

Prime Air: Amazon CEO Jeff Bezos declares drones are the future of delivery



①NEW YORK (AP) -- Amazon.com is working on a way to get customers their goods in 30 minutes or less - by drone. Consider it the modern version of a pizza delivery boy, minus the boy.

②Amazon.com said it's working on the so-called Prime Air unmanned aircraft project in its research and development labs. But the company says it will take years to advance the technology and for **the Federal Aviation Administration** to create the necessary rules and regulations. The project was first reported Sunday by CBS' "60 Minutes."

③Amazon CEO Jeff Bezos said in a primetime interview that

while the octocopters look like something out of science fiction, there's no reason they can't be used as delivery vehicles.

Bezos said the drones can carry packages that weigh up to five pounds, which covers about 86 percent of the items Amazon delivers. The current generation of drones the company is testing has a range of about 10 miles, which Bezos noted could cover a significant portion of the population in urban areas.

④While it's tough to say exactly how long it could take the project to **get off the ground**, Bezos told "60 Minutes" that he thinks it could happen in four or five years.

One of the biggest promises for civilian drone use has been in agriculture.

The unmanned aircraft can fly over large fields and search out bugs, **rodents** and other animals that might harm crops. Then, thanks to GPS, another drone could come back and spread pesticide on that small **quadrant** of the field.

Agriculture is also seen as the most-promising use because of the industry's largely unpopulated, wide open spaces. Delivering Amazon packages in midtown Manhattan will be much **trickier**.

⑤Besides regulatory approval, Amazon's biggest challenge will be to develop a collision avoidance system, said Darryl Jenkins, a consultant who has given up on the commercial airline industry and now focuses on drones.

Who is to blame, Jenkins asked, if the drone hits a bird, crashes into a building? Who is going to insure the deliveries? There are also technical questions. Who will recharge the drone batteries? How many deliveries can the machines make before needing service?

"Jeff Bezos might be the single person in the universe who could make something like this happen," Jenkins said. "For what it worth, this is a guy who's totally changed retailing."

⑥The biggest losers could be package delivery services like the U.S. Postal Service, FedEx and UPS.

FedEx spokesman Jess Bunn said in an email: "While we can't speculate about this particular technology, I can say that making every customer experience outstanding is our priority, and anything we do from a technology standpoint will be with that in mind."

Amazon's stock dipped \$1.98, or less than one percent, to \$391.64 in Monday morning's trading.

②the Federal Aviation Administration 《米》連邦航空局 ④get off the ground 離陸する; (うまく)スタートする rodent 齧歯(げつし)類の動物(ねずみ・うさぎ・りすなど) quadrant 四分円形のもの(地区・場所・機械部品など) tricky(仕事・事情などが)慎重を要する, 手際のいる, 扱いににくい

★Ice breaker for active discussion★

1. What type of shopping do you prefer; online or going to real stores? Can you tell some advantages of each type?
2. How often do you use Amazon.com for online shopping? How was your experience specifically about the delivery process?
3. Have you seen the so-called octocopter in motion? What can you say about it?
Do you think it is possible to use the system for delivery?
4. Besides delivery, what's the other way of utilizing this technology?
5. What are the negative impacts of using drones in case the project pursues?
Who will be affected by it?
6. Make sentences using the following words : drones, get off the ground, rodent, quadrant, tricky, collision, dip, retailing, unmanned and primetime.

アメリカでは空の宅配サービスが将来有望なビジネスになると期待されています。無人機市場は現在のゼロから10年以内に82億ドル(およそ8200億円)に急成長するとみられています。Amazon以外にも、ドミニーピザが自社の「ドミニコプター」によるピザの宅配を計画しています。ピザが空から飛んでくると想像すると、おもしろいですね。