

5 Memories & Storage devices

“Describing flash drives”

(Unit 12, task 4 – Interview between a potential customer and a salesperson)

C: Hello there. I’m thinking of buying a USB flash drive and I’ve heard you presenting a new device at the show. Could I see it?

SP: Of course. This is a new “Dragon” flash drive. A compact-flash memory drive that acts like a portable hard drive.

C: And what’s the storage capacity?

SP: Well, this model here can hold 16GB of data. We also have drives of 64gigs, but they’re more expensive. This drive consists of a USB connector, covered by a removable cap, a mass storage controller and the flash memory chip. It also includes a write-protect switch and a password protection.

C: You’re getting a bit too technical for me. Does it connect like a normal drive?

SP: Yes, you just plug it into a USB port on your computer. You can copy files to and from it just as you would do with any other drive.

C: So, what’s the advantage of using a flash drive instead of a DVD or an external hard drive then?

SP: Good question. Firstly, a flash drive is more durable, because it doesn’t contain any internal moving parts. Secondly, it’s small enough to fit on your key-ring or in your pocket. That makes it ideal for moving documents between home and the office, carrying music files or backing up important documents.

C: And what about music and video? Have you got any devices that can play that kind of thing?

SP: Yes, we are also introducing the new “Dragon MP4” player, at the convention. It comes with 64GB of capacity, ideal for video files.

C: Sorry, what exactly is an MP4 player? Is it the same as an MP3 player?

SP: Almost. It’s a portable media player that plays files compressed in the MPEG-4 format, which is more efficient than MP3. This model also features a 2.7inch colour screen, 28 hours of rechargeable battery life and it supports multiple formats.

C: OK. And what can you do with it?

SP: It performs typical functions of a flash drive. You can also play movies, watch TV, listen to FM radio stations, record yourself and even play games.

C: That sounds great. It might be just what I’m after! How much is it?