

## Answers

### A) Match the phrases to the definitions

1. Ahead of current thinking or trends: **ahead of the curve**

*"Our new technology is **ahead of the curve**."*

*"Get **ahead of the curve** with our new SEO services."*

2. Especially made for a particular person or purpose: **tailored**

*"We offer **tailored** solutions for your business."*

3. Without any weaknesses or imperfections: **flawless**

*"With our **flawless**, 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): **state-of-the-art**

*"Our **state-of-the-art** training centre attracts the top talent from all over the world."*

5. To raise the standards for the competition to follow: **to raise the bar**

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

6. To give the customer more opportunities to customize their product: **to offer the freedom to**

*"Our easy dashboard **offers** users **the freedom** 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: **to pioneer**

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

8. New, original and interesting: **novel**

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

9. To be the start of a new period: **to usher in a new era**

*"This product will **usher in a new era** for our company and our clients."*

10. Using the latest features (often used to describe technology): **cutting-edge**

*“Our **cutting-edge** camera technology is the best on the market.”*

11. To give you an advantage: **to give us an edge over**

*“It is the simplified user experience that **gives us an edge** over other similar products on the market.”*

## B) Key Words in a New Context

### 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 **raised the bar / ushered in a new era** in terms of smartphone technology, taking the whole smartphone experience to the next level.

The **state-of-the-art** 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 **cutting-edge** 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 **flawless**, offering awe-inspiring photos with a perfectly crisp picture.

We offer different variations of the XM30, as we want to **offer our customers the freedom** 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 **tailored** 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 **novel**, 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 **gives us an edge** over Samsung and Apple phones.

We firmly believe that this phone will **usher in a new era** 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?  
**‘Pioneering’ is used as an adjective here. We can use ‘pioneering’ as an adjective before a noun: “Our pioneering new production facility.”**

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

**If we are talking about a place, a person or a thing, we can use 'it boasts..' to simply say that it 'has' something impressive: "Our hotel boasts a heated swimming pool and beautiful views over the harbour."**

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

**The quality camera will cause you to have a strong desire to find the next opportunity to take a photo. The verb 'to long for' means to have a strong desire for something that you are waiting for. "The schoolboy longed for the summer holidays, which seemed so far away."**

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..'?

**'awe-inspiring' is very similar to 'awesome'. If you are looking for an impressive adjective which is similar to 'amazing/awesome/fantastic' then 'awe-inspiring' is a great alternative.**

**'awe' is a feeling of wonder and amazement. If something is 'awe-inspiring' then it means that it is inspiring this feeling of wonder and amazement.**

**You can also be 'in awe of' something, meaning that you have a feeling of great respect and wonder for something: "I am completely in awe of her sales skills".**