

THE IPAD ERA

The story started long ago... the story of technical development. First came the radio, the telephone and the television. These devices were the idols of our forefathers. People worshipped¹ these devices in the past, as it was their mode of entertainment and communication. People used them and still love them, but then they wanted active interaction, in which they could take part and play a role.

Then came the era of computers and Internet, which changed the whole world with its mode of communication and usability. It satisfied a whole generation of users providing a wide range of entertainment (and flexibility of use), but the story does not stop here; the story continues and reaches to a point where everything mentioned above is now available in your pocket, in your hand, all the time, everywhere. We are of course talking about mobile phones and smartphones. But if we thought that this was the climax² of computer, Internet and mobile technology, we were wrong. iPad Forum is a highly effective question and answer site focused on facilitating accurate, complete, and timely answers to iPad related questions.

In today's world, our story revolves around some selective words: personalization, customization³ and better user experience. Even mobile and laptop manufacturers have started construction of tablet computers that respond to touch input rather than traditional input. Many mobile phone manufacturers have started to replace traditional push-button interfaces with multi-touch interfaces on their handheld devices.

With this hybrid technology you can access the Internet, games, communication, entertainment, and everything that you can think of, literally on your fingertips. We would like to mention the leader of touch technology, "Apple Inc." which is the active holder⁴ of the trademark⁵ "Multi-touch". Its products iPhone and iPod Touch are used by a larger number of users who enjoy active interaction with their devices, and love to mould their communication and entertainment world according to their taste.

(Adapted from www.articlealley.com)



GLOSSARY

- 1 loved them as if they were sacred objects
- 2 culmination
- 3 the process of modifying products or services to meet the requirements of individual customers
- 4 owner
- 5 a distinctive name, symbol, motto, or design that legally identifies a company or its products and services

VOCABULARY

● Read the text again and find a synonym for each of the following words.

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|------------------------|-------------------|
| 1 Began | 4 Producers |
| 2 Period of time | 5 Like (v.) |
| 3 Precise | 6 Amount |

ACTIVITIES



SPEAKING

● Explain why the technical race in the field of communication is a never ending story.