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告别乔布斯时代：转型服务，苹果还是苹果吗？

华盛顿邮报

Apple's 'show time' event puts the spotlight on subscription services subscribe v.
成为新蒂. n. 聚光灯 n. 订阅服务

为什么要起一个大张旗鼓的标题？
苹果商业战略与往年有什么不同

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.)
生意, 业务. 以 sth 为中心; 围绕 sth
快速成长 革命性的 如今 /ka:manpleis/ a. 普遍的, 常见的 n. 寻常的东西.
/daɪvɜːrsɪfaɪ/ 整个的 /haɪdweɪ/ ware n. 制品 颠覆
v. 多样化 (通常指公司) 多元化经营 n. 硬件 现在分词作状语
eg. flip a coin 翻硬币.

eg. The company is planning to diversify into other mining activities.
这家公司打算将经营范围扩大到其它采矿业务.

软服务上升到了一个新的水平

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+.
/æn'tɪsɪpeɪtɪd/ anticipate v. 期盼, 盼望
take sth to a new level 把 sth 推向一个新的水平
a. 让人期盼的; 备受瞩目的
a large number of 大量的
raft n. 木筏; 大量
eg. a raft of data 大量的数据
/ɪnɪʃə'tɪv/ n. 倡议; 新措施
eg. a government initiative to combat unemployment 政府应付失业问题的新方案

苹果进军好莱坞并投入重金

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.)
插入语
竞争激烈的 更从
亚马逊 网飞 迪士尼



由 扫描全能王 扫描创建

苹果从硬件迈入订阅服务的根本原因是人们的消费趋势发生了变化

主谓

(The real magic in consumer technology) is happening less and less

e.g. Books were scattered around the room.

inside the devices people carry around and more and more in server farms scattered around the world, where massive amounts of data get processed

server cluster
服务器农场 服务器集群

房间里到处都是书。

and then transmitted to gadgets like the Amazon Echo or Google Home.

v. 传递, 传输(信号)
n. 小器具; 小装置 (电子设备)

scattered showers
局部地区有阵雨

e.g. to transmit data/information

手机这种硬件的功能转变

In essence, the gadgets people are excited about buying are becoming

本质上, 实质上

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.

收益

挣(钱)

a. 华丽的; 花哨的; 豪华的

e.g. She's pulling in at least a million dollars
她至少赚了上百万。

/ˌɪnvai'tiː/

The invite Apple sent to invitees said simply, "It's show time." The

n. 受到邀请的人

question now is whether Apple can break a leg.

游戏开场了

(俚语) 用来祝对方好运 (尤指在台上演出之前)

invite v.

后缀 -ee 接受动作的人

employee (接受雇佣的人) 员工

e.g. an invitee to the White House

受邀去白宫的人



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