

in company Pre-intermediate

■ Unit 5

headword	pronunciation	translation/notes	example sentence
begin begin work on sth	/brɪˈɡɪn/	In 1969 the Advanced Research Projects Agency began work on a system to connect computers.
best-selling (adj)	/ˌbestˈselɪŋ/	GameBoy is the world's best-selling video game system.
breakthrough (adj)	/ˌbreɪkθruː/	Pokemon was a breakthrough game concept for GameBoy.
browser (n)	/ˈbraʊzə/	A browser is a computer program that allows you to search for information on the Internet.
business (n) on business	/ˈbɪznəs/	How often do you travel on business ?
celebrate (v)	/ˌseləˈbreɪt/	In 1995 the company celebrated the sale of the one billionth game pack.
complaint (n) deal with a complaint	/kəmˈpleɪnt/	The customer service department deals with client complaints .
concept (n)	/kɒnsept/	Pokemon was an entirely new concept in video games.
connect (v)	/kəˈnekt/	Kleinrock connected the first two computers in 1969.
corporate headquarters (n)	/ˌkɔːp(ə)rət hedˈkwɔːtəz/	In 1970 Nintendo decided to enlarge its corporate headquarters .
course (n) go on a course	/kɔːs/	We encourage staff to go on courses in order to develop their skills.
crash (v)	/kræʃ/	It's important to save your work in case the computer crashes .

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deal (n) negotiate a deal	/di:l/	We've just negotiated an important deal with a Japanese firm.
deal with (phr v) deal with a problem/complaint	/di:l ,wið/	Customer Services deal with client complaints .
develop (v)	/dɪ'veləp/	The original video game system was developed in 1975.
discussion group (n)	/dɪ'skʌʃn ,gru:p/	Internet discussion groups exist for users to exchange their views on various subjects.
enlarge (v) (opposite = scale down)	/ɪn'lɑ:dʒ/	When we increased production we had to enlarge our existing warehouses.
establish (v)	/ɪ'stæblɪʃ/	Our US subsidiary was established in 1980.
expand (v)	/ɪk'spænd/	The franchise was so successful, we decided to expand it.
found (v)	/faʊnd/	"When was the company founded ?" "In 1933."
franchise (n)	/fræntʃaɪz/	The franchise allowed Nintendo to use the Pokemon characters.
hand-held (adj)	/hænd,held/	GameBoy is a hand-held portable game system you can use anywhere.
hardware (n)	/hɑ:dwɛə/	The company manufactures both hardware and software for the game systems.
host (n)	/həʊst/	A " host " is a computer providing Internet services.
interactive (adj) interactive games/entertainment	/,ɪntər'æktɪv/	Nintendo is the worldwide leader in interactive entertainment .

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interchangeable (adj)	/,ɪntə'tʃeɪndʒəbl/	One of the great advantages of GameBoy is the interchangeable game packs.
the Internet (n)	/ði: 'ɪntənət/	The first message was sent on the Internet in 1969.
Internet browser (n)	/,ɪntənət 'braʊzə/	Internet browsers allow you to search for information.
interview (n) have an interview	/ɪntə,vju:/	When was the last time you had a job interview ?
launch (n)	/lɔ:ntʃ/	The US launch of Game Cube smashed previous sales records.
launch (v) launch a product/system	/lɔ:ntʃ/	The product was first launched in 1989.
leader (n) worldwide leader	/li:də/	Nintendo is the worldwide leader in interactive entertainment.
link (v)	/lɪŋk/	In January ARPANET linked computers in four different American universities.
manufacture (v)	/,mænjə'fæktʃə/	We manufacture around 50,000 games a week.
market (n) hit the market	/mɑ:kɪt/	GameBoy Advanced hit the market in 2001 with record sales.
market (v)	/mɑ:kɪt/	We market all our own hardware and software.
microprocessor (n)	/,maɪkrəʊ'prəʊsesə/	The microprocessor was first used in a video game system in 1976.
negotiate (v) negotiate a deal	/nɪ'gəʊʃɪeɪt/	We want to recruit someone with the necessary skills for negotiating difficult deals .
network (n)	/'netwɜ:k/	The World Wide Web is a network connecting millions of computers throughout the world.

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newsgroup (n)	/ˈnjuːzgruːp/	Newsgroups are Internet discussion groups.
offices (n pl)	/ˈɒfɪsəz/	We've just opened new offices in Berlin.
pack (n)	/pæk/	The sale of the one billionth game pack was celebrated in 1995.
portable (adj)	/pɔːtəbl/	It's a portable game system you can play anywhere.
reconstruct (v)	/ˌriːkənˈstrʌkt/	The old site had to be reconstructed for development.
release (v) release a product/system	/rɪˈliːs/	The new version of the system will be released next month.
sale (n) the sale of	/seɪl/	The company celebrated the sale of the billionth game pack.
sales record (n)	/seɪlz ˌrekɔːd/	The launch of Game Cube smashed all previous sales records .
smash (v) smash a record	/smæʃ/	Game Cube smashed all previous US sales records .
software (n)	/ˈsɒftweə/	The programs and games used on computers and game systems are called " software ".
subsidiary (n)	/səbˈsɪdɪəri/	Nintendo's US subsidiary is called Nintendo of America Inc.
system (n)	/sɪstəm/	GameBoy is the world's most popular video game system .
user (n)	/ˈjuːzə/	Computer users from all over the world have joined USENET newsgroups.
video game (n) video game system	/ˈvɪdɪəʊgeɪm/	The company manufactures the world's most popular video game systems .

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worldwide (adj) worldwide corporation/leader	/ˌwɜːldˈwaɪd/	They're the worldwide leader in the manufacture of computer operating systems.