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# Apple's Affordable AI Features: A Risk Worth Taking

## Description

Apple has announced a new iPhone called the iPhone 16e. It has artificial intelligence features like its more expensive models but costs less. The iPhone 16e has the same powerful chip as the bigger iPhone 16 but fewer cameras.

The phone will be available for pre-order on February 21 in 59 countries. In the UK, it will cost £599, which is £200 less than the iPhone 16 but more than the original iPhone SE released in 2016.

The new phone is designed for Apple Intelligence, which includes tools for writing and using AI in Siri. Other phone companies have similar features, but the iPhone 16e is the cheapest option from Apple.

Experts believe the iPhone 16e will attract new customers to Apple and generate more revenue. This could be especially true in places like India where iPhones are expensive.

Overall, Apple hopes the iPhone 16e will excite customers and boost sales.

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## Vocabulary List:

1. **Intelligence** /ɪn'tel.ɪ.dʒəns/ (noun): The ability to acquire and apply knowledge and skills.
2. **Attract** /ə'trækt/ (verb): To draw or pull someone or something towards oneself.
3. **Revenue** /'rev.ə.nju:/ (noun): Income generated from normal business operations.
4. **Artificial** /,ɑ:r.tɪ'fɪ.əl/ (adjective): Made or produced by human beings rather than occurring naturally.
5. **Features** /'fi:.tʃərz/ (noun): Distinctive attributes or aspects of something.
6. **Excite** /ɪk'saɪt/ (verb): To cause strong feelings of enthusiasm and eager enjoyment.

## Comprehension Questions

### Multiple Choice

1. What is the name of the new iPhone announced by Apple?

Option: iPhone 16e

Option: iPhone SE 2022

Option: iPhone AI Pro



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Option: iPhone 16 Lite

2. When will the iPhone 16e be available for pre-order?

Option: February 21

Option: March 1

Option: April 15

Option: May 10

3. What is the price of the iPhone 16e in the UK?

Option: £599

Option: £799

Option: £499

Option: £699

4. Which country will the iPhone 16e be available for pre-order in?

Option: 59 countries

Option: 20 countries

Option: 100 countries

Option: 5 countries

5. What feature does the iPhone 16e have in common with the bigger iPhone 16?

Option: Powerful chip

Option: Multiple cameras

Option: Foldable screen

Option: 5G connectivity

6. In which year was the original iPhone SE released?

Option: 2016

Option: 2019

Option: 2014

Option: 2017

### **True-False**

7. The iPhone 16e is more expensive than the iPhone 16.

8. The iPhone 16e is the most affordable option from Apple for AI features.



9. Experts believe the iPhone 16e will not attract new customers.

10. The iPhone 16e will be available for pre-order only in the US.

11. The iPhone 16e is designed for Apple Intelligence usage in Siri.

12. Apple hopes the iPhone 16e will boost sales and revenue.

### Gap-Fill

13. The iPhone 16e will be available for pre-order on February 21 in \_\_\_\_\_ countries.

14. The price of the iPhone 16e in the UK is £ \_\_\_\_\_.

15. Experts believe the iPhone 16e will attract new customers and generate more revenue, especially in places like \_\_\_\_\_ where iPhones are expensive.

16. The new iPhone 16e is the cheapest option from Apple for \_\_\_\_\_ features.

17. Overall, Apple hopes the iPhone 16e will excite customers and boost \_\_\_\_\_.

18. The iPhone 16e has the same powerful chip as the bigger iPhone 16 but fewer \_\_\_\_\_.

### Answer

**Multiple Choice:** 1. iPhone 16e 2. February 21 3. £599 4. 59 countries 5. Powerful chip 6. 2016

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

**Gap-Fill:** 13. 59 14. 599 15. India 16. AI 17. sales 18. cameras

### CATEGORY

1. Sci/Tech - LEVEL2

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