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The maturing of the smartphone industry should be celebrated, not lamented

智能手机业的成熟化值得庆祝, 而不是抱怨

maturing : n. 成熟

lament /lə'mɛnt/: n. 抱怨

When Apple cut its **revenue estimate** for the last quarter of 2018 because of unexpectedly slow sales of iPhones, markets **convulsed**.

在苹果公司因为 iPhone 销量低于预期, 削减了 2018 年最后一个季度的营收预期之后, 各大股市发生了剧烈的震荡。

revenue estimate : 营收预期

- revenue /'rɛvənju:/: n. 收入

convulse/kən'vʌls/: v. 抽搐; 剧烈震荡

The patient began to convulse. 病人开始抽搐。

Many stock markets convulsed. 众多股票市场在震荡。

Analysts **reckon** that the number of smartphones sold in 2018 will be slightly lower than in 2017, the industry's **first ever annual decline**. All this is terrible news for investors who had **banked on** continued growth. But step back and look at the bigger picture. That smartphone sales have **peaked**, and seem to be **levelling off** at around 1.4bn(billion) units a year, is good news for humanity.

据分析师推算，2018 年智能手机的销售量将会略低于 2017 年——这将是该行业首次出现年度销量的下滑。对于那些曾指望行业持续增长的投资者来说，这一切都是糟糕的消息。但我们不妨退一步，着眼于一个更大的格局。智能手机销量触顶，并显示出稳定在一年 14 亿台左右的趋势，对于全人类来说是一件好事。

reckon /ˈrɛk(ə)n/: v.认为，计算

- the region is reckoned to be uninhabitable: 该地区被认为不适宜居住
- he is reckoned among our best salesmen: 他被看作是我们最好的推销员之一
- the number of part-time workers is reckoned at two million: 兼职工作者人数共计200万
- they reckon that their profits are down by 20%: 他们算下来利润下降了20%

first ever annual decline: 有史以来第一次年度（销量）下降

- annual: 年度的

bank on sth.: 指望，依赖某事

- I bank with the Bank of China. (v., n.) 我把钱存在中国银行。
- bank on sb's support: 依赖某人的支持

step back and look at the bigger picture: 我们不妨退一步，着眼于一个更大的格局

peak /pi:k/: v. 达到顶峰

- Flu activity often peaks in February. 流感病毒常在二月最活跃。

level off/out: 进入水平飞行；进入稳定状态

People have **voted with their wallets** to make the smartphone the most successful **consumer product** in history: nearly 4bn of the 5.5bn adults on the planet now have one. And **no wonder**. They connect billions of people to the internet's **plethora** of information and services. Phones make markets more efficient, **compensate** for poor **infrastructure** in developing countries and boost growth. They might be the most effective tool of development **in existence**.

人们通过“用钱包投票”，已经将智能手机推上了史上最成功的消费产品的地位——全球 55 亿成年人中，将近 40 亿人目前都拥有一台。这也不奇怪。智能手机让数十亿人连接到了互联网海量的信息和服务。手机提升了市场的效率，弥补了发展中国家落后的基础设施的不足，并促进

了经济增长。它们可能是当今最有效的发展工具。

vote with one's wallet: 通过消费行为表明偏好

- vote with one's feet 直译是用脚投票，引申为用离开或逃亡的方式表示不满和否决 (veto)

consumer product: 消费品

no wonder: 难怪，不奇怪

plethora/'pleθərə/: n. 极多，海量；过多

- Video websites today boast a plethora of content. 今天的视频网站拥有众多内容

compensate/'kɒmpenseɪt/: v. 补偿；弥补

- His enthusiasm compensates for his lack of skill. 他的热情弥补了他技能的缺陷

infrastructure /'ɪnfəstrʌktʃə/: n. 基础设施

in existence: 存在

The slowdown does not reflect **disenchantment**; quite the contrary. It is the result of **market saturation**. After a decade of rapid adoption, there is much less **scope** to sell **handsets** to first-time buyers as so few of them are left. That hits Apple the hardest because, despite a relatively small **market share** (13% of smartphone users), it captures almost all of the industry's **profits**.

销量下滑体现的并不是消费者热情的退却。恰恰相反，它是市场饱和的结果。在持续了 10 年的快速普及之后，现在首次购买手机的人所剩无几，市场空间已经极大缩水。这对于苹果的打击是最沉重的，因为它虽然市场份额相对较小（只占所有智能机用户的 13%），却赚走了行业里几乎全部的利润。

disenchantment/'disɪn'tʃæntmənt/: n. 热情的退却，失望

quite the contrary: 恰恰相反

market saturation: 市场饱和

- Market saturation is a situation that arises when the volume of a product in a marketplace has been maximized. 市场饱和是在市场中的产品量最大化时出现的情况

rapid adoption: 迅速普及

adoption/'ə'dɒ:pʃn/: n. 接受，接纳；普及

- the adoption of mobile payment: 采用移动支付

scope/skoʊp/: n. 机会

- the scope for sth. / to do sth.

handset/'hændset/: n. 手机

a relatively small market share: 一个相对较小的市场份额

captures profits: 获取利润

- **capture**: v. 俘获，占有，夺取，刻画

- capture the market: 占有市场
 - capture sth on film: 用胶片拍下某物
-

But Apple's pain is humanity's gain. The recent slowing of smartphone sales is bad news for the industry, obviously. But for the rest of humanity it is a welcome sign that a **transformative** technology has become almost universal.

但苹果的损失，却是人类的收获。近年来智能手机销量的下降，对于这个行业来说显然是坏消息。但对于行业以外的大多数人来说，这却是一个好兆头，象征这项革命性的技术即将惠及四海。

welcome /'welkəm/: adj. 受欢迎的；好的，不错的

- You're welcome to ask questions of my interpretations of the article.
- He has made a welcome change to his attitude. 他对自己的态度做出了可喜的改变。

transformative /træns'fɔ:rmətɪv/: adj. 革命性的，变革性的

- transform v. 改变
 - Mobile phones have transformed the world we live in. 手机改变了我们生活的世界。
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原文：

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