



# The Growing Importance of AI in Light of Apple's Durable Devices

## Description

Apple's commitment to producing durable devices may impact their revenue growth strategy going forward. Bloomberg News reported on June 30 that Apple's efforts to extend product lifespan could result in declining sales figures as customers hold onto their devices for longer periods. Despite this, Apple remains focused on enhancing user experience by ensuring that even 7-year-old devices are capable of running current operating systems.

As the tech giant navigates this shifting landscape, their artificial intelligence (AI) initiatives are poised to play a pivotal role in driving future growth. With the upcoming release of the iPhone 16, Apple is expected to roll out new AI features that may incentivize customers to upgrade their devices. This strategic move could also extend to Mac and iPad users, encouraging them to invest in the latest innovations.

In light of the decreasing pace of hardware upgrades, Apple is exploring alternative revenue streams such as service fees and subscriptions to sustain sales momentum. Furthermore, the company is actively seeking partnerships to bolster their AI capabilities, although recent talks with Meta did not materialize into a formal agreement.

Apple's foray into AI has far-reaching implications for consumers, promising a personalized shopping experience where devices anticipate user preferences and behaviors. Additionally, businesses stand to benefit from AI integration, as Apple products become equipped to handle customer inquiries, process orders, and offer tailored recommendations.

As AI evolves to automate daily tasks and decision-making processes, consumer expectations are likely to shift towards more intuitive and efficient services. Experts predict that Apple's innovative approach to AI could significantly impact how consumers interact with technology in the future.

## Vocabulary List:

1. **Durable** /'dʊr.ə.bəl/ (adjective): Able to withstand wear pressure or damage; long-lasting.
2. **Revenue** /'rev.ən.ju:/ (noun): Income generated from normal business operations.
3. **Initiatives** /ɪ'nɪʃ.ə.tɪv/ (noun): An important plan or process to achieve a goal.
4. **Incentivize** /ɪn'sɛn.tɪ.vaɪz/ (verb): To provide someone with a reason to do something.
5. **Macroeconomic** /ˌmæ.kroʊ.ɪ.kə'nɒː.mɪk/ (adjective): Relating to the large-scale economic factors of a region or country.
6. **Anticipate** /æn'tɪs.ɪ.pert/ (verb): To expect or predict something will happen.



## Comprehension Questions

### Multiple Choice

1. What impact may Apple's commitment to producing durable devices have on their revenue growth strategy?
  - Option: Increase revenue
  - Option: Decrease revenue
  - Option: No impact on revenue
  - Option: Uncertain impact
2. What is one potential consequence of Apple's efforts to extend product lifespan according to Bloomberg News?
  - Option: Increase in sales figures
  - Option: Customers upgrading more frequently
  - Option: Declining sales figures
  - Option: More frequent product launches
3. What is one way Apple aims to enhance user experience according to the text?
  - Option: Decreasing product lifespan
  - Option: Releasing devices more frequently
  - Option: Ensuring older devices run current operating systems
  - Option: Reducing durability of devices
4. What role are Apple's AI initiatives expected to play in driving future growth?
  - Option: Decreasing revenue
  - Option: No impact on growth
  - Option: Playing a pivotal role
  - Option: Uncertain impact on growth
5. What strategic move are Apple's AI features in the upcoming iPhone 16 expected to make?
  - Option: Incentivize customers to downgrade their devices
  - Option: Encourage customers to hold onto their devices longer
  - Option: Incentivize customers to upgrade their devices
  - Option: No impact on customer behavior
6. How is Apple exploring alternative revenue streams to sustain sales momentum?



- Option: Launching fewer product models
- Option: Increasing hardware upgrades
- Option: Introducing service fees and subscriptions
- Option: Reducing user experience enhancements

## Answer

**Multiple Choice:** 1. Decrease revenue 2. Declining sales figures 3. Ensuring older devices run current operating systems 4. Playing a pivotal role 5. Incentivize customers to upgrade their devices 6. Introducing service fees and subscriptions

## Vocabulary quizzes

**Multiple Choice ( Select the Correct answer for each question. )**

1. Which word refers to having the capacity or capability for development or growth?
  - Option: Viability
  - Option: Frail
  - Option: Embark
  - Option: Potential
2. Which word describes relating to the identification of long-term goals and the means of achieving them?
  - Option: Atmospheric
  - Option: Strategic
  - Option: Perseverance
  - Option: Caution
3. Which element is known for its high strength low density and high resistance to corrosion?
  - Option: Trace gases
  - Option: Titanium
  - Option: Noble gases
  - Option: Groundbreaking
4. Which term refers to the income generated from business activities?
  - Option: Pricing
  - Option: Revenue
  - Option: Division
  - Option: Debris
5. Which word means to motivate or encourage someone to do something?



- Option: Entice
- Option: Incentivize
- Option: Macroeconomic
- Option: Anticipate

6. What is the term for the phase of returning to Earth from space?

- Option: Operational
- Option: Reentry
- Option: Constellation
- Option: Prohibitive

7. Which term refers to something able to withstand wear pressure or damage?

- Option: Division
- Option: Durable
- Option: Management
- Option: Caution

8. Which word describes accomplishing a desired aim or result?

- Option: Initiatives
- Option: Successful
- Option: Constellation
- Option: Entice

9. Which term refers to the ability to work successfully or be effective?

- Option: Viability
- Option: Division
- Option: Groundbreaking
- Option: Management

10. Which word means persistence in doing something despite difficulty or delay in achieving success?

- Option: Revenue
- Option: Perseverance
- Option: Division
- Option: Debris

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. Before starting a new journey it is important to \_\_\_\_\_ on it with a well-thought-out plan.

12. Effective \_\_\_\_\_ involves coordinating and overseeing the activities of an organization



or team.

13. The store used a creative display to \_\_\_\_\_ customers and draw them inside.
14. \_\_\_\_\_ pressure decreases as altitude increases in the Earth's atmosphere.
15. The new invention was considered \_\_\_\_\_ due to its innovative and revolutionary approach.
16. A good project manager should be able to \_\_\_\_\_ potential risks and plan accordingly.
17. Determining the right \_\_\_\_\_ strategy is crucial for the profitability of a business.
18. The company decided to create a new sales \_\_\_\_\_ to focus specifically on international markets.
19. The high costs of entry serve as a \_\_\_\_\_ factor for many new entrepreneurs in the industry.
20. Implementing new sustainability \_\_\_\_\_ can help organizations reduce their environmental impact.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. Elements like helium and argon belong to this group of unreactive gases that exist in the atmosphere.
22. Carbon dioxide and methane are examples of these gases present in small concentrations in the atmosphere.
23. The space agency confirmed that the satellite was fully functional and ready for use.
24. A group of satellites working together in orbit to provide global communication coverage.
25. The company's total for the fiscal year exceeded expectations leading to significant profits.
26. Before investing in a new project the team evaluates its to ensure it is worth pursuing.



27. The product launch was highly anticipated and turned out to be a venture for the company.
28. The team decided to the initial proposal after receiving feedback from stakeholders.
29. The creation of a new department focused on research and development led to increased innovation within the organization.
30. After the spacecraft reentry the remaining space was carefully monitored for safety reasons.

## Answer

**Multiple Choice:** 1. Potential 2. Strategic 3. Titanium 4. Revenue 5. Incentivize 6. Reentry 7. Durable 8. Successful 9. Viability 10. Perseverance

**Gap-Fill:** 11. Embark 12. Management 13. Entice 14. Atmospheric 15. Groundbreaking 16. Anticipate 17. Pricing 18. Division 19. Prohibitive 20. Initiatives

**Matching sentence:** 1. Noble gases 2. Trace gases 3. Operational 4. Constellation 5. Revenue 6. Viability 7. Successful 8. Revisiting 9. Division 10. Debris

## CATEGORY

1. Sci/Tech - LEVEL6

## Date Created

2024/07/01

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