

Ten years of the iPhone

TECHNOLOGY Smartphones created our mobile society.

 mit Audiodatei und  Übungsmaterial



Teenagers look at their iPhones at the Rock and Roll Hall of Fame in Cleveland, Ohio. | PHOTO: Getty Images

BY MOYA IRVINE

1 ONCE UPON a time, a mobile phone was just that: a telephone you could carry around with you. But ten years ago, a new device came onto the market that changed the way we use phones forever: Apple's iPhone.

2 At a presentation in 2007, Apple CEO Steve Jobs first introduced three new products – a wide-screen iPod, a phone and a “breakthrough internet communications device”. The joke was, of course, that he was introducing the iPhone, which combined all three products. “Today, Apple is going to reinvent the phone,” Jobs told his audience.

3 In fact he was exaggerating a little; the iPhone was not the first smartphone. In 2000, Blackberry was already making a phone that let you surf the web, send and receive emails. But as anyone who has ever owned a Blackberry will tell you, the device was very complicated to use. And like other smartphones on the market, by Nokia and Samsung, for example, the Blackberry had a mini keyboard that you typed on.

4 That was the revolutionary feature of the iPhone: it had a sleek, glass touchscreen, a mini version of a computer screen. It was easier for users to handle, and because there were icons instead of fixed plastic buttons, it was easier for developers to add in any new features they thought of.

5 Not everyone was as enthusiastic about the new product as Mr Jobs. Many criticised the high price – \$499 for the 4GB version. There were criticisms of the design, too. A reviewer from the website TechCrunch warned that the glass screen could easily break and didn't like the virtual keyboard.

6 Former Microsoft CEO Steve Ballmer said the iPhone wouldn't appeal to business users because it was difficult to write emails on it. “There's no chance that the iPhone is going to get any significant market share,” said Ballmer.

7 He was proved wrong, of course. Since 2007, Apple has sold more than 1 billion iPhones. Latest figures show it had 13.7% of the smartphone market in the first quarter of 2017, in second place behind Samsung, which had a 20.7%

share. However, Apple has by far the most profitable smartphone. In the first three months of this year, it had an 83% share of smartphone profits, according to Forbes.

8 For the iPhone's tenth anniversary, Apple is launching a new model in the autumn. As always, no one knows what new features this device will have. Whatever they are, it is unlikely they will cause a revolution as big as the first iPhone.

9 That device effectively created our mobile society. It is hard to imagine today what life was like before smartphones. Today, we can instantly communicate with people anywhere in the world for free and even see them on our phones. Boredom has become a thing of the past: if you are waiting for an appointment or standing in a queue, you can just pull out your phone for instant entertainment.

10 You don't even need a map if you get lost any more – all the world is there in your hand-held device. People who used to read the newspaper on their commute to work now read it as an app on their phones.

11 On the downside, some people are so addicted to their smartphones that they even try to use them while driving or walking along. The devices are also great conversation killers: some brave restaurants have decided not to provide Wi-Fi so that guests talk to each other instead of looking at their phones.

12 Steve Jobs may have launched the iPhone, but he wasn't a smartphone addict himself. Walter Isaacson, his biographer, told the New York Times: “Every evening Steve made a point of having dinner at the big long table in their kitchen, discussing books and history and a variety of things.”

0-2 TO CREATE schaffen — once upon a time früher einmal — to carry around herumtragen — device (dɪ'vaɪs) Gerät — CEO chief executive officer Firmenchef — to introduce vorstellen — breakthrough bahnbrechend — to reinvent (ri:ɪn'vent) neu erfinden — audience (ɔ:diəns) Publikum

3-4 in fact eigentlich — to exaggerate (ɪg'zædʒə'reɪt) übertreiben — to receive (rɪ'si:v) empfangen — to own besitzen — keyboard Tastatur — feature Merkmal; Funktion — sleek elegant — button Knopf, Taste — developer Entwickler — to add in hinzufügen

5-6 enthusiastic (ɪn'θju:zɪ'æstɪk) — reviewer Rezensent — to appeal to s.o. jdm. ansprechen; bei jdm. Anklang finden — significant (sɪgnɪfɪkənt) bedeutend — market share Marktanteil

7-8 to prove s.o. wrong (pru:v) jdm. das Gegenteil beweisen — figure ('fɪgə) Zahl — quarter Vierteljahr — profitable ('prɒfɪtəbl) ge-

winnbringend — according to zufolge — to launch (lɔ:ntʃ) auf den Markt bringen

9-10 to imagine sich vorstellen — instantly sofort — boredom (bɔ:dəm) Langeweile — to become a thing of the past der Vergangenheit angehören — appointment Termin — queue (kju:) Warteschlange — to get lost sich verlaufen/verfahren — commute (kə'mju:t) Pendelfahrt

11 on the downside andererseits — to be addicted süchtig sein; addict Süchtiger — conversation killer Gesprächskiller — brave mutig

12 biographer (baɪ'ɒgrəfə) Biograf — to make a point of doing Wert darauf legen zu tun — a variety of things (və'raɪəti) vielerlei Dinge

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Worksheet by Dr Markus Bohnensteffen

READING COMPREHENSION

1. Complete the following sentence.

The iPhone is a combination of a _____, a _____, and _____.

- 2. a) Choose the numbered paragraphs in the text that fit best with the headings in this list.
- b) You will probably come up with better headings. Write them in the right-hand column.

heading	paragraph(s)	my heading
the smartphone market		
presenting the iPhone		
the iPhone: curses		
the iPhone: not as new as announced		
the iPhone: blessings		
criticising the iPhone		
Steve Job's personal use of the iPhone		
the revolutionary features of the iPhone		

3. Describe the "revolutionary features of the iPhone".

Use the following words to complete the description of the "revolutionary features of the iPhone".

buttons – computer – features – handle – icons – touchscreen

The iPhone had a sleek, glass _____, a mini version of a _____ screen. It was easier for users to _____, and because there were _____ instead of fixed plastic _____, it was easier for developers to add in any new _____ they thought of.



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4. Find out why the iPhone was criticised.

Complete the following text to describe why not everybody was enthusiastic about the new iPhone.

Not everyone was as enthusiastic about the new product as Mr Jobs. Many criticised the high _____ – \$_____ for the 4GB version. There were criticisms of the _____, too. A reviewer from the website TechCrunch warned that the _____ screen could easily _____ and didn't like the _____ keyboard.

ANSWER KEY | COMPREHENSION

1. Complete the following sentence.

The iPhone is a combination of a **wide-screen iPod**, a **phone** and a **breakthrough internet communications device**.

2.

heading	paragraph(s)
presenting the iPhone	1–2
the iPhone: not as new as announced	3
the revolutionary features of the iPhone	4
criticising the iPhone	5–6
the smartphone market	7–8
the iPhone: blessings	9–10
the iPhone: curses	11
Steve Job's personal use of the iPhone	12

3. touchscreen – computer – handle – icons – buttons – features

4. price – 499 – design – glass – break – virtual

