

New Era of Cell-Phone

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A: Hello. I am Hikaru Miyashita.

B: I am Kazuki Morimoto

C: And I am Miho Nakazawa. We are from Nagano National College of Technology.

B: We are going to introduce new styles of cell-phones. Please look at the screen.

A: Okay. This is the flow of our presentation.

C: Nowadays there are a lot of styles of cell-phones. People choose between design, usability, and utility.

B: How about you? How did you choose yours when you bought it?

A: We have many ways to choose one, don't we?

B: We wondered how designers, engineers, or people involved in producing cell-phones, came up with their designs or usability, to appeal to many people.

C: To analyze them, we picked out several examples.

C: We refer to cell phones by au, which is a major Japanese cell-phone company. They are popular among young people like us.

B: You may know the following phones, however let us introduce their different styles and functions.

A: Now this model is called Infobar 2. Design is a selling point with this model. The producers designed it to be "A candy melting in your mouth."

This is an eye-catching design, but has fantastic functions. For example, one-segment broadcasting, Organic EL monitor, and auto-focusing camera.

B: The selling point of the W61CA is its functions.

C: Do you know that it is water-proof? It means you can use it in the bathroom and in the rain. Also, this has a very high resolution camera. You can take beautiful pictures. It is very convenient if you use the functions fully.

B: A5528K has its strength in its usability. This cell-phone is easy for anyone to use. So many elderly people use it. Also it has voice browsing function, and big letters are used on display.

C: This is folding type and has sub display on the cover.

A: This is good! Even if you fold it, you can see what time it is, who the caller is, and who is sending email to you.

B,C: Definitely.

B: By the way, as hardware functions, most cell-phones have one segment broadcasting, camera, infrared data communication, GPS, and many others.

A: As software functions, they have dictionary, Internet, games, music and so on.

C: However, would you really use all these functions in your cell-phone? I wouldn't. That is impossible. These functions are useful, of course, but also very complicated.

A: I agree with you. Actually I have never used many of the functions.

B: Then you have to ask, "Why don't we use all the available functions?"

C: Well, we will show you the reasons and tell you our ideas for improvement.

B: These are the reasons we do not use all of them.

1. Recent cell-phones are too complicated.
2. Operating manuals are too thick and not interesting to read.
3. Some functions are not really necessary.
4. Each person is a cell-phone hunter. They are very picky about functions, too.

A: Now let's move on to our idea. As you know, we should be able to change our cell-phone's design easily. It means if we do not like its design, we should be able to alter it to suit our needs. We should be able to do the same thing with functions. Please look at the screen again. Our idea is to let customers choose their favorite hardware and software functions. People are able to make a special phone. It is like mass customization Ishikawa team introduced last year.

B: Then we propose several new cell-phones with these and new functions. The basic functions of email and phone remain.

C: We propose a simpler phone for computer allergic people like my mom. This has only a few extra functions. Infrared data communication is available for getting her friend's addresses. This is easier than inputting addresses with her fingers. If she sees an impressive scene, the camera is useful. Also the sub display is convenient to view some information such as emails, time, calling, and so on. The voice browser tells her where she is, which buttons to press, and how to use the cell-phone. She is able to send emails only with her voice orders with voice controller.

A: How about this new function? She is able to get scent such as food and perfume from the phone. With this function, she is able to find her favorite perfumes without visiting a shop. Also the scent relieves her daily stress and tiredness like aromatherapy. In addition, the phone counteracts bad smells after she goes to a restaurant.

C: Okay. Now, we propose a business phone for bustling people like our dads.

While they are busy at work, they are able to use PC documents in it. It becomes a virtual wallet instead of the real one. They are able to take it abroad with them on business trips.

B: Our new functions are magnifier and projector. They can magnify the small letters with a magnifier. It is important for businesspeople to read newspapers everyday and documents for conferences. The function helps them to get information easily. It is convenient in such situations as inspection of electric circuits and drawings if they are engineers. They can do presentations anywhere with a projector. If it is realized, we are able to do presentations more easily and smoothly without bringing our computer. You can also use it to see a movie with many friends.

A: If the kinds of phones we described are actually made, you will get a more useful phone in the world. You can use all the functions and know everything on your cell-phone.

C: Please let us summarize. Today, we talked about an improvement for cell-phones. We introduced you to several cell-phones we have in the market. Also functions they have.

A: Then we introduced you our ideas. We suggested an improvement for new cell-phones which are made up of your favorite cell-phone functions.

B: The better points are that it is made-to-order and easy to use, keeping with your own style. It will be the best one for you. You will want to keep it longer without changing it to a new one frequently.

C: These are our references. If you would like to know more about cell-phones, check these web sites, please.

B: Finally, presenters are Hikaru Miyashita, Kazuki Morimoto, and Miho Nakazawa. Thank you for listening.