ANGLAIS – LV1

Durée : 2 heures

Séries ST2S – STI – STL : *coefficient 2*

Série STG

« Communication et gestion des ressources humaines » : *coefficient 3*
« Mercatique » : *coefficient 3*
« Comptabilité et finance d'entreprise » : *coefficient 3*
« Gestion des systèmes d'information » : *coefficient 2*

Séries STI, STL	Compréhension : 12 points	Expression : 8 points
Séries STG, ST2S	Compréhension : 10 points	Expression : 10 points

Vous devez rédiger toutes vos réponses sur une copie en respectant strictement l'ordre des questions. Vous indiquerez clairement et en détail la numérotation de celles-ci.

L'usage de la calculatrice et du dictionnaire n'est pas autorisé

SIGNS THAT CAN SEE

Imagine watching an advertisement that is watching you. Sound creepy? Some billboards can already communicate by text or photo message with passers by, and researchers are now endowing these signs with artificial intelligence that can take cues from viewers' behavior. Scientists at National Information and Communications
5 Technology Australia, a government-funded research lab, have developed a billboard technology that watches body language and can tell when you're bored and when you're paying attention. The idea is to entice people who are well placed to make impulse purchasing decisions—pedestrians in shopping malls, in department stores, at airports or on sidewalks.

10 This is the future of "agile retail" technology, one of the fastest-growing areas of advertising. It includes digital billboards that can be easily changed throughout the day, allowing commuters to see ads for breakfast cereals in the morning and television shows in the afternoon. Advanced versions can deliver added information about the product. Here's how the next generation will work.

15 The system consists of an LCD screen playing a promotional video, and a camera to monitor people who come within five meters of the screen. In less than half a second, the software can determine if a face is turned toward the screen or away from it. If the viewer shows interest and does not walk away instantly, the system extends the video's playing time. But if the viewer begins to turn away, the sign
20 switches to a video advertising a different product in the hope of grabbing back the viewer's attention. If the viewer gets bored with a credit-card advertisement, he might get a promotion of a family-dinner deal at a restaurant nearby. The researchers are working on a future version of the system that can distinguish between adults and children, using facial expressions and height measurements.

25 One of the advantages of having a camera trained on the potential consumer is that it could give advertisers feedback. Video-recognition software detects which angle a customer's face is turned to and determines what part of the screen he's looking at, which would tell advertisers which parts of an advertisement work and which don't.

30 It's too early to tell whether NICTA's approach will work. Customers may have concerns about privacy, or the ads may be too intrusive. Advertisers will be closely watching the technology that watches you.

Rupali Arora, *Newsweek*, May 2007

9ANTEPO3

NOTE AUX CANDIDATS

Les candidats traiteront tous les exercices sur la copie qui leur sera fournie et veilleront à :

- respecter l'ordre des questions et reporter la numérotation sur la copie (numéro de l'exercice et, le cas échéant, la lettre repère ; ex. :1a, 1b, etc.)
- faire précéder les citations éventuellement demandées du numéro de ligne dans le texte.

I - COMPREHENSION

A- Choose the best answer :

1- The article deals with a technology that:

    a) has been used to influence customers.
    b) is going to revolutionize the world of shopping.
    c) will spy on passers by.

2- The people meant to benefit most from that technology are mainly:

    a) passers by and customers.
    b) the police.
    c) advertisers and tradespeople.

3- The journalist seems to be:

    a) enthusiastic.
    b) reserved.
    c) critical.

B- Find the equivalent of each of the following words or expressions given here in § 2, 3 and 4:

    1- people who live in the suburbs and travel to work
    2- control
    3- information in return

C- Are the following statements right or wrong? Justify each answer by quoting from the text:

1. Thanks to artificial intelligence the billboards respond to the attitudes of passers by.
2. The research laboratory is financed by private money.
3. The ultimate aim of the technology is to make people buy without thinking.
4. People going to work cannot notice these ads.
5. The new system is really slow.
6. Scientists have completed their research.
7. This technology will enable publicity to be more reactive.

D- Look for information in the text:

1. Give three characteristics of "agile retail technology" (*l.10*).
2. List three items used to make the technology work.
3. Find a sentence showing that the new system will not necessarily be popular.

E- Answer the following questions with the help of the text:

1. Why will these special billboards be located "in shopping malls, in department stores, at airports or on sidewalks" (*l. 8, 9*)?
2. How can billboards tell when passers by are bored or interested?
3. How will the future version distinguish between adults and children?

II - EXPRESSION

Vous traiterez les **deux** sujets.

1. 2012 : In a shopping mall a child and his parents walk past a billboard showing a sophisticated, new multi-function robot. Imagine the conversation. (*100 words*)

2. As a customer you are quite worried about those new intrusive billboards in your town, so you write a letter to the mayor to complain. (*100 words*)