

Making Your Company, Products Or Services Sound Innovative

If your services are ahead of your competitors in terms of technology, innovation or current trends, you can say that you are **ahead of the curve**. Maybe you have the newest technology or systems, which are **cutting-edge** or products and facilities which are **state-of-the-art**. If your products offer something new and interesting, we can say that they are **novel**.

Maybe your products and services are so innovative, that they can **usher in a new era** in your industry.



Maybe your methods, your service, your ideas or your products are **pioneering**. If your products, designs or services have no weaknesses, then they are **flawless**. Maybe you offer **tailored** products or solutions, which can be customized according to your customers' needs. Clients may choose your services over your competitors if you **offer them the freedom** to make changes to your product or service to suit their desires.

Every company tries to improve their service, and if yours is the same then you are consistently **raising the bar**. Raising the bar can **give you an edge over** your competition.

A) Match the phrases to the definitions

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

ahead of the curve	to usher in a new era	state-of-the-art
novel	tailored	cutting-edge
to offer the freedom to	to raise the bar	to give us an edge over
		to pioneer
		flawless

1. Ahead of current thinking or trends: _____

"Our new technology is _____."

"Get _____ with our new SEO services."

2. Especially made for a particular person or purpose: _____

"We offer _____ solutions for your business."

3. Without any weaknesses or imperfections: _____

"With our _____ , aerodynamic design, our new sports car model XJ8 really is a market leader ."

4. Including the latest ideas and latest technology (used to talk about a product, design or facilities): _____

"Our _____ training centre attracts the top talent from all over the world."

5. To raise the standards for the competition to follow: _____

"Over the last year, we have really _____ in terms of the quality of our service."

6. To give the customer more opportunities to customize their product: _____

"Our easy dashboard _____ users _____ to choose what they want to see on the home screen ."

7. To be the first to use a new method, area of knowledge or activity: _____

"We are currently _____ a brand-new web design concept."

8. New, original and interesting: _____

"We have some _____ event concepts which we would like to share with you."

9. To be the start of a new period: _____

"This product will _____ for our company and our clients."

10. Using the latest features (often used to describe technology): _____

"Our _____ camera technology is the best on the market."

11. To give you an advantage: _____

"It is the simplified user experience that _____ over other similar products on the market."

B) Key Words in a New Context

Below you can find a paragraph. Can you fill in the gaps in the paragraph with the words from the box below? You may need to change the form of some of the verbs in order for them to fit into the sentence.

to usher in a new era	state-of-the-art	novel
tailored	cutting-edge	flawless
to offer our customers the freedom	to raise the bar	to give us an edge

The New XM30 Smartphone

Our latest flagship smartphone, the XM30, is our most impressive yet. With this pioneering phone, we believe that we have truly _____ in terms of smartphone technology, taking the whole smartphone experience to the next level.

The _____ design of this phone, with its square corners, slick shape and solid frame, will look impressive in anyone's hand. Whether you are making business calls or TikTok videos, it is truly a head-turner. It boasts _____ pixel technology allowing our phone to take stunning photos and videos even in low light conditions, leaving you longing for your next photo opportunity. Even when using the zoom feature on the camera, the image is completely _____, offering awe-inspiring photos with a perfectly crisp picture.

We offer different variations of the XM30, as we want to _____ to select a model which suits their needs.

- The standard XM30 has a 3.36GHz processor, a 5-inch screen and a 50MP rear camera.
- The XM30pro is _____ to the needs of professionals, with a faster 3.41GHz processor, a larger memory and a 5.3 inch screen.
- The XM30fun is ideal for bloggers, TikTokers, YouTubers or just people who want to use the phone for a truly _____, fun experience. It has a slightly larger 5.5inch screen and offers an ultra high-resolution selfie camera, the best front camera on the market, which really _____ over Samsung and Apple phones.

We firmly believe that this phone will _____ of smartphone technology, which is sure to set the standard for years to come. We want you to be part of it.

C) Comprehension Questions

1. What do you notice about the way that the word 'pioneering' is used in the first paragraph?

2. In paragraph 2, there is a sentence which begins with 'it boasts...'. What do you think this phrase means?

3. What will the high quality camera cause you to do?

4. Also in paragraph 2, we can see the adjective 'awe-inspiring'. What do you think this means, and can you think of any other adjectives beginning with 'awe..'?

5. What are the main qualities that you look for when buying a new phone?

D) More Uses of Selected Key Words
State-of-the-art

State-of-the-art is an adjective which is often used to describe a product, design or facilities. It means that something is the best that has been produced so far.

state-of-the-art equipment / state-of-the-art facilities / state-of-the-art software / state-of-the-art infrastructure / state-of-the-art laboratory

"The facilities that our clients enjoy are really state-of-the-art."

"The sports centre offers a state-of-the-art recovery chamber and massage centre."

Cutting-edge

Cutting-edge is an adjective which is used to describe technology which is leading:

"Our commitment to cutting-edge research and development has resulted in

numerous breakthroughs.”

“We have developed a cutting-edge system that improves the efficiency of manufacturing processes.”

We can also be ‘at the cutting-edge of’ something:

“Our government has invested a lot of money to ensure that our country remains at the cutting-edge of science and technology.”

Ahead of the curve

This phrase is often followed by ‘in..’: *“We are ahead of the curve in big data technology.”*

We can use various verbs with ‘ahead of the curve’:

Our new product puts us ahead of the curve

Our new product keeps us ahead of the curve

Our new product allows us to remain ahead of the curve

To pioneer

We can also use this as an adjective ‘pioneering’:

“Our pioneering battery technology is ready to disrupt the mobile market.”

“We adopt a pioneering approach to sustainability.”

“Our pioneering research has resulted in some major breakthroughs”

We use ‘pioneer’ as a noun, and refer to ourselves as ‘pioneers’:

“We consider ourselves pioneers in the field of digital marketing.”

Tailored

We can also use this as a verb. We can tailor our solutions to the needs of our clients:

“We tailor our services to your specific goals.”

“The dashboard can be tailored to your preferences.”

Novel

‘Novel’ is a great adjective for talking about innovations, because it means that something is new, interesting and exciting. It can be used with the following nouns:

A novel idea / a novel approach to.. / a novel solution / a novel concept / a novel product / a novel treatment / a novel experience

"Our product can offer users a novel VR experience."

"Consumers these days are looking for something novel, which can offer them an escape from the boredom of everyday life."

Raise the bar

Many idioms can be included in the middle of the sentence comfortably followed by 'regarding' or 'in terms of':

"We believe that we have really raised the bar in terms of product quality."

"We are striving to raise the bar in terms of our production volume."

When we raise the bar, we raise our standards. Our new product can also raise the standards for the whole industry to follow:

"The new iphone 14 has really raised the bar in terms of Smartphone technology."

E) Glossary of words for making your company, products or services sound innovative

ahead of the curve

to usher in a new era

state-of-the-art

novel

tailored / to tailor to

cutting-edge

at the cutting-edge of

to pioneer / pioneering

flawless

to offer the freedom to

to raise the bar

to give us an edge over

awe-inspiring

it boasts..