

# Introducing Amazon Go

## BEFORE WATCHING



How has doing shopping changed over the years?

Possible answers:

- we used to buy goods directly from the farmers/producers, not in shops
- we used to go to many shops instead of buying everything in one supermarket
- we used to pay in cash
- we used to wait in long queues
- there didn't use to be so much choice of goods
- there didn't use to be so advanced customer protection
- we didn't use to shop online
- there didn't use to be so many sales

**Watch the video.** What's Amazon Go? How is it possible? How does it work?

**Choose the correct answer: a, b, c or d. Then watch the video again and check your answers.**

Four years ago we \_\_\_\_\_ (1) to wonder: what \_\_\_\_\_ (2) shopping look like if you walked into a store, grab what you want and just go. What if we can weave the most advanced machine learning, computer vision and AI into the very fabric of a store so you never \_\_\_\_\_ (3) wait in line? No lines, no checkouts, no registers. Welcome \_\_\_\_\_ (4) Amazon Go.



Use the Amazon Go App to enter. Then put away your phone and start shopping. It's really that simple. Take whatever you like. Anything you pick up is automatically \_\_\_\_\_ (5) to your virtual cart. If you change your \_\_\_\_\_ (6) about that cupcake, just put it back. Our technology will update your virtual cart automatically.

So how does it \_\_\_\_\_ (7)? We used computer vision, deep learning algorithms, and sensor fusion much like you'd find in self-driving cars. We call it Just Walk Out Technology. Once you've got everything you want, you \_\_\_\_\_ (8) just go. When you leave, our Just Walk Out Technology adds up your virtual cart and charges your Amazon account. Your \_\_\_\_\_ (9) is sent straight to the app and you can keep \_\_\_\_\_ (10).

Amazon Go. No lines, no checkouts. No, seriously.

- |                  |                   |                   |                  |                     |                |                   |                |
|------------------|-------------------|-------------------|------------------|---------------------|----------------|-------------------|----------------|
| 1. a. start      | <b>b. started</b> | c. have started   | d. were starting | 6. a. deciding      | <b>b. mind</b> | c. brain          | d. choice      |
| 2. a. would have | b. should         | c. will           | <b>d. would</b>  | 7. a. go            | b. function    | c. produce        | <b>d. work</b> |
| 3. a. shouldn't  | b. go             | <b>c. have to</b> | d. can           | 8. <b>a. can</b>    | b. should      | c. mustn't        | d. don't       |
| 4. a. in         | b. for            | c. into           | <b>d. to</b>     | 9. a. list          | b. bill        | <b>c. receipt</b> | d. cart        |
| 5. a. add        | <b>b. added</b>   | c. adding         | d. adds          | 10. <b>a. going</b> | b. go          | c. to go          | d. went        |



## AFTER WATCHING

How do you think doing shopping will change in the future?

## VOCABULARY BOOSTER

- wonder
- grab
- weave
- advanced
- checkout
- register
- put away
- charge the account
- receipt
- keep doing something

### Complete and answer the questions:

When and where is it possible to **grab** a bargain? Do you like doing it?

Before you act, do you **weave** a complex plan or do you prefer to improvise?

Have you ever read a book that was so absorbing that you couldn't **put it away**?

Do you ever **wonder** what would your life be like if you lived in a different country?

What can we do when we have to wait in a long queue at the **checkout**?

Has your account ever been over**charged**?

Would you be interested to pass the Certificate in **Advanced** English?

Do you keep the **receipt** after shopping?

Have you ever worked at the cash **register**? Do you think it's a difficult job?

Insanity is **keeping** doing the same thing over and over again and expecting different results – how do you understand this sentence? Do you agree?

### Go to Quizlet for more practice!

[https://quizlet.com/\\_4rtfv4](https://quizlet.com/_4rtfv4)