

Naloga 1: Dopolnjevanje

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Steve Jobs predicts tablets to replace personal computers

Mike Harvey, Los Angeles, June 2010

The era of the personal computer is coming to an end and the tablet will take its place, Steve Jobs predicted yesterday.

As Apple's iPad racked up sales for more than two million since launch two months ago, the company's chief executive said the transition was inevitable.

In a 90-minute performance on stage at the All Things D Conference near Los Angeles, Mr Jobs trashed Adobe over its Flash technology, spoke of his concern at the spate of suicides at the Foxconn factory in China and deflected questions about his rivalry with Google by talking about his sex life.

Mr Jobs, dressed in his trademark black polo necked top and jeans, said the iPad and other tablet-style computing devices would not completely replace laptops and desktop computers in the "post-PC era" but they would consign them to a smaller niche market.

"The transformation of the PC to new form factors like the tablet is going to make some people uneasy because the PC has taken us a long ways," he said.

He revealed that he had started working on a tablet long before the iPhone - launched in 2007 - but switched to making a phone when he saw the possibilities of the touchscreen.

Handsets are a much bigger market than personal computers. Apple has now sold more than 50 million iPhones worldwide in three years.

Worries that tablet computers were not suitable for word processing and other complex types of content creation such as photo-editing would be solved in time, Mr Jobs said, standing by his description of the iPad as a "magical" device. Tablets provided a more direct and intimate computing experience, he said.

Rival companies including Dell, HewlettPackard, Asus and Acer are all rushing to bring out their own tablet computers. Software on tablet devices would become more powerful and allow users to do almost anything. "Time takes care of lots of these things," he said.

RBC Capital Markets has estimated iPad's total shipments will reach 8.13 million units worldwide by the end of the year - which would translate into at least \$4 billion of revenue.

IDC predicts that as many as 46 million tablet computers will be delivered worldwide during 2014, as the iPad stimulates demand for the new form factor and other manufacturers target the market.

Dopolnite spodnji povzetek besedila Steve Jobs predicts tablets to replace personal computers z manjkajočimi ključnimi informacijami. Uporabite lahko le besede iz besedila. Na vsaki črti manjka ENA beseda. Odgovore zapišite na oštevilčene črte.

In 2010, Apple introduced a new product, the iPad. Two million units were sold in the first (0) two months. According to the article written by Mr (1) _____, Steve Jobs stated at a conference that the new device would never (2) _____ substitute other types of computers even though some traditional PC users felt (3) _____ about it. Another of Apple's products, the (4) _____, was introduced in 2007 and became an instant success. Over fifty million handsets were sold in a relatively short period of three (5) _____. In spite of this, some were still concerned about the iPad and its possible weaknesses. But Mr Jobs did not agree with the critics. He praised the tablet by saying the new product was (6) _____. The expectations were high. Apple's competitors, one of them being (7) _____, all decided to produce similar devices. There was an increasing demand for the new form factor and some financial institutions believed that tens of millions of similar devices could be distributed in the year (8) _____.

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