

1. Answer the following questions according to the text.

a) Which word in paragraph 1 means "to be real or present"?

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b) Will smartphones completely disappear in the future or will they be an important part of the future of shopping?  
Explain Why?

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c) Why does Paul Dillinger think consumers will play a much more active role in the design process?

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2. What does the word "They" in paragraph 4 refer to?

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