

Apple Foldable iPhone Launch Still on Track for September - Intermediate - EN

Technology

English

Article

Apple's stock had a shaky day on April 7 after two different reports gave investors mixed signals about the company's first foldable iPhone. A Nikkei Asia report said Apple was facing engineering challenges during early test production. Later, Bloomberg's Mark Gurman reported that the phone is still on track for a September debut, helping the stock recover part of its losses.

Nikkei described a pressured timeline and said Apple needed more time to solve the engineering problems before production ramps up. The report pointed to April through early May as a critical window. Bloomberg added an important caveat: the launch is still six months away, production has not fully ramped up, and the final timing could still change.

The foldable iPhone matters because the iPhone remains Apple's most important product. According to the article, iPhones produced more than half of Apple's \$143.8 billion in revenue in the most recent quarter. Any threat to a major launch can quickly hurt the stock. Apple also wants the foldable to expand its premium lineup and compete more directly with Samsung and Chinese smartphone makers.

The new device is expected to cost more than \$2,000 and is part of a broader three-year plan to redesign the iPhone. Apple already introduced updated Pro and Pro Max models and a thinner iPhone Air. The foldable is supposed to be the next big step. If it arrives late, rivals could gain more time in a category Apple still has not entered.

Vocabulary Words List

stock — the shares of a company mixed signals — different messages that create uncertainty foldable iPhone — an iPhone designed to bend or fold engineering challenges — technical problems in building something early test production — the first small-scale manufacturing stage on track — moving forward as planned September debut — the first public release in September recover — to rise again after a drop losses — decreases in value pressured timeline — a schedule with very little extra time solve — to fix a problem production ramps up — manufacturing increases critical window — an important period of time caveat — a warning or limitation launch — the release of a product fully ramped up — increased to a full production level timing — the planned schedule revenue — income from sales major launch — an important product release premium lineup — a set of higher-end products compete — to try to win against rivals Chinese smartphone makers — phone companies based in China device — a piece of technology broader three-year plan — a larger plan covering three years redesign — to change the look and function updated Pro and Pro Max models — newer versions of Apple's higher-end phones thinner iPhone Air — a slimmer iPhone model rivals — competing companies category — a type of product market entered — moved into a new market

Fill In The Blanks Listening Practice

Apple's _____ had a shaky day on April 7 after two different reports gave investors _____ about the company's first foldable iPhone. A Nikkei Asia report said Apple was facing _____ during _____. Later, Bloomberg's Mark Gurman reported that the phone is still _____ for a _____, helping the stock _____ part of its _____.

Nikkei described a _____ and said Apple needed more time to _____ the engineering problems before _____. The report pointed to April through early May as a _____. Bloomberg added an important _____: the launch is still six months away, production has not _____, and the final timing could still change.

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Vocabulary Retention Quiz

1. What caused Apple's stock to fall and then recover on April 7?
2. Why did Nikkei say the timeline could be at risk?
3. What caveat did Bloomberg include about the September launch?
4. Why does the foldable iPhone matter so much to Apple?
5. How could a delay help Apple's rivals?

Discussion Questions

Do you think Apple should launch only when the product is fully ready, even if that means a delay?

Why do investors react so quickly to reports about one product?

Would a foldable iPhone change the smartphone market in a big way?

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