BBC LEARNING ENGLISH Media English 媒体英语 Apple reveals 'leap forward' iPhone X 苹果公司称 iPhone X 是"一次技术性飞跃"



• 請注意: 中文文字内容只提供簡體版

苹果公司发布了一款全面屏、没有 Home 键的高端智能手机。这部被称为"十"的苹果手机采用面部识别系统而非基于指纹信息来识别其所有者。苹果表示,FacelD 技术可以在黑暗中使用三万个红外线点来识别身份,比以前的 TouchlD 系统更加安全。请听报道。

The iPhone is perhaps the most **profitable** single product in history and it's turned Apple into the world's most valuable company.

Two iPhone 8 models will not look very different to all but dedicated Apple fans but the iPhone X was billed by the company's chief executive Tim Cook as the biggest leap forward since the original was launched a decade ago.

The **stand-out** feature is **facial recognition technology**, which **unlocks** the phone with a **glance**, but what will also stand out for phone buyers is a starting price of £999.

So far, Apple has managed to keep prices and **profit margins** higher than rivals and still sell more than 1.2 billion iPhones. Now the loyalty of its fans will be tested by its most expensive phone yet.

词汇表

profitable	盈利的,赚钱的
models	(产品) 型号
dedicated	热忱的
the biggest leap forward	最大的飞跃、进步
launched	被推出
stand-out	突出的,引人注目的
facial recognition technology	面部识别技术
unlocks	解锁
glance	迅速地看一眼
profit margins	利润幅度,利润率

测验

请听报道并回答下列问题。

- I. When was the original iPhone launched?
- 2. What does facial recognition technology allow us to do?
- 3. True or false? The iPhone X is the most expensive phone built by Apple.
- 4. Which word in the text means 'a distinctive or special part of something'?

答案

- I. When was the original iPhone launched?

 The original iPhone was launched a decade ago.
- 2. What does the facial recognition technology allow us to do? Facial recognition technology allows us to unlock the phone with a glance.
- 3. True or false? The iPhone X is the most expensive phone built by Apple.

 True. According to the article, the iPhone X is Apple's most expensive phone yet with a starting price of £999.
- 4. Which word in the text means 'a distinctive or special part of something'? **Feature.**