

Syms Middle School Reading Article

The Future is Here: Nike Introduces Self-Lacing Sneakers (1290L)

Instructions: COMPLETE ALL QUESTIONS AND MARGIN NOTES using the CLOSE reading strategies practiced in class. This requires reading of the article three times.

Step 1: Skim the article using these symbols as you read:

(+) agree, (-) disagree, (*) important, (!) surprising, (?) wondering

Step 2: Number the paragraphs. **Read** the article **carefully** and **make notes in the margin**.

Notes should include:

- Comments that show that you **understand** the article. (A summary or statement of the main idea of important sections may serve this purpose.)
- Questions you have that show what you are **wondering** about as you read.
- Notes that differentiate between **fact** and **opinion**.
- Observations about how the **writer's strategies** (organization, word choice, perspective, support) and choices affect the article.

Step 3: A final quick read noting anything you may have missed during the first two reads.

Your **margin notes** are part of your score for this assessment. Answer the questions carefully in **complete sentences** unless otherwise instructed.

Student _____ Class Period _____

The Future Is Here: Nike Introduces Self-Lacing Sneakers

Forget tying your shoes, Nike's Hyperadapt 1.0 features brand-new lacing technology that gives you the perfect fit with the push of a button

For every runner, finding sneakers that fit so perfectly you never have to think about adjusting is pretty much the Holy Grail. In a **quest** to find that perfect fit (and get rid of a needless distraction), Nike has simply removed shoelaces from the equation.

Meet the brand-new Nike Hyperadapt 1.0, a sneaker that "laces up" with sensors that find the perfect customized tension for your feet. Huzzah! We can finally retire our Youtube search for 'how to lace your running shoes'.

Nike calls this new feature "adaptive lacing," and it's part of a larger brand movement towards innovation and personalization (they've even dubbed it the "Era of Personalized Performance") that's the result of years of research in digital, electrical and mechanical engineering, according to the press release.

Notes on my thoughts, reactions and questions as I read:



Scan QR code to access Nike video

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"Powered by an underfoot-lacing mechanism, the shoe proposes a groundbreaking solution to individual **idiosyncrasies** in lacing and fit preferences. That means the undue pressure caused by tight tying and slippage resulting from loose laces are relics of the past," Nike says. "Precise, consistent, personalized lockdown can now be manually adjusted on the go."

So how exactly *does* it work? "When you step in, your heel will hit a sensor and the system will automatically tighten," explained Tiffany Beers, Senior Innovator for Nike and the project's technical lead. "Then there are two buttons on the side to tighten and loosen. You can adjust it until it's perfect." Nike explains that the goal of these shoes is to eliminate one more distraction so that runners can focus on improving their performance.

And while the sneakers *do* need to be manually adjusted by the runner, Nike is calling this version just the tip of this adaptive iceberg. You can expect future models to take this concept even further, so that the sneaker and the runner are completely in sync. The ultimate goal is to create a running shoe that has the ability to sense what the body needs in real time, and then instantaneously adjust to provide tailored-to-the-moment custom fit, explains Nike designer Tinker Hatfield. We're excited for 2.0!

To get your hands on a pair, hit up the Nike Soho store or the NIKE+ ClubHouse at 45 Grand—both in New York City. Only bad news here: the price is steep. Like, \$720 steep. But you only get one pair of feet your whole life so.... #worthit?

Notes on my thoughts, reactions and questions as I read:

This article addresses the following VA ELA Standards in addition to those noted.

8.4, 8.5, 8.6

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Comprehension questions – answers may be in phrases.

1. *What does it mean when something is the “tip of this...iceberg”?*
2. *By what official name does Nike recognize the new shoe?*
3. *Define **quest** as used in the article.*
4. *List a negative consequence associate with laces that are too tight and a negative consequence of laces that are too loose.*
5. *Define **idiosyncrasies** as used in the text.*

Answer each question in one or more complete sentences and by providing complete explanations.

1. *Explain the use of the term “Holy Grail” in this line from the text:” For every runner, finding sneakers that fit so perfectly you never have to think about adjusting is pretty much the Holy Grail.”*
2. *Explain the purpose of the italicized words in paragraphs 6 and 7.*

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3. Create an advertisement to be used in a school newspaper for Nike Hyperadapt 1.0 shoes. Include a one-sentence claim supporting the shoes, an illustration, the price, location to purchase, and one item of your own choosing.

4. What would be the approximate cost to outfit your school basketball team with Nike Hyperadapt 1.0 shoes?