

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

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

lament 哀悼; 恸哭

convulse 震动

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 units a year, is good news for humanity.

bank on 指望; 依靠

level off 趋平; 持平稳状态

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.

plethora 过多; 过剩

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.

disenchantment 醒悟; 不抱幻想

market saturation 市场饱和

scope 范围; 余地; 视野

handset 手机

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.

transformative 革命性的