



Listening Questions 1:

1. What year did the company introduce the 'Parawater'?
2. What was the original name of the company Citizen?
3. Who named the first watch?
4. Why was the first watch named 'Citizen'?

Listening Questions 2:

1. What is the latest technology from Citizen called?
2. How does this technology work?
3. How many batteries has this saved over the last 10 years?
4. What award did this technology win?

Transcript 1:

In 1924, the Shokosha Watch Research Institute produced its first pocket watch the "CITIZEN." It was named by the then Mayor of Tokyo, Mr Shimpei Goto with the hope that the watch, a luxury item of those times, would become widely available to ordinary citizens and be sold throughout the world.

Citizen has always tried to innovate and make watches an important part of modern life. It introduced the Parashock in 1956 which was the first shock resistant watch made by a Japanese manufacturer. And three years later, the Parawater was the country's first water resistant watch.

The president of Citizen Watch Company of America, Jeffrey Cohen, believes that people demand world class design and technological innovation and he believes that Citizen can provide these types of watches.

Transcript 2:

One of their latest milestones is the Eco-Drive system. The green technology of Citizen Eco-Drive watches is designed to provide the wearer a lifetime of use while having a low impact on the environment. It features a permanently rechargeable battery which takes light from natural and artificial sources and changes it into energy. This technology made it the first watch technology to receive the Japan Environment Association's Eco Mark for environmentally friendly products.

At its most basic level, Citizen Eco-Drive is a stylish accessory that relies on the renewable energy of light. The Citizen Eco-Drive watch has prevented the need for more than 10 million watch batteries in North America alone over the past decade.

"We are proud of the long-term difference Eco-Drive technology is making on the environmental health of our planet." Cohen said.