

3. Read the text below and answer the questions that follow in your notebook.

Brief History of Mobile Apps



Mobile applications are an essential part of our lives. We use them to chat with friends, pay taxes, order pizza, take photos of cats, and lots of other stuff. Statistically, we're spending more time with our smartphones than in front of PCs. So today, we'll consider the history of mobile applications, trying to understand how they became the center of our attention in such a short period of time.

The very first mobile phone was equipped with features like word clock, calculator, calendar, and contact book. By the way, do you remember the legendary snake game? The one that made a certain multinational cell phone company extremely popular? At that time, it was the pinnacle of the mobile gaming experience.

The Big Change

The announcement of the first smartphone designed and marketed by the company co-founded by Steve Jobs was a giant leap forward in the evolution of mobile apps. The digital keyboard revolutionized the way people used mobile apps. Many experts believe that it was the beginning of new era for the whole mobile industry. July 2008 is when everything changed: the digital store of this revolutionary brand went online. In one day, a bunch of apps were released for you to download on the company's smartphone. To be more exact, they released about 552 apps, with 135 of them being free to download. In just one week, its users downloaded about 10,000,000 (ten million) apps!

The Bottom Line

Mobile applications are in a process of constant evolution, which is unlikely to stop in the near future. What's even more interesting is that mobile applications have started to affect the design and format of smartphones, as well as our lifestyle. The question is: Do you go for a pizza or do you order a pizza through an app?

Source: Jet Ruby Agency <https://expertise.jetruby.com/brief-history-of-mobile-apps-286fbbf766a9>

- a. Why are mobile applications an essential part of our life?
- b. What features was the first mobile phone equipped with?
- c. Why was the snake game so important?
- d. What began a new era for the mobile industry?
- e. What is the future of mobile applications?

4. Read the text again. Match one sentence in the left column with one with the same meaning in the right column. Write the answers in your notebook.

1 At that time, it was the pinnacle of the mobile gaming experience.

2 The announcement of the first smartphone from the company co-founded by Steve Jobs was a giant leap towards the evolution of mobile apps.

3 In one day, this revolutionary company released a bunch of apps...

A In a single day a cellphone company published a lot of applications.

B In those days, you could not find a more advanced cell phone game.

C The proclamation of the first cellphone of its kind was a huge advance in the development of mobile applications.

5. Put the events below in chronological order. Write the answers in your notebook.

- a.** Users of this brand, whose symbol is a fruit, downloaded a lot of apps.
- b.** The new era for mobile industry began.
- c.** Apps transformed smartphones and lives.
- d.** The multinational cellphone brand was very popular.
- e.** The first smartphone designed and marketed by the company co-founded by Steve Jobs was announced.