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Vocabulary: Advertising 词汇: 广告业

Imagine a future where our streets are filled with **ads** 200m tall; where **billboards** change before our eyes to give us personalised messages; and where companies track our every move as we walk through a city, **pinging** our phones with special offers as we **near** their shops.

In fact, all of these forms of advertising are already being tested. Let's take the first of these ideas. Back in 1982, science fiction movie Blade Runner **envisaged** a **futuristic cityscape** where giant adverts stretched the full height of skyscrapers. And UK company Lightvert are now doing something very similar; with one crucial difference.

Instead of making immense physical adverts, their commercials are **beamed** straight into consumers' eyes. They do this by attaching a strip of reflective material onto a building and projecting an image onto it. This image then 'bounces' out into the world. When you pass directly in front of the image, you see it. It appears to be huge and suspended **in mid-air**, but others can't see it – it's only visible from one location. Lightvert claims this form of advertising is **unobtrusive** and can "unlock" large amounts of "high-value advertising **real-estate**".

But not everyone **is sold on** the idea of living in a world of endless ads. In Moscow, for example, a new form of advertising targeting **motorists** has split opinion. Drivers approaching a particular digital billboard in the city are shown adverts for a new kind of Jaguar car, but only if you are driving a different **make** of vehicle. **Sensors** in the billboard detect what kind of car you are driving, and send you an ad based on that information.

While this may seem **invasive**, it's actually the safety aspect that has concerned some observers. Researchers in Sweden have shown that digital billboards attract our eyes for longer than other kinds. In fact, they **distract** us for over two seconds, a length of time which studies have proved to be dangerous on the roads.

Finally, we have "**proximity** marketing", where shops detect where you are on the high street and send **tailored** adverts to your phone. Devicescape is one company trialling the use of Wi-Fi as a means of tracking customers. Their technology could work anywhere, whether in "a supermarket, a concert hall, or a bus," says Owen Geddes from their marketing team. What would customers see? "It could be a **discount** offer to use in the shop the person is visiting, or a piece of content such as a movie trailer," says Mr Geddes.

词汇表

ad	广告， advertisement 的缩写
billboard	大型广告牌
to ping	推送，发送消息提示
to near	靠近
to envisage	展望，设想
futuristic	有未来感的，超前的
cityscape	城市景观
to beam	发射，发出（光线、电波等）
in mid-air	在半空中
unobstrusive	不显眼的，不突兀的
real-estate	房地产
to be sold on	看好，认为…是好主意
motorist	开车的人
make	型号，品牌
sensor	传感器
invasive	侵入性的，侵扰的
to distract	分散（注意力），使分心
proximity	（地理位置）临近
tailored	量身定制的
discount	折扣

测验与练习

1. 阅读课文并回答问题。

1. True or false: If you are looking at a Lightvert ad, someone standing a few metres away will definitely also see it.
2. According to the article, if you were driving a Jaguar car on a Moscow road, would you be shown a Jaguar ad?
3. Why are some people concerned about digital billboard advertising?
4. Which word means 'very tall buildings'?
5. How does Devicescape follow potential customers?

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. I think that companies following me and sending me ads wherever I go is really _____. I really don't like it.

unobtrusive	invasive	futuristic	tailored
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2. Sorry, I'm _____ your proposal. Work on it and come back to me in a week.

not selling on	sold out	sold on	not sold on
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3. The plane started to descend as it _____ its destination.

near to	closed	neared	nearly
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4. The strength of your Wi-Fi signal depends on your _____ to the router.

beam	nearly	near	proximity
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5. We _____ our treatment for each customer. Everyone gets a highly personal experience.

tailor	discount	ping	distract
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答案

1. 阅读课文并回答问题。

1. True or false: If you are looking at a Lightvert ad, someone standing a few metres away will definitely also see it.

False. Lightvert's ads are projections – not giant projections onto a wall, but tiny projections into people's eyes. If you don't stand in exactly the right place, you won't see the ad.

2. According to the article, if you were driving a Jaguar car on a Moscow road, would you be shown a Jaguar ad?

If you were driving a Jaguar, you would not see an ad for a Jaguar. Only drivers of other makes of vehicles see Jaguar ads.

3. Why are some people concerned about digital billboard advertising?

Some are concerned because when used on a roadside, digital billboard advertising can be dangerously distracting.

4. Which word means 'very tall buildings'?

Skyscrapers.

5. How does Devicescape follow potential customers?

Devicescape's technology follows the Wi-Fi signal on customers' mobile phones.

2. 请你在不参考课文的情况下完成下列练习。选择一个意思合适的单词填入句子的空格处。

1. I think that companies following me and sending me ads wherever I go is really **invasive**. I really don't like it.

2. Sorry, I'm **not sold on** your proposal. Work on it and come back to me in a week.

3. The plane started to descend as it **neared** its destination.

4. The strength of your Wi-Fi signal depends on your **proximity** to the router.

5. We **tailor** our treatment for each customer. Everyone gets a highly personal experience.