

Intelligent Business

Apple's new smartphone Worksheet

A Discuss before you read

Discuss these questions:

- 1) What is a smart phone? How is it different from an ordinary mobile phone?
- 2) Have you got either a mobile phone or a smart phone?
- 3) What brand is it? What sort of operating system does it use?
- 4) What can you do with it?
- 5) How often do you use it?
- 6) Are you satisfied with your phone or do you want a better one?
- 7) What would you like the better phone to do?

B Comprehension

1 Read the complete article quickly. Choose the best summary.

A] The Apple iPhone was a great innovation in the market for smartphones and quickly gained a considerable market share. Their latest model, the iPhone 5 is able to connect to connect to 4G wireless networks. Experts in the industry welcome the larger screen and superthin handset. Apple is set to maintain or increase its market share.

B] Google's Android operating system is becoming more popular than Apple's iOS system and most new smart phones, from different manufacturers, use the Android system. The new features of the Apple iPhone 5, such as the slimmer design, larger screen and 4G connectivity will convince most users to upgrade to the new model.

C] The Apple iPhone 5 is an important development for Apple which is facing greater competition in the market for smartphones. Although the iPhone 5 is thinner, has a bigger screen and has better connectivity than previous models, it is unlikely to reverse Apple's gradual loss of market share.

2 Mark these statements as TRUE or FALSE.

- | | |
|--|-----|
| a) People expect that the Apple brand will produce new, unexpected ideas. | T/F |
| b) The iPhone 5 is a great step forward. | T/F |
| c) Phones produced by Samsung and others are as good as the iPhone 5. | T/F |
| d) Apple's phones generate more than 50% of Apple's business. | T/F |
| e) IHS predicts that smart phones will soon outsell non-smart phones. | T/F |
| f) Sales of phones using Android operating systems increased faster than sales of phones using Apple's operating system. | T/F |
| g) Samsung have 700,000 digital apps and the iTunes music store. | T/F |
| h) Apple's new mobile operating system will be used in the iPhone 5 and a smaller iPad tablet computer. | T/F |
| i) Many people think that Amazon also has plans for a smart phone. | T/F |
| j) Google will improve its range of software and hardware. | T/F |



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C Vocabulary

Find the words in the text with these meanings. Complete the words.

- | | |
|---------------------------------|---------|
| 1. very funny | h _____ |
| 2. short, funny shows | s _____ |
| 3. large group | l _____ |
| 4. company name | b _____ |
| 5. new ideas | i _____ |
| 6. the ones which came before | p _____ |
| 7. competitors | r _____ |
| 8. more attractive | s _____ |
| 9. fall suddenly | p _____ |
| 10. transformation, improvement | r _____ |
| 11. start to sell | l _____ |
| 12. disappear | v _____ |

D Phrases

Match these phrases from the text with the correct meaning.

1	doing the rounds	A	it is unfortunate
2	to poke fun at	B	producing
3	what a pity	C	to be worried
4	to live up to	D	obtain
5	churning out	E	to humiliate in a joking way
6	to lose much sleep	F	that is true
7	a high stakes game	G	being discovered
8	get their hands on	H	in the leading position
9	indeed it is	I	an expensive challenge
10	ahead of the pack	J	to sustain

E Discussion

Discuss the questions below. Give reasons for your opinions.

1. How do you think that mobile phones will develop over the next 5 years?
2. Which applications will be important on mobile phones?
3. Do you expect that the Apple operating system or the Android system to be more popular?



Apple's new smartphone

Five out of ten

The iPhone 5 is hardly a great leap forward

Sep 15th 2012 | SAN FRANCISCO | from the print edition
The smartest phone in the room?



SOME hilarious videos doing the rounds on the internet show people pretending to take photos with invisible iPhones and hold conversations on them. These spoofs are meant to poke fun at Apple and its legion of fans. But the very notion that the firm could produce a see-through phone also highlights how closely its brand has become associated with revolutionary innovations. What a pity,

then, that the iPhone 5, which was unveiled on September 12th, fails to live up to that hard-won reputation.

The device is thinner than its predecessors, has a bigger screen and boasts connectivity to superfast 4G wireless networks. But it now competes against impressive offerings from the likes of South Korea's Samsung and other rivals, who are constantly churning out snazzier superthin handsets of their own with stunning displays. They are unlikely to lose much sleep because of the incremental changes made to the iPhone 5.

This is a high-stakes game for Apple, whose phone business still accounts for more than half of its revenues. These are not about to plummet: hordes of folk still want to get their hands on



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smartphones. IHS, a research firm, reckons that next year global shipments of smartphones will exceed those of non-smart ones for the first time. But the iPhone is facing much stiffer competition from handsets using Google's popular Android operating system. According to IDC, another research firm, Android's share of smartphone sales rose from 24% in 2010 to 66% in the first half of this year; Apple's grew by four percentage points, to 20%, over the same period.

The company still has an important advantage over its rivals in the form of its huge "ecosystem" of digital apps, 700,000 of which are now available in its online store, and cloud-based services such as iTunes, which is getting a revamp. And that advantage will be reinforced by the firm's new mobile operating system, iOS 6, which will power the iPhone 5 and a smaller iPad tablet computer Apple is expected to launch later this year. The system includes a new digital-mapping app developed by Apple and a feature that allows users to store things such as digitised aircraft boarding passes and movie tickets. These and other offerings can be combined to make mobile commerce more seamless. "The ability to tie digital stuff into the real world is becoming much more important for users," says Ian Fogg, an analyst at IHS.

Indeed it is. But other firms such as Amazon, which is rumoured to have a smartphone in the works, and Google are busy beefing up their ecosystems of software and hardware too. So Apple will have to work harder to stay ahead of the pack or risk seeing some of its profits vanish like those imaginary phones.

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Key

A Open answers

B 1 Best summary [C]

2 aT, bF, cT, dT, eT, fT, gF, hT, iT, jT

C

1. very funny

hilarious

2. short, funny shows

spoofs

3. large group

legion

4. company name

brand

5. new ideas

innovations

6. the ones which came before

predecessors

7. competitors

rivals

8. more attractive

snazzier

9. fall suddenly

plummet

10. transformation, improvement

revamp

11. start to sell

launch

12. disappear

vanish

D 1G, 2E, 3A, 4J, 5B, 6C, 7I, 8D, 9F, 10H

E Open answers

