

### **Xiaomi becomes third-largest smartphone maker**

A four-year-old Chinese tech company has become the world's third-largest smartphone maker, behind Samsung and Apple. The company is called Xiaomi Inc. It has also become the world's most valuable tech start-up and is more valuable than Uber, Dropbox, Pinterest and Snapchat. The Beijing-based company has just raised \$1.1 billion in funding and is now worth \$45 billion. That makes it worth more than tech giants LG, Motorola and Sony put together. Xiaomi is also the world's fastest-growing smartphone maker. Its sales increased by 211 per cent in 2014. Its market share has also increased from 2 per cent to 5 per cent over the past year and it looks like that will increase further.

Xiaomi has a unique business model. It sells its phones for around what they cost to make. Profits come from apps and software. It also makes its customers follow the company. Many Xiaomi users in China are very loyal fans of the company. The company uses marketing campaigns that give fans the chance to win prizes. This makes the company very popular. Bin Lin, Xiaomi co-founder and president, said: "We will strive to continue bringing innovation to everyone, with a goal of producing high-quality, high-performance devices with great user experience." However, not everyone is a fan of Xiaomi. Apple's chief designer Jonathan Ive said Xiaomi stole the design of its phone and many ideas from Apple.



**Ex. 1 Find in the text the English equivalents of these words:**

1. finansowanie
2. sprzedaż
3. oprogramowanie
4. użytkownik
5. kampania
6. nagroda
7. prezes
8. projektant

**Ex. 2 How would you translate these compound phrases:**

1. third-largest
2. start-up
3. Beijing-based
4. fastest-growing
5. co-founder
6. high-performance

**Ex. 3 Use the words from the two boxes to make collocations:**

<ol style="list-style-type: none"><li>1. business</li><li>2. chief</li><li>3. high-quality</li><li>4. market</li><li>5. marketing</li><li>6. smartphone</li><li>7. tech</li></ol>	<ul style="list-style-type: none"><li>• campaign</li><li>• company</li><li>• designer</li><li>• device</li><li>• maker</li><li>• model</li><li>• share</li><li>• start-up</li></ul>
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**Phrasals, phrasals...**

*This lesson's reading text has such a sentence: That makes it worth more than tech giants LG, Motorola and Sony put together. The underlined phrase is another phrasal verb, which in this context can mean "razem wzięci". Here are two more examples of how to use the verb:*

She earns more than all the rest of us put together.

The population of the US is bigger than that of Britain, France, and Germany put together.

**Grammar corner...**

*This time we propose a revision of tenses on the basis of the reading text.*

*Complete the text with the correct forms of the verbs in brackets:*

A four-year-old Chinese tech company (become) \_\_\_\_\_ the world's third-largest smartphone maker, behind Samsung and Apple. (...) The Beijing-based company (just/raise) \_\_\_\_\_ \$1.1 billion in funding and is now worth \$45 billion. That (make) \_\_\_\_\_ it worth more than tech giants LG, Motorola and Sony put together. Xiaomi is also the world's fastest-growing smartphone maker. Its sales (increase) \_\_\_\_\_ by 211 per cent in 2014. Its market share (also/increase) \_\_\_\_\_ from 2 per cent to 5 per cent over the past year and it (look) \_\_\_\_\_ like that will increase further.

Xiaomi (have) \_\_\_\_\_ a unique business model. It (sell) \_\_\_\_\_ its phones for around what they (cost) \_\_\_\_\_ to make. Profits (come) \_\_\_\_\_ from apps and software. It also (make) \_\_\_\_\_ its customers follow the company. Many Xiaomi users in China are very loyal fans of the company. The company (use) \_\_\_\_\_ marketing campaigns that give fans the chance to win prizes. This (make) \_\_\_\_\_ the company very popular. (...) However, not everyone is a fan of Xiaomi. Apple's chief designer Jonathan Ive (say) \_\_\_\_\_ Xiaomi (steal) \_\_\_\_\_ the design of its phone and many ideas from Apple.

<b>GLOSSARY</b>	
<b>tech(nological)</b>	technologiczny
<b>valuable</b>	cenny, wartościowy
<b>start-up</b>	nowo założona firma
<b>based</b>	z siedzibą w
<b>to raise</b>	zebrać (pieniądze)
<b>funding</b>	finansowanie
<b>to be worth</b>	być wartym
<b>giant</b>	gigant
<b>put together</b>	tu: razem wzięci
<b>to grow</b>	rozwijać się
<b>sales</b>	sprzedaż
<b>to increase</b>	zwiększyć się
<b>market share</b>	udział w rynku
<b>further</b>	dalej
<b>unique</b>	wyjątkowy, niepowtarzalny
<b>around</b>	około, mniej więcej
<b>app(lication)</b>	aplikacja
<b>software</b>	oprogramowanie
<b>to follow</b>	podążać za
<b>user</b>	użytkownik
<b>loyal</b>	lojalny
<b>campaign</b>	kampania
<b>to win</b>	wygr(yw)ać
<b>prize</b>	nagroda
<b>to depreciate</b>	stracić na wartości
<b>co-funder</b>	współzałożyciel
<b>president</b>	prezes
<b>strive</b>	bardzo się starać
<b>with a goal of</b>	w celu
<b>high-performance</b>	o dużej wydajności / wysokich parametrach
<b>device</b>	urządzenie
<b>experience</b>	doświadczenie
<b>chief designer</b>	główny projektant
<b>to steal</b>	skraść
<b>design</b>	projekt

**ANSWER KEY:**

Ex.1

1. funding
2. sales
3. software
4. user
5. campaign
6. prize
7. president
8. designer

Ex. 2

1. trzeci największy
2. nowo założona firma
3. z siedzibą w Pekinie
4. najszybciej rozwijający się
5. współzałożyciel
6. wysoce wydajny

Ex. 3

1. business model
2. chief designer
3. high-quality device
4. market share
5. marketing campaign
6. smartphone maker
7. tech company / start-up

Grammar corner

Check your answers with the original text.