

## Unit 14 – Ideas that have changed the world

### The Internet – a revolutionary invention

to have a profound effect on humankind	The Internet has had a profound effect on humankind and our access to both information and disinformation.	die Menschheit tiefgreifend verändern
to change the way we communicate	The Internet has changed the way we communicate via instant messaging, <i>Instagram</i> , and platforms like <i>Twitter</i> or <i>Facebook</i> .	die Art und Weise, wie wir kommunizieren, verändern
to show off our talents to the world	Without the Internet we would lose the opportunity to show off our talents to the world and speak with like-minded people around the globe.	der Welt unsere Talente (vor)zeigen
to give everyone a potential global audience	The Internet has given everyone a potential global audience with whom they can share their thoughts, worries, inventions, and much more.	jedem/jeder ein möglicherweise / potenziell globales Publikum beschenken
to cater to someone's ever-growing appetite for entertainment	With music, news reports, call-in games, and opportunities to win prizes, radio stations are attempting to cater to people's ever-growing appetite for entertainment.	den immer größer werdenden Appetit nach Unterhaltung befriedigen
conspiracy theories have been unwittingly promoted by the Internet	Kraig pointed out that the online news isn't always dependable, as conspiracy theories have been unwittingly promoted by the Internet.	Verschwörungstheorien sind durch das Internet ungewollt gefördert worden
to satisfy one's search for answers on every topic	Julie knew that she could look up and find out immediately why flamingos sleep on one leg, because the Internet satisfies one's search for answers on every topic.	die Suche nach Antworten zu jedem Thema zufriedenstellen
to give someone access to the world's collective knowledge	The Internet gives us access to the world's collective knowledge, but doesn't give people guidance on how to interpret it or use it correctly.	jemandem Zugang zum kollektiven Wissen der Welt ermöglichen
to be a force for good	For many students, inventors, and families or friends that live far apart from one another, the Internet has been a force for good.	eine positive Wirkkraft sein / eine Macht sein, die (der Welt) zum Wohle gereicht

### The benefits and downsides of cloud computing

#### benefits of cloud computing

to have unlimited storage	Ross's new plan means he has unlimited storage to use as he pleases.	unbegrenzten Speicherplatz haben
to reduce costs for servers	Using a cloud reduces costs for servers.	die Server-Kosten reduzieren
to provide fast access to data	Digital cloud storage provides fast access to data from anywhere in the world.	schnellen Zugriff auf Daten ermöglichen
to back up music, files and photos	The cloud provides a secure way to back up music, files and photos that would otherwise take up too much space on one computer.	Musik, Dateien und Fotos sichern
hardware failures do not result in data loss	Tracey appreciates that hardware failures do not result in data loss with the cloud, as she often has bad luck with computers.	Hardware-Ausfälle führen nicht zu Datenverlust

#### downsides of cloud computing

technical problems cannot be managed by oneself	Gene was annoyed that he couldn't do anything to fix his access key to the cloud, because he could not manage technical problems by himself.	technische Probleme können nicht selbst / allein bewältigt werden
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databases are vulnerable to hacking	It made Sid uneasy that all of the company's data was in the cloud, since databases are vulnerable to hacking.	Datenbanken sind anfällig für Hackerangriffe
to have to pay for the service	Maya has all of her photos in the cloud, but she unfortunately has to pay for the service.	für den Dienst bezahlen müssen
user data might be accessed by other people	In the context of a company database, it's possible that individual user data might be accessed by other co-workers.	Nutzer/innen-Daten könnten für andere Personen zugänglich sein
to depend on a fast Internet connection	Most jobs in the 21 <sup>st</sup> century depend on a fast Internet connection.	auf eine schnelle Internet-Verbindung angewiesen sein
<b>Speaking about inventions that could be misused</b>		
to be used in commercial and industrial settings	Drones can be used in both commercial and industrial settings for various tasks.	in gewerblichen und industriellen Umgebungen verwendet werden
to inspect hazardous environments	Various technologies are used to inspect hazardous environments where no human should be allowed to be.	gefährliche Umgebungen besichtigen / prüfen / inspizieren
to navigate tricky terrain	Military vehicles frequently navigate tricky terrain.	in schwierigem Gelände navigieren
to use a robot to defuse a bomb	Special forces often use robots to defuse bombs because it's less dangerous for humans.	einen Roboter einsetzen, um eine Bombe zu entschärfen
to boost productivity / safety / time savings	Technology can be used to boost productivity / safety / time savings in the field.	Produktivität / Sicherheit / Zeitersparnis steigern
to produce high-quality work	Most of the 3-D printers at the firm produce high-quality work in a very short period of time.	qualitativ hochwertige Arbeit leisten
to not need breaks or holidays off	Mechanical tools do not need breaks or holidays off and can therefore be more productive than humans in that sense.	keine Pausen oder Urlaubstage benötigen
to not get distracted by someone / something	Robots do not get distracted by people or other tasks like humans do.	sich nicht von jemandem / etwas ablenken lassen
to be dangerous to humans	Unmanned drones can be very dangerous to humans if they are placed in the wrong hands.	für (den) Menschen gefährlich sein
to be designed to work for warfare	Vehicles that are designed to work for warfare require more fuel than normal automobiles.	für den Einsatz in der Kriegsführung konzipiert sein
<b>Speaking about <i>Shark Tank</i>, the business reality TV series</b>		
to secure a business deal	Sophie's number one goal this spring was to secure a business deal with her former boss's rival company.	ein Geschäft fixieren / abschließen
to pitch one's business model to a panel of investors	Monica got the chance to pitch her business model for affordable home spa treatments to a panel of investors.	das eigene Geschäftsmodell vor einem Gremium von Investoren/Investorinnen präsentieren
to persuade someone to invest money in one's idea	The idea behind most networking events in business is to persuade someone to invest money in your idea.	jemanden davon überzeugen, Geld in die eigene Idee zu investieren
investors might opt out	If Bonnie's business pitch isn't compelling, investors might opt out.	Investoren/Investorinnen könnten aussteigen
to boost sales for a company	Fame and public recognition both go a long way towards boosting sales for a company.	den Umsatz eines Unternehmens steigern
to leave empty-handed	Without a successful idea or pitch, entrepreneurs leave empty-handed.	leer ausgehen, mit leeren Händen gehen
to need an investor with deep pockets	To have the best chances of becoming successful, new startups need an investor with deep pockets.	einen Investor/eine Investorin mit einer dicken Brieftasche brauchen

a great idea just needs an investor to take off	A great idea just needs an investor to take off and reach a wider audience of potential customers.	eine großartige Idee braucht nur einen Investor/eine Investorin, um durchzustarten
to be rejected by the investors	Even if a business idea is rejected by the investors, it can still go on to become a successful venture.	von den Investoren/Investorinnen abgelehnt werden
to generate a ton of successful deals	Businesses that fill a gap in a profitable market generate a ton of successful deals.	eine Menge erfolgreicher Deals entwickeln / generieren
to become an overnight sensation after being featured	Certain products or businesses are so popular that they become an overnight sensation after being featured on the show.	nach der Vorstellung / Darbietung über Nacht zu einer Sensation werden
to be turned down for obvious reasons	A basic yoga business idea was turned down for obvious reasons by the panel of investors.	aus offensichtlichen Gründen abgelehnt werden
to take a business to the next level	It takes an incredible amount of dedication and drive to take a business to the next level.	ein Unternehmen auf die nächste Stufe heben
to put a company in the spotlight for thousands of potential investors	Being on the show puts a new company in the spotlight for thousands of potential investors outside of the panel of <i>Sharks</i> .	ein Unternehmen für Tausende von potenziellen Investoren/Investorinnen ins Rampenlicht rücken
to want a better solution to the problem	Omar wanted a better solution to the problem that his business partner brought up at their last meeting.	eine bessere Lösung für ein Problem wollen / verlangen
to invest in a business	Investing in a business is risky, but can also be incredibly rewarding.	in ein Unternehmen investieren
to be impressed by an idea	Not everyone who is impressed by a business idea will go on to buy the products that come on the market.	von einer Idee beeindruckt sein
to leave <i>Shark Tank</i> with a lot of faith in oneself	Even contestants that don't receive financial support sometimes leave <i>Shark Tank</i> with a lot of faith in themselves and in their ideas.	<i>Shark Tank</i> mit viel Vertrauen in sich selbst verlassen
to get one's name out to the right people	Meaghan knew that it would help her business if only she could get her name out to the right people.	den eigenen Namen bei den richtigen Menschen bekannt machen
<b>Giving a <i>Shark Tank</i> pitch</b>		
to be the creator and founder of ... ( <i>name of product / service</i> )	Georgia is the creator and founder of <i>SheFly</i> , a small clothing company that makes pants specifically for climbing.	der Urheber/die Urheberin und der Gründer/die Gründerin von ... ( <i>Name des Produkts / der Dienstleistung</i> ) sein
to look for an investor	José was looking for an investor to launch his latest business venture.	nach einem Geldgeber / Investor/ einer Geldgeberin / Investorin suchen
to be a must-have	The multi-tool for camping is simply a must-have.	ein Must-have sein
to revolutionise the market for ...	The <i>Aeropress</i> revolutionised the market for small, portable coffee makers.	den Markt für ... revolutionieren
to be a revolutionary discovery / solution	A fog-repelling layer for ski goggles was a revolutionary discovery / solution for visibility problems on the slopes.	eine revolutionäre Entdeckung / Lösung sein
to inspire others to do something	Kira wanted to set an example and inspire other female artists to follow their dreams and start selling their art.	andere anregen / inspirieren, etwas zu tun
the inspiration for this idea was ...	Brett's inspiration for this idea was having her scarf slip off the shoulder of a slippery jacket and wanting to invent something to keep it in place.	die Anregung / Inspiration für diese Idee war ...

to realise the potential of something	Daniel was relieved that the investors realised the potential of his specialised voice recognition programme.	das Potenzial von etwas erkennen / realisieren
to be an innovator	John always saw himself as an innovator and strived to find new and creative solutions to problems.	ein Erfinder/eine Erfinderin / ein Vorreiter/eine Vorreiterin sein
to find one's (product) niche	In order to be successful, Sarah worked hard to find her product niche and differentiate herself from the competition.	die eigene (Produkt-)Nische finden
to describe what triggered the original idea	Phil described what triggered the original idea so that his audience would feel more connected to the process.	beschreiben, was die ursprüngliche Idee ausgelöst hat
to pitch a new idea / an invention/ an innovation	Robin pitched a new idea / an invention / an innovation for a more efficient and stable canoe design at the last innovation summit at his technical college.	eine neue Idee / eine Erfindung / eine Innovation vorschlagen
<b>Technology idioms</b>		
to be as sharp as a tack	Kathy is as sharp as a tack; she always has the perfect answer ready, and is quite often right.	blitzgescheit sein
to be at the cutting edge	The small up-and-coming tech company was already establishing itself at the cutting edge of AI technology.	an führender Stelle / vorderster Front stehen
to be in tune with someone / something	Ralph always looked like he was perfectly in tune with his racing bike on the trail.	mit jemandem / etwas im Einklang sein
to be on the same wavelength	Ally and her assistant were on the same wavelength; they had similar senses of humour and worked well together in the office.	auf der gleichen Wellenlänge sein
to blow a fuse	I tried to ask Julia what was wrong, but she absolutely blew a fuse and left.	an die Decke gehen, vor Wut fast platzen
to get one's wires crossed	Frank and his business partner got their wires crossed — Frank thought his partner had told him to order the materials, but that wasn't the case.	aneinander vorbeireden, sich missverstehen
to hit the panic button	When the first run of the code didn't work out, Ginny hit the panic button and looked like she had seen a ghost.	in Panik geraten
to know the nuts and bolts of something	He wasn't an expert, but he certainly knew the nuts and bolts of coding in <i>Python</i> .	sich genau auskennen, jedes Detail kennen
to pull the plug	After working on the project for many months without progress, Joannie decided to just pull the plug and find a different department.	jemanden nicht mehr unterstützen, den Stecker ziehen