**ABSTRACT WRITING EXERCISE**

**TBW ACTIVITY**

**Eisha Tir Raazia**

**17K-3730 (Sec C).**

**Surfing was once all about the enthusiastic surfers, who love riding waves of the ocean and seas, on a surfboard, but to make this fastest growing sport more enjoyable, mostly surfers love to combine their love of music with surfing. This water sport engages more than half of the world's population mostly men who are also consumer of music technologies. To fulfil the dream and demand of these surfer, we, *the Surfer Innovations Inc, have introduced The Surfer Speaker, to combine technology and surfing. This product fits into any size or type surfboard, provides a way to play music of surfer's choice through any wireless mobile device.The solar panel located on the surfboard recharge the battery in the speaker component. This makes the system completely self-sufficient and independent of an adapter to recharge. Potential user preferences are highly taken into consideration for this 'not so cheap' product, and strong marketing plans will help in engaging more surfers in the newest surfboard modification in a growing market .***