

Old tech's new wave, or why we still love faxes, *pagers* and *cassettes*

Dumbphones

pager 传呼机

cassette 卡带

The Nokia 3310 was the AK-47 of mobile phones — *ubiquitous, utilitarian, nigh* on indestructible. Introduced by Nokia in 2000, it soon became one of the world's most popular mobile phones, selling over 120m. It was relaunched in 2017 to widespread acclaim and ushered in a new wave of “dumbphones” or “feature phones”. Their cheapness, battery life and *durability* are key selling points — particularly in India, the Middle East and Africa — while westerners are embracing them as a cure for distraction.

ubiquitous 无处不在的

utilitarian 实用的

nigh 可怕的；噩梦

durability 耐久性

Polaroid

Polaroid was the Apple of its day. The SX-70 *collapsible* instant camera, unveiled by Edwin Land in 1972, was an instant revolution in photography. It was camera and dark room in one. Until digital cameras appeared in the 1990s, a Polaroid was the only way you could see what you'd just snapped instantly.

collapsible 可折叠的；可拆卸的

Texting

The basic text message or SMS (short messaging system) has been steadily falling out of use in the smartphone era from a global peak of 8tr messages per year in 2012. However, texts have been having a mini-*resurgence*.

resurgence 复活；再现

With lots of us on different apps, a text message is usually the safest way to ensure your message arrives with the *requisite* “ping”. It’s one reason SMS is increasingly popular with marketers and businesses. According to one commercial survey, 90% of texts are read within three minutes. So prepare to receive a lot more marketing texts in the next few years.

requisite 必要的