diagram and special effects functions (Paragraph D)

5 **Reformulate the product features of the Creole Audio Manager, pictured on the right, in terms of benefits.**

1 Fully integrated multi-format audio and video player
Creole gives you everything you'd expect from an audio player; watch and play video and music in all popular formats.
2 Downloadable shareware
3 Full PC and Mac compatibility
4 Music search, download and organizer features
5 Online radio and TV capability
6 Built-in CD burning tool
7 Intuitive user interface and foolproof operation
8 Karaoke function

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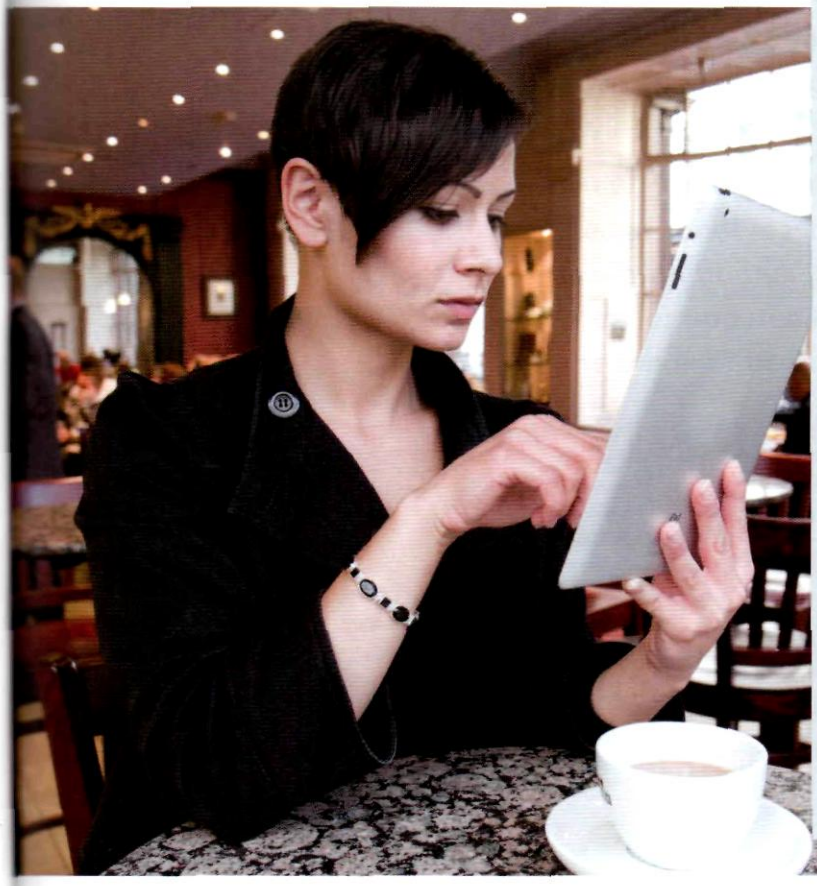
alloy
benefit
feature
intuitive
plug-in
quibble
stand out

Writing

6 **Write a product description of the Torrent tablet PC using the notes below. (Alternatively, use a product of your choice.) Focus on the benefits to consumers, adding any details you feel are appropriate.**



Background	New Torrent now available - all features of Apple® iPad at a fraction of the price. Smaller, lighter, stronger.
Overview of benefits	Only 1cm thick, ultra-light, unlimited free cloud storage, access to movies, TV, albums, books, magazines, newspapers, 50,000+ apps.
Details of features and benefits	Attention-grabbing design Shock proof, water-resistant aluminium case and Gorilla Glass screen Intuitive touch-screen interface 18cm x 12cm x 1cm, 345g 64 gigabytes storage 15 hour autonomy WiFi and 3G GPS Screen resolution 1024x768 Front and rear camera, headphone jack, USB port. Android OS and browser Office software Battery life 12hrs 2-year guarantee
Invitation	2-week no quibble money-back guarantee