

# The iPhone

Last month saw the launch of one of the most hyped products ever: Apple's iPhone. Was it worth the wait?

1 Compare your mobile phone with your partner's. Use some of the words in the boxes below.

slim light / heavy modern / old-fashioned  
stylish innovative small new / old

features digital camera diary alarm-clock internet  
music e-mail video text messaging screen

2 Scan the transcripts of the two presentations and complete the missing information (a–g) in the chart.

	Talktime	Thickness	Weight	Screen size	Keyboard
<b>Apple's iPhone</b>	(a) .... hours	(c) ..... mm	4.8 ounces	(f) ... inches	Virtual
<b>Blackberry curve</b>	(b) .... hours	(d) ..... mm	(e) ... ounces	(g) ... inches	QWERTY

Source: manufacturer's website

[1] 'Good afternoon. Thanks to everyone who queued up for days to buy the first iPhones last month. Our latest product is the biggest thing since the iPod. This phone is much more than a phone – it's a smartphone that lives up to the hype. Your iPhone gives you eight hours of talktime – that's twice as much as the Blackberry. It has no keyboard! Instead it displays 16 icons on the revolutionary 3.5 inch touchscreen. Use it as a media player – watch video. With wi-fi and a web browser, you can at last have the internet in your pocket. It's stylish and innovative ... and slim – just 11.6 mm, unlike the Blackberry which is 15.5 mm thick. So, what are you waiting for? OK, let's move on to our sales forecasts. We are delighted to announce that the iPhone will be available in Europe later this year and in Asia in 2008. We hope to sell 10 million iPhones by the end of next year and aim to take a 1% share of the vast mobile phone market ...'

[2] 'Good afternoon. Do you have a mobile phone? You do? Well, you have to congratulate the people from Apple – their marketing can make you want a product that you already own! Some people actually queued up for days to get hold of an iPhone. The screen of the new Blackberry curve may be smaller, at 2.5 inches, but that's because it has a QWERTY keyboard, and we think that's essential for mobile e-mail and text messaging. Let me assure you ladies and gentlemen, that no business user is likely to be satisfied with an iPhone. Why would you want internet in your pocket with such slow data speeds? The Blackberry is lighter, too, at just 3.9 ounces. Competition in producing multimedia phones is now fierce. I believe Nokia and Sony Ericson's digital cameras are far better, so let's not worry too much about a device which is not sure if it's a phone or a media player. We predict sales will fall after the initial excitement.'

3 Read the presentations again. Which device would you prefer? Why?

4 Complete the tables with the missing verb and noun forms.

Verb	Noun
(a)	product
(b)	sales
(c)	market

Verb	Noun
(d)	competition
to display	(e)
to predict	(f)

Verb	Noun
to announce	(g)
to aim	(h)
(i)	forecast

5 Make a short presentation to the whole class about a product you are familiar with. Describe it and give dimensions, if possible. Compare it with a rival product.