

## HANDOUT UNIT 5

### Qs about the Article

1. What is a PetsCell and what are its features? (1)
2. „The mobile-telecom industry has become a victim of its own success.“ Explain. (2)
3. Compare markets in the developed world, China, Africa, and the least developed countries, e.g. Bangladesh. (2)
4. Where does the industry find new markets? (3)
5. What tactics can make people use their existing phones more than they do now? (4)
6. Why, according to the article, will the market never be saturated ? What other possibilities are there? (5)

### 1. Explain or find synonyms for the following words:

Paw	device	ridiculous	widespread
Frantically	subscriber	untapped market	satellite tracking
Household appliances	convergence	fixed-line network	rent out
Mobile coverage	saturation	the dead of the night	

### 2. WB Unit 5 Listening

1. A successful briefing \_\_\_\_\_ preparation. For one thing, it is important to \_\_\_\_\_ that everyone who needs to be present has been asked to attend. Too often a briefing will \_\_\_\_\_ with substitutes who just listen and \_\_\_\_\_.
2. If you were \_\_\_\_\_ for a briefing - I mean, paying money rather than \_\_\_\_\_ time -then I'm sure you'd really want to be clear about what you expected to \_\_\_\_\_ the event. One way to achieve clear \_\_\_\_\_ is to make it obvious from the outset what the briefing aims to \_\_\_\_\_.
3. It's important to \_\_\_\_\_ if the briefings you give are actually working. Remember how much time and effort is \_\_\_\_\_ - and make sure you're getting a \_\_\_\_\_ on this investment. You may want to use different sets of \_\_\_\_\_ - for example, global criteria to apply to all briefings and specific areas for different types of briefings.
4. There are a number of \_\_\_\_\_ errors that can be made during briefings - which is why it's \_\_\_\_\_ that those giving briefings get regular help in developing their skills. Not clarifying tasks, making \_\_\_\_\_ demands, \_\_\_\_\_ people \_\_\_\_\_ when they're talking, and so on - these kinds of mistakes can \_\_\_\_\_ be avoided, given the right kind of support.
5. Some people are good at briefing others. Some aren't. To brief others \_\_\_\_\_ it's important to be clear about what needs doing and by whom. Write down a \_\_\_\_\_ if you need to - and \_\_\_\_\_ each task to a member of staff present at the briefing. Before ending the briefing, make sure everyone knows what they have to do.

### 3. Complete the sentences with the appropriate form of words from the box.

MOBILE	RESEARCH	DEVELOP	SUBSCRIBE	COMPETE	CONNECT
COVER	COMMUNICATE				

1. Motorola's chief officer is launching a new strategy which will lead to more \_\_\_\_\_.
2. Nokia is number one in this highly \_\_\_\_\_ industry.
3. A group of technologists and \_\_\_\_\_ have been trying to suggest new strategies.
4. They plan to start by \_\_\_\_\_ their technology networks into one.
5. One way of boosting sales of mobile phones is to extend \_\_\_\_\_.
6. Mobile phones are world's most spread \_\_\_\_\_ devices.
7. Nearly everybody in \_\_\_\_\_ world has at least one mobile phone and sales are growing in \_\_\_\_\_ countries as well.
8. Mobile phone companies are trying to increase the number of \_\_\_\_\_.

#### 4. Fill in the following phrases with vowels.

1. D\_G\_T\_L R\_C\_RD\_NGS \_\_S\_ TO \_PL\_\_D
2. B\_\_TT\_R\_-P\_W\_R\_D M\_CR\_PR\_C\_SS\_R
3. W\_R\_L\_SS P\_RT\_BL\_ \_NT\_RN\_T R\_D\_\_
4. V\_BR\_T\_NG \_CC\_L\_R\_T\_R P\_D\_L
5. \_NT\_RN\_T F\_X\_NG \_ND W\_B BR\_WS\_NG
6. W\_R\_L\_SS H\_NDH\_LD D\_V\_C\_
7. M\_N\_CHR\_M\_ D\_SPL\_\_
8. B\_\_LT-\_N K\_\_B\_\_RD \_PT\_M\_Z\_D F\_R TH\_MB\_NG
9. TR\_CKWH\_\_L - A SCR\_LL\_NG WH\_\_L W\_TH A CL\_CK F\_NCT\_\_N
10. W\_\_F\_ C\_MP\_T\_BL\_
11. D\_\_BL\_ TH\_ N\_MB\_R \_F S\_BSCR\_B\_RS
12. S\_RP\_SS TH\_ T\_RG\_T\_D N\_MB\_R
13. TW\_\_W\_\_ R\_D\_\_ \_S \_NC\_RP\_R\_T\_D
14. S\_ST\_M N\_V\_G\_T\_N \_S \_CC\_MPL\_SH\_D BY TH\_ TR\_CKB\_LL
15. P\_L\_PH\_N\_C R\_NGT\_N\_
16. C\_NS\_M\_R \_L\_CTR\_N\_CS PR\_D\_CTS

#### 5. Translate

1. WiMax je bezdrátová širokopásmová technologie, která může, teoreticky, pokrýt obrovské plochy a přinést přístup k internetu miliónům lidí, kteří jej v současnosti postrádají.
2. Ve skutečnosti ale byla tato technologie přehnaně vychválena, protože WiMax forum, které dohlíží na to, aby součástky od různých prodejců byly kompatibilní, ještě nedala osvědčení žádnému výrobku se značkou WiMax.
3. Experti z firem zabývajících se průzkumem trhu se obávají, že tato technologie nenaplní očekávání a že WiMax budou používat telekomunikační firmy k ucpání děr ve svém pokrytí.
4. WiMax forum je nezisková organizace, jejíž hlavní rolí je propagovat výrobky kompatibilní s WiMax a vydat osvědčení/potvrdit schopnost výrobků se značkou WiMax spolupracovat s částmi/zařízeními jiného systému.
5. Výrobky, které projdou testem konformity a schopnosti spolupráce s jinými systémy obdrží označení „WiMax Forum Certified“.
6. WiMax forum zajišťuje, že jím certifikované výrobky vyhovují požadavkům zákazníků a vlády a že podporují širokopásmové pevné, přenosné a mobilní služby.

What is a Hot-spot?

What is Wi-Fi

What does LAN stand for?

