



理工英语 4

Unit 2

Making a future

with Robots

乌兰察布开放大学 刘效光

Getting started

Do you know this robot ?

Do you know any robot product in our daily life?

Can you describe its characteristics and advantages?

Given the chance, what kind of robot would you like to have in your life or work?



Getting started

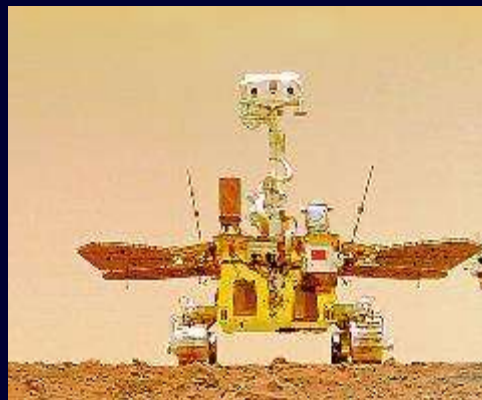
house cleaning 打扫房间
surgery 手术
domestic 家庭的
application 应用
washing clothes/dishes 洗衣服(碗碟)
automation 自动化, 自动操作
industrial production line 工业生产线
simulate 模拟
speech recognition 语音识别
AI (artificial intelligence) 人工智能
data collection 数据采集
personalized 个性化的



Task 2

A. medical robot

a. 娱乐机器人



B. domestic robot

b. 太空机器人



C. military robot

c. 医疗机器人

D. amusement robot

d. 军事机器人

E. space robot

e. 工业机器人



F. industrial robot

f. 家用机器人

Made in China 中国智造



New quality productivity 新质生产力



Digital Productivity
数字生产力



Green Productivity
绿色生产力



Blue Productivity
蓝色生产力

High-tech 高科技

High-performance 高效能

High-quality features 高质量特性

Listening and Speaking

Lester, an exhibitor from Action Co., Ltd., is recommending their new product to a visitor Maggie.

Lester: Good morning, welcome to our **booth**. What can I do for you ?

Maggie: This one seems nice.

Lester: This is our latest innovation in microwave ovens. Would you like to see it?

Maggie: Yes, please.

booth 展位;

This one *seems* nice.

latest innovation
innovate innovative
microwave oven 微波炉
micro+wave



Listening and Speaking

Lester: This is Action's pride and joy, the Kitchen Master.

It's a prime example of our future line of smart products.

We are all very excited about this oven.
In trial runs, this product has performed very well.

Maggie: Really? Can you tell me what is so special about it?

prime 首要的

smart products

be excited about

excite exciting

trial runs

has performed



Listening and Speaking

Lester: Yes. The greatest feature of this oven is the “Correct Cook” option, which uses a sensor to see if the dish has been properly cooked through and through. Basically, “Correct Cook” makes it virtually impossible to over or under cook food. You won't find this feature in any other microwaves.

Maggie: Really? That's interesting. Where can I get this?

option 选项

sensor 传感器

sense

has been cooked

through and through 彻底

virtually 几乎



Listening and Speaking

Lester: We plan to release it next month.
You can visit our official website to order it.

Maggie: I think your product is really attractive.

Lester: Of course. You must admit this type of feature will appeal to the many microwave users. Smart products like the Kitchen Master are the wave of the future.

Maggie: Well, that sounds like the product we had in mind

release 释放 发售

official 官方的

attractive 吸引人的

attract attraction

admit 承认

appeal to 呼吁 吸引



Listening and Speaking

Read the dialog again and decide if the following statements are True(T) or False (F).

| Statements | T | F |
|--|---|---|
| 1. This product performed very well in experiment. | √ | |
| 2. Maggie is very proud of this new product. | | √ |
| 3. The food is likely to be overcooked or undercooked if you use the microwave oven. | | √ |
| 4. The "Correct Cook" is a unique option of this new product. | √ | |
| 5. You can get the new product this month by ordering it online. | | √ |

Task 4

| | | | |
|-------------|--------------|--------|--------------|
| brochure小册子 | absorb | unique | inspection检验 |
| competitor | suction吸, 抽吸 | former | guarantee保证 |

1. The former owner had not left any forwarding address.
2. The characteristics of the machine are fully detailed in our brochure.
3. A firm might sometimes sell at a loss to drive a competitor out of business, and thereby increase its market power.
4. There will be more frequent rounds of inspection by our security personnel.

Task 4

| | | | |
|-------------|--------------|--------|--------------|
| brochure小册子 | absorb | unique | inspection检验 |
| competitor | suction吸, 抽吸 | former | guarantee保证 |

5. We guarantee to reply in full within 10 working days.
6. Everyone's fingerprints are unique.
7. Dust bags act as a filter and suction will be reduced if they are too full.
8. Clever children absorb knowledge easily.

Tips for Introducing New Products

Here are 5 tips on how to successfully introduce new products:

1. Target the ideal customer. If a product's main function helps the contractor do a job more efficiently we make one path. If it is something that benefits the end-user, a different path is followed.

2. Educate the sales staff. Arrange a manufacturer rep (代表) to meet with the team and explain the features and benefits of the new product.



Tips for Introducing New Products

3. Be specific about the time limit. Identify the start date of the product introduction and be sure to measure the success and impact the product had on your sales effort.

4. Stay in the loop (别掉队). Sometimes the first time a distributor hears about a new product is when a customer asks for it. Work closely with your chosen marketing partners for the best opportunity.

5. Know your market. Not all products will be successful in all markets. By knowing your customers' needs, you can select products that will be most beneficial to them.

CyberDog
仿生四足机器人



Useful expressions

Introduce characteristics of a product

The largest characteristic of this product is ...

The greatest feature of this oven is ...

It's a prime example of our future line of smart products.

It can be used for / to / as ... / It may be applicable to ... / It is capable of ...



Useful expressions

Describe advantages of a product

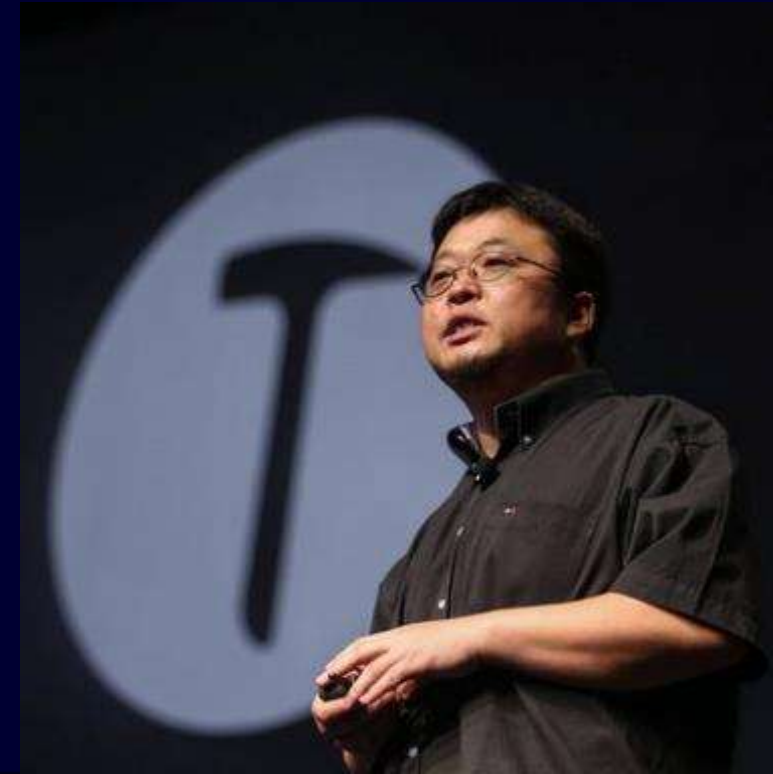
Our product is the best and we can very well compete against other companies in price.

The distinction of this product is ...

It is more ... than any similar ones on the market.

No one can match us as far as ... is concerned.

You won't find this feature in any other microwaves.





Thanks



乌兰察布开放大学 刘效光