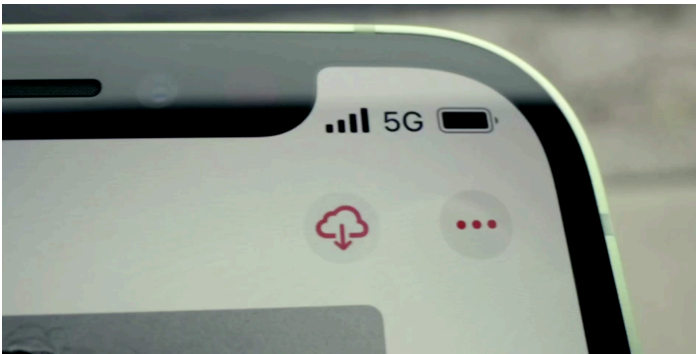




Apple enters 5G race with new iPhone 12s

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Apple on Tuesday launched four versions of its new flagship iPhone 12 with faster 5G connectivity in hopes of sparking an upgrade cycle that will keep sales booming through the end of the year.



"So now I would like to show you the very first iPhone with 5G."

1. Apple Tuesday unveiled _____

2-1. Finally jumping on the 5G bandwagon - hoping smartphone users' access _____

2-2. will convince them to trade up and _____

3-1. A revamped design brings a thinner, _____

3-2. with a tougher screen called Ceramic Shield _____

4-1. There's also a faster chip inside _____

4-2. all so consumers _____

5. 5G is theoretically 10 to 20 times faster _____

Apple CEO Tim Cook:

"Every decade there is a new generation of technology that provides a step change in what we can do with our iPhones.

The next generation is here.

5G will bring a new level of performance for downloads and uploads, higher quality video streaming, more responsive gaming, real-time interactivity and so much more."

6. But Apple is late _____

7. Android devices made by the likes of Samsung _____

8-1. Hoping _____

8-2. Apple is launching in the U.S. _____

9. Some rival Android devices _____

10. Verizon CEO Hans Vestberg made an appearance at Tuesday's virtual event to say _____

"5G just got real."

11. But will U.S. consumers upgrading to an Apple 5G phone _____

12-1. With mobile networks in the U.S. _____

12-2. Apple has to walk a fine line between exciting consumers enough to want to upgrade _____

13-1. A \$699 iPhone 12 mini and a \$799 mid-tier model _____

13-2. while two high-end pro versions go on sale in November _____

[Vocabulary]

□ **bandwagon**: an idea or activity, especially in politics or business, that suddenly becomes very popular or fashionable, so that a lot of people want to be involved in it

- *jump on the bandwagon*
- *His recent poll victory could start an ultra-nationalist bandwagon rolling.*
- *Every business was trying to jump on the "dot-com" bandwagon.*

□ **trade up**: to sell something in order to buy something of the same kind that is more expensive; If someone trades up, they sell something such as their car or their house and buy a more expensive one.

- *We want to trade up our apartment for a house.*
- *Mini-car owners are trading up to 'real' cars.*
- *We just had our second child, so we are trading up to a larger car.*

□ **revamp**: to improve the way that something looks or operates by making major changes to it

- *a plan to revamp the banking industry*
- *All Italy's political parties have accepted that it is time to revamp the system.*

□ **step change**: a significant change in something, especially one that leads to a noticeable improvement

- *We want to achieve a step change in the regeneration of the city.*
- *This step change has taken some time to make an impact.*

□ **the likes of**: a similar kind; people or things similar to (someone or something specified)

- *We don't want the likes of you around here.*

□ **play catch up**: to try to reach the same position, score, etc., as a competitor after one has fallen behind

- *The company has been trying to play a difficult game of catch-up ever since its competitor introduced the new product.*

□ **competitive edge**: competitive advantage; an advantage based on success in competition

- *Only by keeping down costs will America maintain its competitive edge over other countries.*

□ **Verizon**: Verizon Communications Inc. is an American multinational telecommunications conglomerate and a corporate component of the Dow Jones Industrial Average.

□ **Hans Vestberg**: (born 23 June 1965) is a Swedish businessman and CEO of Verizon Communications, where he has worked as executive vice president of the company's network and technology team, and as chief technology officer.

□ **get real**: to realize or accept the truth; to be realistic or practical

- *I hope the government gets real about the homelessness problem and starts taking it seriously.*

□ **walk a fine line**: to navigate or strike a balance between two sides, positions, or approaches to something, especially when trying to avoid one of them.

- *The film walks a fine line between parody and homage.*
- *As a new parent, you have to walk a fine line between looking out for your child's welfare and being overprotective.*

□ **mid-tier**: (business) Of medium size and importance, neither top-tier nor bottom-tier

- *Our new marketing strategy targets midtier businesses.*

□ **pro version**: promotional version

□ **price tag**: a tag showing the price of the article it is attached to; If something has a price tag of a particular amount, that is the amount that you must pay in order to buy it.

- *Wait till you see the price tag.*
- *The price tag on the 34-room white Regency mansion is £17.5 million.*

[参照辞書: Merriam-Webster, Oxford English Dictionary, America Heritage of the English language, Collins English Dictionary, Macmillan Dictionary, the Free Dictionary, Wikipedia]