# Product

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## This model is all the rage in Korea right now.

### → Situation

MPRider produces MP3 Players. It is currently participating in a trade show in China. Today, Mr. Zhang, the general purchaser of SG Company visits MPRider's booth and talks with Mr. An, a representative of MPRider.

Mr. An Good morning.

Mr. Zhang Good morning. I'm from SG Company here in China. This is my business card.

Mr. An Glad to make your acquaintance, Mr. Zhang\* My name is Jung-Soo An.

Mr. Zhang Glad to see you, Mr. An. We have heard a lot about the quality of the MPRider's player, and we are very

interested in purchasing your products.

Mr. An Thank you. Then, would you like me to give you some information about our products?

Mr. Zhang Very much so.

All right. This is our newest model, Unicorn. It is very small and light, and we are proud of our design. Mr. An

Doesn't it look terrific? This model is all the rage in Korea right now. I bet it will catch on with Chinese, too.

Yes, I think that it suits for Chinese taste. What are the special characteristics of this model? Mr. Zhang

Listen to the sound. It's plays distinct and loud sound with 18mW earphone out. It beats other models hands Mr. An

> down in audio quality. Also extended battery life up to 40 Hours on 1 single 1.5V AA battery. Let us suppose that you listen to the music three to four hours in each day, it is able to use for 10 days. Isn't this amazing?

Mr. Zhang I see. Does it have any other function?

Of course it does. The Unicorn has a real time clock chip with alarm and timer functions. It also has FM Mr. An

Radio with the possibility to save your favorite radio-stations. Plus, this ultra-light, skip-free player can

be used to store music or transfer files of any type.

I'm impressed with it. I'll consider it and I think I'll be able to give you an affirmative answer. I'll give Mr. Zhang

you a call later.

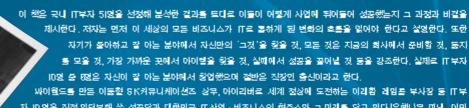
Mr. An OK. I'll appreciate hearing from you.

### Useful Expression

- We are pleased to make your acquaintance and would like to tell you a little bit about ourselves.
- Long hair is all the rage in 1970s.
- The use of mobile phones and digital television for banking is failing to catch on with consumers.
- This product would win popularity hands down from any where in the world.

# 《휴대폰 하나 컴퓨터 한대로 100억 부자가 된 사람들》

IT부자들에겐 뭔가 특별한 것이 있다



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