

Newsflash: Windows 10 and PC Sales



Level B2

Before you read 1. In July last year, Microsoft released its newest operating system, Windows 10. What effect would you expect this development to have had on worldwide PC sales?

Before you read 2. Match the following words with synonyms

reinvigorate	outlook	glut	depress
commodity	offset	clip	markedly

- to strengthen
- product usu. of agriculture or mining
- oversupply
- significantly
- to decrease
- perspective
- to counterbalance
- to cut



Hey Windows 10, weren't you supposed to help PC sales?

<http://www.theregister.co.uk>

14 Mar 2016 at 12:26, Paul Kunert

Very few if any ever thought Windows 10 would truly reinvigorate the PC industry, and they were right - IDC has pulled down forecasts on traditional device sales for 2016.

The analyst has clipped unit expectations by a couple of per cent, claiming global notebooks and desktops shipments into channels are now on course to decline 5.4 per cent to 260.9 million.

That'll equate to 156.2 million portable PCs and 104.7 million desk-based units for the year if the experts are right, but these things tend to be a moving feast and further corrections are likely.

In the medium term, things aren't going to get markedly better either - over the next five years compound annual growth rates of minus 0.5 per cent are predicted.

The operating system can't shoulder sole responsibility for unit sales to date or the poor outlook but it has played a part, and was fingered by HP Inc last summer and again more recently.

IDC said Microsoft allowing users to upgrade older hardware to Win 10 "provided an option to further stretch the life of older PCs".

"Replacements continue to be postponed, and future shipments increasingly depend on replacing older PCs," said Loren Loverde, veep of worldwide tracker forecasting.

The analyst said competition from tablets and smartphones, weak economic conditions, falling commodity prices and roller coaster currencies had "further depressed demand".

Distributors and PC makers spent much of last year trying to deal with an inventory glut, which proved to be a costly process. As a hangover, sales channel are forecasting sales more conservatively and buying in stocks accordingly.

These factors reshaped the shipment projection for 2016 and also forced a re-think about the years beyond. IDC reduced projections by about one per cent for 2017 to 2020.

Sales of detachable tablets with larger screen sizes more than doubled in 2015 but still comprised six per cent of the total PC market, so are not large enough to offset shrinkage elsewhere.

Convertibles, ultra slim devices and all-in-one desktops are the segments to which vendors will need to cling for growth.

Toshiba was the first this year to pull out of a major territory, beating retreat from the retail PC market in Europe, but it will not be the last.

Comprehension. True or false:

- Most analysts thought Windows 10 would put new life into PC sales.
- Forecasts of computer sales are likely to be reduced even more.
- Over the next five years, PC sales are going to fall by 0.5%.
- According to IDC, Microsoft's Windows 10 release may have actually hurt PC sales.
- Last year, distributors had too many PCs in stock.
- Sales of detachable tablets have increased by 6%.

Vocabulary and expressions. Look at the underlined expressions and explain their meaning using the context. What is the literal meaning of these expressions?

Vocabulary. Fill the gaps in the sentences below using words derived from the words that appeared in the pre-reading exercise. Warning – the meanings may be quite different.

- I checked it and found out that the entire drive was _____ as read-only.
- My computer is behaving as if the shift key is _____, but letters still come out lowercase.
- Desktop publishing generally involves producing documents on the computer, printing out drafts on a laser printer, and then _____ printing the final version.
- Most bit-mapped graphics utilities provide a _____ feature than enables you to draw a window around an object and remove everything outside of the window.
- Unlike memory chips and hard drives, central processing units and graphics chips are not _____ products because of significant differences in features, such as processing speed, functionality and power efficiency.

Before you watch. First, list all the features that you would want to check before buying a new laptop. Next, fill the gaps in the following specifications.

D _____

S _____ 13.3 inch
 T _____ Glossy LCD
 P _____ d _____ 165 PPI
 R _____ 1920 x 1080 px
 A _____ r _____ 15:9

G _____ **p** _____ **u** _____

C _____ NVIDIA
 B _____ c _____ 797 MHz
 T _____ g _____ m _____ 2 GB

C _____ **p** _____ **u** _____

S _____ 2.10 Gigahertz
 C _____ Dual-core
 C _____ 3 MB
 B _____ s _____ 533 MHz

P _____ **s** _____

AC a _____ 90 Watt

B _____ t _____ Lithium-ion

B _____ l _____ 5 hrs

M _____

RAM t _____ DDR3L SDRAM

RAM s _____ 1600 MHz

D _____

W _____ 11.98 inch

D _____ 7.88 inch

H _____ 0.6 inch

W _____ 2.6 pounds

S _____

T _____ Solid-state drive (SSD)

C _____ 128 GB

C _____

I _____ IEEE 802.11/b/g (2.4 GHz)

Bluetooth

M _____

Integrated w _____

Two speakers

Digital m _____

P _____ **S** _____

O _____ s _____ Windows 10

P _____ t _____ Microsoft Office 2013

S _____ s _____ Symantec Norton Security Deluxe

W _____

4 years p _____ and l _____



Toshiba Radius 14 2-in-1 laptop: Hands-on review

<https://www.youtube.com/watch?v=y425WOk4qTc>

Comprehension. What are the pros and cons of this device?

Close listening. Watch the video again and fill in the gaps.

- Are you looking for a Windows _____ but don't have much to spend?
- Most other _____ have a 10 inch, or 11 inch screen.
- This makes the Radius 14 much easier to use as an _____ due both to its larger screen and _____.
- Toshiba's system also has _____ than most, thanks to a fifth generation Intel Core i3 processor _____ 6 GB of RAM.
- This is an unusually _____ for a 500 dollar convertible.
- If the Radius has any _____, it's in the 500 GB _____, which is sluggish.

Comprehension. What issues might be faced by someone who is upgrading to Windows 10 (or another operating system)? How can these issues be solved?



Top 6 Windows 10 Problems and Solutions

<https://www.youtube.com/watch?v=OJeyQSxYt94>

Comprehension. Write down the problems and the solutions discussed in the video.

Speaking. Below is a list of adjectives that can be used to talk about operating systems. Make sure you understand what they mean and use them to talk about and compare the operating systems that you know and like or dislike.

customizable	user-friendly	slim	versatile	widely-used
expensive	free	visual	reliable	powerful
robust	popular	easy	stable	free
secure	susceptible	buggy	innovative	flexible
rigid	difficult	intuitive	bloated	scalable