


The future of reading

 Lesson code: A416-NM6B-CZ7J-K

UPPER INTERMEDIATE -
ADVANCED

1 Warm-up

Do you use an iPhone or iPad? Why/why not?

2 Watching and listening

The verbs below describe different ways you can interact with an iPhone, iPad and other touchscreens.

swipe	<input type="checkbox"/>	zoom in	<input type="checkbox"/>
scroll	<input type="checkbox"/>	zoom out	<input type="checkbox"/>
flick	<input type="checkbox"/>	spread	<input type="checkbox"/>
tap	<input type="checkbox"/>	pinch	<input type="checkbox"/>
double-tap	<input type="checkbox"/>	rotate	<input type="checkbox"/>

Software developer Mike Matas of Push Pop Press and Melcher Media has developed the first full-length interactive book for the iPad. Watch his demonstration and tick the verbs above that he uses when describing its features.

What can you do with Mike's interactive book? Complete the sentences below with verbs from above:

1. You can _____ through the chapters to browse the book.
2. You can _____ through the pages at the bottom.
3. You can _____ to see more detail on the page.
4. You can _____ to make a page smaller.
5. You can _____ to open a page if you are using an iPhone.

3 What do you remember?

Put True or False next to the statements below.

1. The book contains interactive maps and infographics.
2. The book only runs on the iPad.
3. The book is the second publication by Push Pop Press.
4. Mike Matas wants to license the software to publishers.



4 Phrasal verbs

Read the extract from the transcript below and study the underlined phrasal verbs. Then complete the definitions below with the infinitive form of each phrasal verb.

- Mike Matas:** Throughout the whole book, Al Gore will walk you through and explain the photos. This photo, you can even see on an interactive map. Zoom into it and see where it was taken. And throughout the book, there's over an hour of documentary footage and interactive animations. So you can open this one.
- (Audio) Al Gore:** Most modern wind turbines consist of a large ...
- Mike Matas:** It starts playing immediately. And while it's playing, we can pinch and peek back at the page, and the movie keeps playing. Or we can zoom out to the table of contents, and the video keeps playing. But one of the coolest things in this book are the interactive infographics. This one shows the wind potential all around the United States. But instead of just showing us the information, we can take our finger and explore, and see, state by state, exactly how much wind potential there is. We can do the same for geothermal energy and solar power.
- This is one of my favorites. When the wind is blowing, any excess energy coming from the windmill is diverted into the battery. And as the wind starts dying down, any excess energy will be diverted back into the house -- the lights never go out. And this whole book, it doesn't just run on the iPad. It also runs on the iPhone. And so you can start reading on your iPad in your living room and then pick up where you left off on the iPhone. And it works the exact same way. You can pinch into any page. Open it up.

1. _____ : to gradually become less strong until it stops
2. _____ : to slowly and carefully explain something
3. _____ : to stop shining or burning
4. _____ : to continue after a break
5. _____ : to stop doing something
6. _____ : to look back at something for a short time

Now give your own example sentence for each phrasal verb.

5 Talking point

Discuss any of the following questions:

1. The following sources of energy were mentioned in the demonstration: wind, geothermal energy, solar power. Which environmental problem do you think Al Gore's book refers to? Is this a major issue in your country?
2. Do you think interactive e-books will eventually replace traditional paper-based books? Why/why not?
3. What would be the advantages or disadvantages of interactive e-books, in your opinion?



2 Watching and listening

- Mike Matas:** So for the past year and a half, my team at Push Pop Press and Charlie Melcher and Melcher Media have been working on creating the first feature-length interactive book. It's called "Our Choice" and the author is Al Gore. It's the sequel to "An Inconvenient Truth," and it explores all the solutions that will solve the climate crisis. The book starts like this. This is the cover. As the globe spins, we can see our location, and we can open the book and swipe through the chapters to browse the book. Or, we can scroll through the pages at the bottom. And if we wanted to zoom into a page, we can just open it up. And anything you see in the book, you can pick up with two fingers and lift off the page and open up. And if you want to go back and read the book again, you just fold it back up and put it back on the page. And so this works the same way; you pick it up and pop it open.
- (Audio) Al Gore:** I consider myself among the majority who look at windmills and feel they're a beautiful addition to the landscape.
- Mike Matas:** And so throughout the whole book, Al Gore will walk you through and explain the photos. This photo, you can even see on an interactive map. Zoom into it and see where it was taken. And throughout the book, there's over an hour of documentary footage and interactive animations. So you can open this one.
- (Audio) Al Gore:** Most modern wind turbines consist of a large ...
- Mike Matas:** It starts playing immediately. And while it's playing, we can pinch and peek back at the page, and the movie keeps playing. Or we can zoom out to the table of contents, and the video keeps playing. But one of the coolest things in this book are the interactive infographics. This one shows the wind potential all around the United States. But instead of just showing us the information, we can take our finger and explore, and see, state by state, exactly how much wind potential there is. We can do the same for geothermal energy and solar power. This is one of my favorites. So this shows ... (Laughter) (Applause) When the wind is blowing, any excess energy coming from the windmill is diverted into the battery. And as the wind starts dying down, any excess energy will be diverted back into the house -- the lights never go out. And this whole book, it doesn't just run on the iPad. It also runs on the iPhone. And so you can start reading on your iPad in your living room and then pick up where you left off on the iPhone. And it works the exact same way. You can pinch into any page. Open it up. So that's Push Pop Press' first title, Al Gore's "Our Choice." Thank you. (Applause)
- Chris Anderson:** That's spectacular. Do you want to be a publisher, a technology licensor? What is the business here? Is this something that other people can do?
- Mike Matas:** Yeah, we're building a tool that makes it really easy for publishers right now to build this content. So Melcher Media's team, who's on the East coast -- and we're on the West coast, building the software -- takes our tool and, every day, drags in images and text.
- Chris Anderson:** So you want to license this software to publishers to make books as beautiful as that? (MM: Yes.) All right. Mike, thanks so much.



2 Watching and listening

Demonstrate the meaning of each verb or play the video files provided.

swipe
zoom in
scroll
zoom out
pinch

1. swipe 2. scroll 3. zoom in 4. zoom out 5. pinch

3 What do you remember?

1. T
2. F - It also runs on the iPhone.
3. F - It is the first title.
4. T

4 Phrasal verbs

1. die down 2. walk (sb) through 3. go out 4. pick up 5. leave off
6. peek back

5 Talking point

Note: Al Gore's book 'Our Choice' looks at the causes of global warming and presents alternative solutions and sources of energy which can prevent the problem from escalating.

