

Not the iPhone it used to be

苹果手机走下神坛？

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BY wangxingwei from 21st Century
Published 2019-02-27

导读：今年苹果公司意外发布营收预警，下调其2019财年第一季度的营收预期，而苹果手机的销量在国内也并不是尽如人意。与此同时，华为等中国品牌却在不断崛起……

The iPhone has been called a magical product because of its success over the years. However, now the iPhone seems to have lost its attraction.

近几年来，苹果手机大获成功，被称为“神作”。但如今，苹果手机似乎逐渐失去了吸引力。

Tim Cook, CEO of Apple, said in a recent letter that the company expected a revenue of \$84 billion for the first **fiscal** quarter of 2019. It was much lower than the original expectation of between \$89 billion and \$93 billion. That was the first time that Apple had seen its revenue expectation fall in almost two decades.

n. 财政年度

苹果公司首席执行官蒂姆·库克在近期的一封信中表示，公司预计2019财年第一季度营收为840亿美元，大幅低于此前官方给出的890亿-930亿美元的营收指引。这是苹果近20年来首次下调营收预期。

Cook explained that the **shortfall** was mainly because of the weaker demand in China.

n. 缺少

库克解释称，苹果手机在大中华区市场需求萎缩是形成这一差距的主要原因。

However, people believe that Apple itself is largely responsible for the shortfall. Gene Munster, from US research company Loup Ventures, told CNN that “one-third of the issue” comes from the company’s move to **sharply** increase the price of its entire iPhone lineup.

adv. 严厉地；明确地；锋利地；突然地

但人们认为，苹果公司本身对此负有较大责任。任职于美国调研公司Loup Ventures的吉恩·蒙斯特在接受CNN采访时表示，“三分之一的问题”都源于苹果公司大幅上调苹果手机全线产品的售价。

For example, iPhone Xs Max, one of the company’s latest smartphones, costs \$1,450 in the US before tax, and costs much more in other countries, including many developing countries, reported Forbes. This has made people less willing to change to the latest iPhones.

比如，据《福布斯》杂志报道，苹果最新款智能手机 iPhone Xs Max在美国的税前售价为1450美元，而在其他国家包括不少发展中国家，该产品售价则更高。这让人们纷纷不太愿意更换新款苹果手机。

Apple has also failed to introduce features that excite consumers in a forward-thinking technology market, reported CNBC.

据美国全国广播公司财经频道报道，在具有前瞻性的科技市场中，苹果也没有开发出让消费者们眼前一亮的新技术。

For example, the iPhone Xs and iPhone Xs Max are being criticized for lack of any real notable new software features, according to News.com.au.

比如，据澳大利亚新闻在线报道，iPhone Xs和iPhone XsMax 都被批缺乏显著的新软件功能。

Meanwhile, Apple also faces challenges from smartphone makers in China such as Huawei and Xiaomi, which have introduced less expensive but still quality smartphones.

与此同时，苹果也面临着来自华为、小米等中国智能手机制造商的挑战，它们都推出了物美价廉的智能手机。

For example, in 2018, Huawei introduced a triple-lens camera on its P20 Pro. The triple-lens camera is a popular feature that the iPhone lacks, according to CNBC.

比如，2018年，华为就为其P20 Pro机型配置了三摄镜头。据美国全国广播公司财经频道报道，三摄镜头的这一热门性能正是苹果手机所没有的。

“In the past few years, the technology in Apple’s phones has not had any big breakthroughs, while the technology in domestic phones has gotten better and better,”

Feng Yin, a 32-year-old engineer in China, told The New York Times. “The difference is getting smaller.”

“在过去的几年间，苹果手机在技术上没有取得太大的突破，而国产手机的技术却是越来越好了，”32岁的中国工程师冯尹（音译）在接受《纽约时报》采访时表示。“差距在逐渐缩小。”

It’s not just Chinese consumers that have developed belief in domestic smartphone brands.

不光只有中国消费者建立起了对国产智能手机品牌的信心。

Gregory Lauseiro from Paris bought his eighth Huawei phone in 2018. He also successfully persuaded his 56-year-old aunt, Christine Jankowski, to buy one.

来自巴黎的格雷戈里·拉西罗在2018年购入了自己的第八部华为手机。他还成功说动了自己56岁的阿姨克里斯汀·扬科夫斯基，让她也买了一部。

“I wasn’t really worried about the fact that it was a Chinese brand,” Jankowski told The New York Times about her Huawei phone. “We know that they make amazing technological products.”

“我对中国品牌并不太担心，”扬科夫斯基在接受《纽约时报》采访时，谈及自己的华为手机曾如此表示。“我们都知道，华为的科技产品相当不错。”



(Translator & Editor: Wang Xingwei AND Luo Sitian)
http://www.i21st.cn/story/3270.html

辞海拾贝

Revenue

收入

Billion

十亿

Fiscal 财政的
Shortfall 缺口
Responsible 负责的
Tax 税
triple-lens 三镜头

Original 最初的
Demand 需求
Lineup 阵容
Notable 显著的
Breakthroughs 突破