



Apple Customers May Face Higher Prices Due to Rising Chip Costs

Description

Apple customers might pay more for their devices soon. This is happening because the company has high costs for memory and storage chips.

The CEO of Apple, Tim Cook, said the company tried to keep prices low. However, they can no longer protect customers from higher costs. Cook did not say when prices would go up or which products would be affected. He said, "Unfortunately, price increases are unavoidable."

Apple's next big product launch is in September. They are expected to show the new iPhone 18 models. Many companies that use artificial intelligence (AI) are buying a lot of memory chips. This has added to the price problems.

Research shows Apple may need to add about £270 to the next iPhone Pro model. This is to keep making a profit. Cook mentioned that the supply of chips needs to improve for prices to go down.

Apple may use its savings to help get more chips. But they do not plan to build their own chip factories.

Vocabulary List:

1. **memory** //ˈmeməri// (noun): space to store data in a device
2. **storage** //ˈstɔːrɪdʒ// (noun): place or space for keeping digital data
3. **unavoidable** //ˌʌnəˈvɔɪdəbəl// (adjective): not possible to avoid or prevent
4. **launch** //lɔːntʃ// (noun): the public start of a new product
5. **supply** //səˈplaɪ// (noun): amount of something available to use
6. **profit** //ˈprɒfɪt// (noun): money left after costs are paid

Comprehension Questions

Multiple Choice

1. What might happen to Apple customers regarding device prices soon?

Option: Prices may decrease

Option: Prices will remain the same



Option: Prices may increase

Option: Prices will be fixed

2. Who is the CEO of Apple?

Option: Steve Jobs

Option: Tim Cook

Option: Bill Gates

Option: Sundar Pichai

3. When is Apple's next big product launch expected?

Option: December

Option: October

Option: September

Option: August

4. What new product models are expected to be unveiled?

Option: iPhone 17

Option: iPhone 19

Option: iPhone 18

Option: iPhone X

5. What is causing the price problems for Apple?

Option: High demand for devices

Option: High costs for memory and storage chips

Option: Low production rates

Option: Competition with other brands

6. How much may the next iPhone Pro model need to be increased by?

Option: £150

Option: £200

Option: £270

Option: £300

True-False

7. Tim Cook stated that Apple can completely protect customers from higher costs.

8. Apple plans to build their own chip factories.



9. Many companies using artificial intelligence (AI) are purchasing a lot of memory chips.
10. Apple's next product launch will include a new iPhone model.
11. The supply of chips is currently good and prices are expected to go down.
12. Tim Cook is optimistic that price increases are avoidable.

Gap-Fill

13. The CEO of Apple, Tim Cook, said that price increases are _____.
14. Apple may need to add about £270 to the next iPhone Pro _____.
15. The high costs for _____ and storage chips are affecting Apple prices.
16. Tim Cook did not specify when prices would go up or which _____ would be affected.
17. Apple's next big product _____ is in September.
18. Apple does not plan to build their own chip _____.

Answer

Multiple Choice: 1. Prices may increase 2. Tim Cook 3. September 4. iPhone 18 5. High costs for memory and storage chips 6. £270

True-False: 7. False 8. False 9. True 10. True 11. False 12. False

Gap-Fill: 13. unavoidable 14. model 15. memory 16. products 17. launch 18. factories

CATEGORY

1. Business - LEVEL1

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2. Apple
3. chip costs
4. customers
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