

- c) The key to its initial popularity was not its cutting-edge technology but its unique combination of features, including ease of use and stylishness.
- d) So a special design team was immediately set up. They converted the monaural Pressman into a stereophonic cassette player, and added lightweight headphones.
- e) After the Betamax debacle, Sony badly needed a new hit product. And its co-founders obliged by coming up with one.

2. Akio Morita – Comprehension Questions

Answer the following questions with a full English sentence. Do not just mark or copy from the text.

1. At the end of the 1970s, why did Sony need a new hit product?

2. What was the Pressman?

3. What did Masaru Ibuka want & why?

4. What had Sony Research Laboratory developed?

5. What was the main reason for the Walkman's success?
