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Apple's 'show time' event puts the spotlight on subscription services

苹果春季发布会“好戏开幕”，聚焦订阅服务

For years, Apple's business has centered around the iPhone, but sales of that once-revolutionary but now commonplace device have slowed. And the entire world of computers has been flipped on its head. Apple has been diversifying beyond hardware, selling iCloud storage to its customers, a \$10 a month music streaming service and movies and television shows through iTunes.

多年来，苹果公司的业务一直以 iPhone 手机为中心，但这款曾有革命性意义的设备如今已相当普遍，其销量也有所放缓。而且现在整个计算机世界都已经被颠覆了。苹果一直在硬件之外的领域进行多元化经营，向其用户出售 iCloud 存储服务、每月 10 美元的音乐流媒体服务以及通过 iTunes 播放的电影和电视节目。

But Monday's anticipated announcement takes that diversification to a whole new level. Apple said it was launching a raft of new services, from news to video games and a credit

card. Its biggest initiative is entertainment streaming service Apple TV+.

但是周一备受瞩目的发布会将这种多元化推向了一个全新的层面。苹果表示，它正在推出一系列新服务，从新闻到电子游戏再到信用卡。其最大的新计划是娱乐流媒体服务 Apple TV+。

Apple is expected to invest many billions a year, according to analysts, on making video content to compete in a crowded market that includes Amazon, Netflix, Hulu and Disney. 分析师表示，苹果公司预计每年将投入数十亿美元制作视频内容，以便其能够在对手林立的市场里竞争，目前市场的竞争者包括了亚马逊、网飞、Hulu 网和迪士尼。

The real magic in consumer technology is happening less and less inside the devices people carry around and more and more in server farms scattered around the world, where massive amounts of data get processed and then transmitted to gadgets like the Amazon Echo or Google Home.

消费型科技的真正魅力正越来越少地显现于人们随身携带的设备上，而是愈发显现于分散在世界各地的服务器农场中。在那，大量的数据经过处理后被传送到 Amazon Echo 或 Google Home 这样的电子产品里。

In essence, the gadgets people are excited about buying are becoming vessels for sending and receiving data. And in that area, Apple has fallen behind companies like Google, Amazon and Microsoft, which now pull in significant revenue from selling cloud services, which is a fancy term for data center usage and storage.

实质上，人们热衷于购买的电子产品正在成为发送和接收数据的载体。而在这一领域，苹果已落后于谷歌、亚马逊和微软这些公司，后者如今通过售卖云服务赚取了可观收益，而云服务是对数据中心使用和储存功能的一个洋气说法。

The invite Apple sent to invitees said simply, "It's show time." The question now is whether Apple can break a leg.

苹果对受邀者发出的邀请简洁明了：“好戏开场了。”现在的问题就是，苹果能否演出成功了。

重点词汇

spotlight/'spɔ:tlaɪt/

n. 聚光灯

- 相关词汇：spot; light

subscription service

订阅服务

- 相关词汇：subscribe (v.); subscription (n.)

commonplace/'kɒmənpleɪs/

adj. 普遍的，常见的

- 相关词汇：common (adj.)
- 词性拓展：commonplace (n.)

flip on one's head

颠覆

- 相关词汇：flip (v. 快速翻转，迅速翻动)
- flip 搭配短语：flip a coin

diversify/daɪ'vɜːsɪfaɪ/

v. 多样化；（通常指公司）多元化经营

- 例句：The company is planning to diversify into other mining activities.

hardware/'hɑːrdweɪ/

n. 硬件

- 相关词汇：hard (adj. 坚硬的)；ware (n. 制品)
- 相关词汇：software (n. 软件)

anticipated/æn'tɪsɪpeɪtɪd/

adj. 让人期盼的；备受瞩目的

- 词性拓展：anticipate (v. 期盼，盼望)

a raft of

大量的

- 相关词汇：raft (n. 木筏；大量)
- 近义词：a large number of
- 搭配短语：a raft of data

initiative/ɪ'nɪʃətɪv/

n. 倡议；新措施

- 英文释义：a new plan to achieve something or solve a problem
- 搭配短语：a government initiative to combat unemployment

server farm

服务器农场

- 相关词汇：server cluster (服务器集群)

scattered/'skætəd/

adj. 分散的

- 词性拓展：scatter (v.)
- 例句：Books were scattered around the room.
- 搭配短语：scattered showers

transmit/træns'mɪt/

v. 传送，传输（信号）

- 搭配短语：to transmit data/information

gadget/'gædʒɪt/

n. 小器具；小装置

in essence

本质上，实质上

vessel/'vesl/

n. 容器；血管

- 搭配短语：a drinking vessel; blood vessel

pull in

挣（钱）

- 英文释义：to earn a particular amount of money
- 近义词：earn; make
- 例句：She's pulling in at least a million dollars.

fancy/'fænsi/

adj. 洋气的；花哨的；豪华的

invitee/,ɪnvaɪ'tiː/

n. 受到邀请的人

- 相关词汇：invite (v.)
- 词根词缀：-ee（接受动作的人）
- 派生词：employee
- 搭配短语：an invitee to the White House

break a leg

用来祝对方好运（尤其在上台演出之前）

- 英文释义：used for wishing someone good luck, especially before a performance