

UNIT 5

Read keynotes of U 5. Then fill in the gaps with appropriate words.

The rapid p_____ of t_____ is affecting every aspect of our personal and professional lives. C_____ products are making our lives more comfortable and e_____. New and more i_____ models are coming onto this almost s_____ market all the time. The f_____ of b_____ and u_____ onto or downloading from the internet has changed forever the way we work and v_____ the world. N_____ is a new g_____ market, which promises to bring s_____, l_____, more p_____ technological d_____. But nowhere has technology more d_____ changed our l_____ than in the f_____ of m_____ t_____.

Read article on p.44 and prepare answers to the following questions.

1. How does the new mobile phone model go to the limit?
2. What are its features?
3. What is the idea behind the PetsCell?
4. What does the writer mean when he says the mobile phone industry is a victim of its own success?
5. What are the specifics of individual markets (Chinese, African, the developed and the developing worlds'?)?
6. How are some countries allowing poor people to use mobile phones?
7. What statistic is no longer true?
8. What is the industry looking for and what can it not rely on anymore?
9. Who is the MyMo designed for? What features does it have?
10. How can the potential market for mobile phones in Japan be at least five times bigger than the population?
11. Where else does the market's potential lie?
12. How can changes in coverage contribute to the increase in the number of phone calls we make?
13. Where are the limits of the industry?
14. How can mobile phones be used when people are asleep? What is an advantage?

Use the following expressions to make a summary of the article on p.44

VICTIM

START-UP

to PICK UP A PHONE

CONSUMER ELECTRONICS PRODUCT

FASTEST-GROWING MARKET

ENTREPRENEUR

to RENT OUT

HOUSEHOLD APPLIANCES

SATELLITE TRACKING

POTENTIAL MARKET IN JAPAN

FIXED-MOBILE CONVERGENCE

to EXTEND THE COVERAGE

to SATURATE THE MARKET

REMAINING PHONE FREE ENVIRONMENT

to RELY ON SUBSCRIBER GROWTH

BOOMING GROWTH

MUCH QUOTED STATISTIC

UNTAPPED MARKET

THE DEAD OF NIGHT

Look at the following expressions and make definitions.

**ENTIRE – CONFIDENTIAL – VALUABLE – VULNERABLE – to BE AWARE OF –
COVERAGE - BUSINESS INTELLIGENCE – SECURITY TRAINING – to TRANSMIT –
to GIVE AWAY – to GATHER – SURVEILLANCE – CREDIBILITY- a START-UP –
to BOAST- VICTIM – to BOOM – to SUBSCRIBE – UNTAPPED MARKET**

Translate the following sentences into English.

1. Telekomunikační společnosti se staly obětí vlastního úspěchu tím, že vložily mobilní telefony do rukou i těch nejchudších zákazníků, a téměř nasýtily trh.
2. Nový model mobilu, jehož hlavními uživateli by měly být děti do osmi let, bude uveden na trh během měsíce.
3. Trh předplatitelů, na nějž telekomunikační firmy dosud spoléhaly, neumožňuje další růst.
4. Čelíme tlaku akcionářů, abychom vyvinuli originální strategie, které by posílily klesající příjmy a zvýšily ziskové marže.
5. Měli bychom zvážit rozšíření pokrytí, jež by umožnilo klientům používat mobily v letadle.