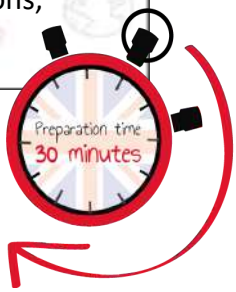
Lesson Plan © Easy Access English

Augmented Reality

EAE Learning objectives for this lesson

Learn about complex future expressions, techological idiomatic expressions, Reading comprehension



Activity One – Questions and Answers

1. How was retail different thirty years ago?
2. How has technology impacted retail over the last thirty years?
3. How will retail be different thirty years from now?
4. How will technology impact retail in the future?
5. What do you think "augmented reality" is?

Activity Two – Reading comprehension

Read the article and answer the question

5 reasons to equip your sales team with augmented reality

REALISM

The visual impact of your product is the most important point to consider.
But showing a visual representation might take hours of Photoshop work. With augment, hours spent on Photoshop are translated into a simple picture of the model in real size at the intended point of sale, as the lamp is in this picture.

PORTABILITY

It's often hard, if not impossible, to present your whole product portfolio in a meeting or trade show. The reason for this seems obvious: the quantity, the size, the volume and the weight of all your products. With Augment you don't need to bring your products, you have full access to a digital catalogue to simulate all your products in a realistic way, anywhere at any time.
Present a product or merchandise without any inconvenience, while saving time and money.

VIRTUAL PROTOTYPING

Virtual prototyping has several advantages. For example, with Augment, a salesperson can simulate new payment terminals in store with the customer when the terminals haven't been produced yet. This scenario gives you, as the salesperson, invaluable feedback from customers early on in the design process. Using Augment, you can optimise your product displays and avoid waste on prototype which makes your business more environmentally friendly.

UNDERSTANDING

You offer a complex product or solution, and it's hard for your customers to understand how it works. Companies across industry use Augment to show their customers a proper representation of their products. The goal is to be more transparent for customers.

SHARING
Augment allows your sales team to easily share pictures with customers of the augmented product on site. Then, customers can share the photos with their partners and colleagues. By doing so, the decision process is streamlined. The decision to install a fridge behind the counter of each "X" coffee shop can spread readily to all other store locations. With Augment, a simple picture makes a huge impact on the decision process and readily facilitates implementation.
Source: http://www.augment.com/blog/5-reasons-equip-sales-team-augmented-reality/

Questions:

1. Do you agree with the author that "the visual impact of your product is the most important point to consider"?
2. What are the five reasons to equip your sales team with augmented reality?
3. Does the article mention any disadvantages of using augmented reality? If not, what are some disadvantages of using augmented reality?
4. Would augmented reality be useful for your company? How?
5. Do you think your customers would like augmented reality?
6. What kind of article is it? (What is it trying to convince you to do?)

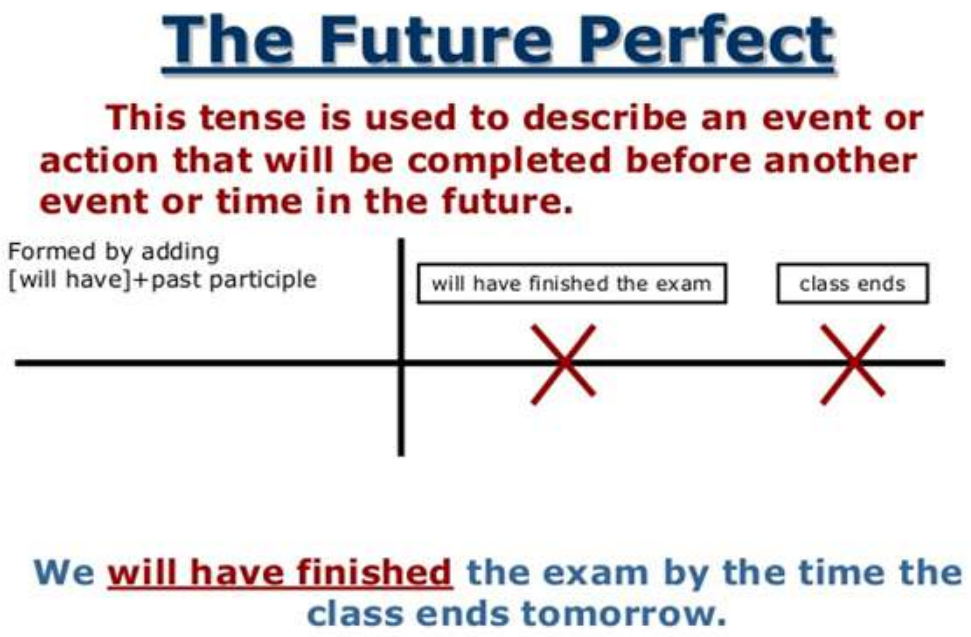
Activity three - Complex future tenses (future perfect)

What will have happened? - The **FUTURE PERFECT TENSE** indicates that an action will have been completed (finished or "perfected") at some point in the future. This tense is formed with "will" plus "have" plus the past participle of the verb.

will + have + past participle

e.g. By next weekend, I will have had my haircut.

I will have spent all my money by the end of my holiday.



Make five sentences from the elements below.
e.g. I will have been to London by the time my holiday ends

Subject	First event verb	Time expression	Second event verb
I	Buy	by the time	Arrive
You	Go	by (specific time word) e.g. by this time next week/month/year	End
We	See		Finish
They	Do		Return
He/She/It	Eat	before	Leave

Activity Four - What will have happened?
Using the future perfect tense in the right way, answer the questions below



What will have happened by the year 2050:

1. What will have happened to retail stores? How will they have changed?
2. What will have happened to retail workers? Will they have been replaced by robots?
3. What will have happened to the way we buy goods and services?
4. Will augmented reality have become commonplace?

Activity Five – Listening comprehension
Listen to the vido and then answer the comprehension questions below

Video - Playing with Apple's new augmented reality platform
https://www.youtube.com/watch?v=_EfMCTOQd6A

5. What are phones increasingly used for?
6. What does Apple want to do with AR?
7. What does the IKEA AR app let you do?
8. Why is AR tricky to create?
9. What does the company Touch Press use AR for?
10. What is the difference between virtual reality (VR) and augmented reality (AR)?
11. What is the third and last AR app mentioned in the video?



Activity Six – Match up

Technological idiomatic expressions

Match the idioms to the correct definitions

Bells and whistles	To be very intelligent, alert and lively
Blow a fuse	Extra functions or features
Bright as a button	To respond to a situation by panicking or taking emergency measures
Cog in the machine	Something that works very efficiently
Hit the panic button	To understand each other
To be in tune with somebody	Someone whose job, although necessary, makes them feel as if they are not important
To be on the same wave length	To become angry
To make somsthing tick	To cancel a project or plans
A well-oiled machine	To motivate or drive someone
To pull the plug	Having a good understanding of someone or something

Activity seven – Gap fill

Now fill in the gaps with the expressions from activity five



1. I don't like things to have lots of _____ . I prefer them to be simple.

2. The team run like a _____ .

3. The work I do is not very fulfilling, and the managers take me for granted. I just feel like another _____ .

4. They are both so _____ that they know what the others reaction will be in different situations

5. I had to _____ on the whole thing and start from scratch

Activity eight – Role Plays

With your partner or teacher act out one of the following role plays

- You are talking to your team about a presentation you need to make based on your new product launch. You have a discussion about what is the best way to approach the presentation. Visually or full of information.
- You have to speak to your team about plans for the future and how you are going to improve productivity
- Talk about the future of your company and how things could have changed with new competition on the future in the next ten years