

CD-12

Apple introduces Macintosh

Cupertino, California, January 24, 1984

Apple Computer today released its long-anticipated Macintosh computer, a user-friendly, reasonably priced personal computer.

Macintosh uses built-in user-interface software, and a high-resolution display that actually simulates a desk-top working environment, with built-in notepads, files, folders, a calculator, and other office tools. The “Mac” comes equipped with a powerful 128 kilobytes of RAM.



One of the distinguishing features of this innovative machine is what Apple is calling a “mouse”—a small pointing device for selecting functions listed in menus that are represented by “icons” on

the monitor. This means that users no longer need to memorize the many commands and codes of DOS-based machines.

Apple chairman Steven P. Jobs has claimed that the technology used in the Macintosh represents the future direction of personal computers. Research at Apple suggests that the new iconic interface, along with the mouse, is expected to dramatically slash the time required to learn how to use a computer.

The suggested retail price of the Macintosh is \$2,495.

CD-13

Google at 10,000 hits a day

Palo Alto, California, January 1999

Start-up Internet search company Google announced today that its site is accessed by over 10,000 users per day. The company started by two graduate students at Stanford University in their garage now has 10 employees. Sergey Brin and Larry Page, both 26, claim that their way of searching the Internet generates



Google co-founders Larry Page, bottom, and Sergey Brin are seen at company headquarters Thursday, Jan. 15, 2004, in Mountain View, Calif. (AP Images/Ben Margot)

more accurate results than any other engine.

In the meantime, Internet search engine leader Yahoo, also started by two Stanford graduate

students, has reported that it is focusing its future on aspects of Internet business other than search, which the company believes is not so profitable.

Looking Ahead

Since its beginning as a company in 1998, Google has gone from being a two-person business to becoming one of the largest Internet companies in the world. It is one of the fastest-growing companies in history. This success comes from two basic factors. First, Google developed a search engine which produced better results than other search engines. Second, they recognized the potential of search engines for producing advertising revenue, and developed a system for generating income from advertising. In the meantime, other search engine companies believed that search did not have much potential as a business.

Now, as more and more people use the Internet for accessing information, the search engine has become an important tool. Because Google's search engine is viewed as providing the best results to keyword searches, it has become the default engine for most people.

The success of Google over Yahoo can be compared to a competition between two other computer-related companies a generation earlier, with opposite results. Apple computer was the first company to introduce a graphic interface and a mouse, and these remain the standard in personal computers today. In fact, the Mac is still considered a leader in terms of operating system design. However, another company, Microsoft, whose Windows operating system followed Apple's leadership, is clearly the market leader, with its software on over 10 times as many computers as Apple's. It is said that Microsoft succeeded over Apple because they focused on separately sold software while Apple insisted that customers must buy both Apple's hardware and software together in one package.

Interestingly, Sergey Brin and Larry Page, both in their mid 30s, are now in 26th and 27th place on the list of the world's richest people. Bill Gates, the head of Microsoft, in his early 50s, is the richest person in the world. And we needn't feel sorry for Steve Jobs. He came up with a new product a few years ago called the "iPod" which has made him very wealthy.

EXERCISES

A Vocabulary

Circle the item which has the same meaning as the underlined word in the sentence.

1. We simulated the plan on a computer before we put it into action.
a) suggested b) imitated c) calculated
2. This new product has many innovative features that other products don't have.
a) conservative b) out-of-date c) original
3. The company slashed their prices in order to be more competitive.
a) reduced b) strengthened c) accepted
4. If our company does not generate more income, we may have to fire some staff.
a) produce b) invent c) build

B Overview



Listen to the following four statements about the topic and write them down. Then indicate whether the statement is true (T) or false (F).

1. _____ [T / F]
2. _____ [T / F]
3. _____ [T / F]
4. _____ [T / F]

C Comprehension

Respond with the best answer.

1. Google was successful because it
a) used clever advertising techniques.
b) created a search engine that was better than the competition's.
c) recognized that search engines could make money.
d) All of the above (a, b and c) are correct.

2. According to the passage on page 25, which of the following is true?
 - a) Google has a better product, but Yahoo is more successful.
 - b) Macintosh has a better design, but Microsoft makes more money.
 - c) Both Yahoo and Macintosh produce the leading products in their fields.
 - d) All three choices (a, b and c) are incorrect.
3. The passage on page 25 implies that
 - a) Brin and Page have been a disappointment because they are only 26th and 27th on the “rich” list.
 - b) Bill Gates has retired from the computer industry’s money competition.
 - c) Steve Jobs, although not at all rich, is not so poor.
 - d) creating new computer-related products can make you rich.
4. The passage on page 25 implies that
 - a) sometimes an inferior product can still become the market leader.
 - b) the quality of a product doesn’t really matter.
 - c) the best-quality product always wins in the end.
 - d) All three choices (a, b and c) are incorrect.

D Listening

1. Listen to the dialogue. The main difference between Google and Yahoo described by the speakers is that
 - a) Yahoo uses mostly formulas, without the help of people, to create search results.
 - b) Google mostly uses mathematics to create search results, but sometimes there is a human touch.
 - c) both companies use mathematics, but Yahoo also uses humans to make judgments about websites.
 - d) both companies use mathematics and humans to generate results, but Yahoo has more of a human touch.
2. Listen and fill in the blanks.
 - I have heard that Google uses only _____ to produce the results to a keyword search.
 - I have heard that they have their staff make _____ about websites in order to produce better results.

E Discussion topics

- Do you think people rely too much on computers to look for information, instead of going to the library, for example?
- Imagine you could not use a computer for a full month. How would your life change?