

Fashion goes high-tech

- 1 A model walked down the runway during Paris Fashion Week in September with a clutch bag that changed colour from white to black, then to greyish gradations as it responded to her movements. The gradual colour change was generated by “electronic paper”, a high-tech display device used as one of the materials in the bag. It is just one of several fashion items to debut recently, featuring advanced digital technologies.

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Tekst 3

- 1p 3 De volgende drie alinea's van tekst 3 staan hieronder, maar niet in de juiste volgorde.
→ Schrijf de letters van de alinea's in de juiste volgorde op in de uitwerkbijlage.

[a] Another company, *Minotaur*, sells dress jackets and sports jackets that have built-in heating devices, which can be controlled by a smartphone. Users can choose four temperature levels. *Google* and *Levi Strauss* are also jointly developing “smart wear” that can remotely control a smartphone or other device when the user touches the clothing.

[b] In the wake of this fashion event, a company called ‘*no new folk studio*’ released sneakers, which emit light in various colours in response to the user’s movements. The translucent soles have 100 built-in light-emitting diodes. The colour combinations can be designed by using a dedicated app for smartphones. Sounds can be played based on movement.

[c] There are several problems to solve for these new additions to the market, such as battery size and life, said Mr Hiroaki Mizutani of DiFa, a website providing information on digital technologies and fashion products. “But there are high expectations of the new market formed by such products. The market will continue growing,” he said.

Bronvermelding

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