



信息通信英语

English of Information and Telecommunication

陈 谊 范姣莲 郝永胜 编 著



北京邮电大学出版社
www.buptpress.com

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内 容 简 介

本书选题跨信息通信和经济等多个领域,所选题材均为目前世界上 IT 发展的新趋势,涉及移动通信、计算机、网络等诸多与 IT 和经济相关内容,并揉进许多经济商业运作实例。便于读者了解当今世界 IT 发展的新趋势和 IT 发展下所蕴涵的经济、管理、创新和商务等知识。

本书选材新颖,内容有趣,涉及面广,有较强的可读性。每单元包括词汇表、术语表和注释,每篇课文都附有参考译文,每课均有阅读理解和词汇、翻译等若干习题,围绕课文中的重点知识和表达,有助于读者更好地理解 and 掌握每篇文章的重点词汇、术语和表达,并能将之有效地应用于英语阅读、写作和翻译之中。

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前 言

本书选题跨信息通信和经济等多个领域,所选题材均为目前世界上 IT 发展的新趋势,涉及移动通信、计算机、网络等诸多与 IT 和经济相关内容,包括云计算之争、上网本、社会网络、3G 等众多时尚 IT 话题,并揉进许多经济商业运作实例。内容有数字经济、互联网经济和礼品经济等 IT 宏观经济内容,也有谷歌、微软、苹果等业界大亨的创新历程、争霸历程和发展历程。便于读者了解当今世界 IT 发展的新趋势和 IT 发展下所蕴涵的经济、管理、创新和商务等知识。

本书以提高国内信息通信从业人员、信息通信爱好者和学生的英语水平为目的,帮助读者在学习英语的前提下了解信息通信和经济相关知识,基于技术和经济之上学习英语。因此,本书选材均为英语原版的书籍和期刊,有的来自 Economist、New York Times、Business Week、IT Pro、Wired 等国外知名刊物,有的来自权威组织和公司网站,还有的摘自原版书籍。在课文选材上力图保持新颖,内容有趣,涉及面广,有较强的可读性。

为了帮助读者克服阅读困难,在双语环境下掌握信息通信发展状况,学习英语,本书每单元包括了词汇表、术语表和注释,每篇课文都附有参考译文,每课均有阅读理解和词汇、翻译等若干习题,题量不多,但完全围绕课文中的重点知识和表达,有助于读者更好地理解 and 掌握每篇文章的重点词汇、术语和表达,并能将之有效地应用于英语阅读、写作和翻译之中。

衷心希望本书的出版能对读者英语水平的提高和我国 IT 及经济英语的发展起到一定作用。

由于编者能力所限,本教材在技术等方面难免会有所不足,希望业界同仁能够批评指正,不胜感激。

作者

2012 年 4 月

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Unit 1

Economic Benefits of 3G for Different Countries Worldwide



背景知识

全球移动通信行业正全面进入 3G 时代,相对于 1G、2G 的以语音传输为核心,3G 的宽带业务、高质量、多样化的服务使前所未有的应用成为可能。作为一种全新的商业模式,3G 无论是在业务提供模式、运营模式还是在计费模式等方面,都与传统电信业务大不相同,3G 以其蕴涵的巨大经济利益和绝佳的商业机遇,吸引业界的普遍关注。3G 不仅仅是一个简单的技术问题,也不仅仅是一个经济问题,它牵涉了全世界各个国家方方面面的利益,3G 势将开辟全球经济发展新时代。



TEXT

Economic Benefits of 3G for Different Countries Worldwide^①

1. Executive Summary

The free flow of information and communication is paramount to the progress of society. Today, 3G technologies (i. e. UMTS, CDMA2000[®]) are viewed as essential elements for advancing socio-economic development for countries worldwide.

Globally, 3G technologies benefit entire countries by supporting the proliferation of information, enabling citizens to access vital communication services and promoting the development of technology advancements. It is estimated that mobile broadband usage will grow exponentially over the next three years, delivering the Internet and a plethora of other compelling services to more than 1.3 billion people globally by 2012.

The expansion of 3G networks, devices and services in countries around the world is enhancing quality of life and providing expanded economic opportunities, both in the public and private sectors. The expansion of economic opportunities results in increased

competition, the development of innovative new services for consumers and greater productivity for enterprises by workers.

Furthermore, 3G is improving the lives of underserved citizens, bridging the “digital divide” that exists in certain regions of the world, particularly in developing countries



where teledensity[®] and Internet penetration are low. Access to 3G mobile connectivity helps to address these concerns by delivering essential and richer communication services (i. e. financial, healthcare, education, etc.) that benefit people at every tier of society.

In this paper, we explore how countries are using advanced mobile technology to enable the aspirations of their citizens and facilitate new growth opportunities in the business sector. Our goal is to provide readers with valuable insights into the many benefits that 3G provides to countries around the world.

2. Extending Information & Communication Services

Today, 3G networks play a vital role in expanding access to essential communication (voice) and value-added information (data) services. To stay competitive in the global economy, countries are adopting 3G to improve their overall level of teledensity (including broadband Internet penetration).

Increases in teledensity, in turn lead to complementary benefits in the form of enhanced gross domestic product (GDP) and job creation opportunities in the telecommunications sector. Economic studies indicate that for every one percent increase in a country's broadband Internet penetration, GDP per capita increases by roughly 10 percent (USD), and a one percent increase in mobile penetration results in a GDP per capita increase of roughly five percent (USD). Moreover, direct investments in communication technology development are strongly correlated with increased job creation. Research data from Criterion Economics indicates that for every additional \$1 million (USD) invested in telecommunications in the U. S. , 18 new jobs are created.

Today's 3G networks allow mobile operators to affordably address the growing global demand for low-latency broadband services, a demand that is not being met by existing fixed-line networks. In addition, 3G, which has the advantage of being backwards-compatible with legacy networks, provides increased network capacity and other efficiency enhancements that enable operators to deliver more competitive mobile broadband services, while ultimately reducing their investments in both CAPEX and OPEX[®].

3G network infrastructure, applications and services are enabling the much anticipated convergence of mobile communications, computing and consumer electronics. New types of connected devices and services are redefining market sectors including healthcare,

convenience, customization and relevance they provide to the user community.

The ability to provide healthcare services to people in isolated locations has traditionally been a daunting task. However, 3G technologies have the potential to help overcome these barriers and address many other healthcare needs as new wireless health services and devices come to market. For instance, wireless health services ranging from medication reminders to remote diagnostic and monitoring services have the potential to both improve and extend life.

The wireless health industry is only just beginning to gain critical mass but the advent of innovative new 3G wireless-enabled devices and applications that are “always with you” and “always on” holds the potential to transform modern healthcare, eliminating barriers to care and driving costs out of the system.



One case in point is in the province of Phang Nga[®], located in Thailand. The province includes two remote islands (Koh Panyee and Koh Yoa Yai), which are roughly 45-minutes away from the nearest hospital by boat. Thanks to a collaboration with Thailand's CAT Telecom and Ministry of Public Health, two remote healthcare clinics on the islands are now wirelessly connected to the mainland hospital, leveraging the power of 3G mobile broadband to share patient information and facilitate timely remote medical consults.

Two other industries being positively impacted by 3G are financial services and mobile commerce. Mobile financial services made possible by 3G technologies provide a new level of convenience, visibility and safety when it comes to managing finances, no matter what the consumer's socioeconomic status may be.

In emerging markets, access to 3G is making convenient and secure banking and payment solutions available to people who previously were unable to obtain traditional banking services. In the Philippines, it is estimated that roughly 68 million citizens are classified as “unbanked.”

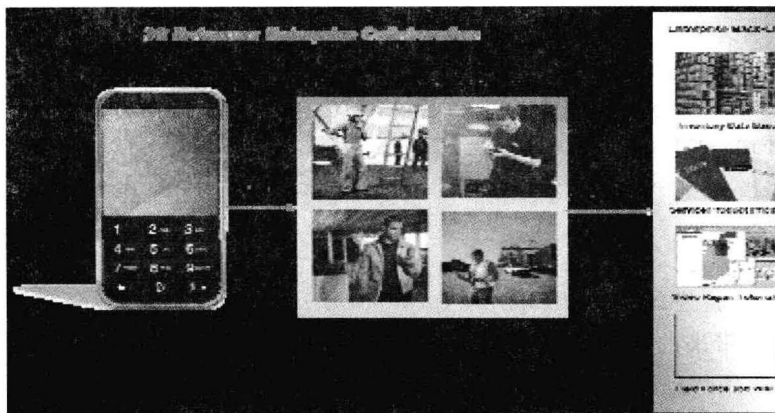
Globe Telecom[®] also reached out to Philippine companies to establish direct deposit services to take place under the G-Cash platform. Today, G-Cash subscribers have the ability to conduct personal finance transactions (deposit paychecks, withdraw cash, check balances, etc.) at more than 6,000 retail outlets nationwide. Next, we will discuss how 3G deployments create expanded opportunities in the business sector.

4. Expanding Opportunities in the Business Sector

Recent technology enhancements in 3G airlink-performance (i. e. , higher data rates, optimized quality of service (QoS), reduced latency, increased network capacity, etc.) are enabling mobile operators to achieve faster time-to-market with a growing array of

innovative new devices, applications and services. These new offerings help stimulate the expansion of the country's telecommunications ecosystem, contributing to industry growth and competitiveness and paving the way for further innovation.

In the workplace, mobile broadband services are providing employees with real-time access to remote desktop enterprise solutions, increasing company response times for customers and leading to increased productivity for workers. For example, employees working offsite with mobile laptops or handheld devices may access company resource management solutions and dynamically collaborate with intra-office systems that link warehouses, suppliers and customer databases. Other new capabilities in the connected workplace range from creating sales orders in real-time to automatic inventory re-stocking. Innovative 3G solutions like these are helping enterprises improve their asset and resource management capabilities, streamline their operations and ultimately, achieve significant cost savings.



Some of the latest mobile service offerings couple entertainment services with elements of social networking functionality. One example of an industry collaboration leading to the creation of an innovative new business model is the “Xploaded Music” service offered by South African operator MTN®. The service provides a forum for unsigned and independent artists to distribute their music over MTN's 3G network.

Moreover, the service integrates social networking services (blogs, music rating services, live event notices, etc.) into the Xploaded Music site, enhancing artist's exposure as well as the user experience for MTN subscribers. As part of the business model, artists earn royalties from music sales in addition to having access to MTN's mentor program where artists may participate in music industry business courses.

The Xploaded Music site has allowed MTN to become South Africa's largest digital distributor of “local” music. One key indication of the success of the business model is that several other similar services have been introduced to MTN's regional market, thereby creating increased competition and stimulating the implementation of new service innovations.

5. Conclusion

3G technologies have ushered in a new era of enhanced and expanded access to information and communication that is unprecedented in the history of telecommunications. Countries around the world are experiencing the growing benefits associated with advanced 3G mobile broadband technologies. The deployment of 3G solutions, devices and services enables countries to more rapidly increase teledensity and expand broadband Internet penetration rates nationwide.

Countries adopting 3G have experienced higher levels of GDP per capita and job creation in the telecommunications sector. Moreover, 3G expands a country's opportunities in the business sector, contributing to increased competitiveness and promoting innovative new wirelessly enabled businesses and services. Finally, 3G provides the country's citizens with richer, more compelling communications services. Access to convenient, affordable and highly customizable mobile broadband devices and services makes life more productive, secure and meaningful and empowers people to transform the way they live, learn, work and play.



NOTES

① 本文选自高通公司 *QUALCOMM Incorporated* 白皮书(2009/7/6);题目可以翻译为《3G 为世界各国带来的经济利益》。

② UMTS:通用移动通信系统,是 Universal Mobile Telecommunications System 的简称,UMTS 是国际标准化组织 3GPP 制定的全球 3G 标准之一。作为一个完整的 3G 移动通信技术标准,UMTS 并不仅限于定义空中接口。它的主体包括 CDMA 接入网络和分组化的核心网络等一系列技术规范 and 接口协议。CDMA2000 全名为 Code Division Multiple Access2000,也是 3G 移动通信标准之一,国际电信联盟(ITU)的 IMT-2000 标准认可的无线电接口,也是 2G CDMA 标准(IS-95,标志 CDMA1X)的延伸,由美国高通公司为主导提出,摩托罗拉、朗讯和三星都有参与。

③ teledensity:电信密度,是 telecommunication 和 density 两个词的合成词,指每百个居民拥有的通信线路数。

④ CAPEX 一般指资金、固定资产的投入。对电信运营商来说,有关的网络设备、计算机、仪器等一次性支出的项目都属于 CAPEX,其中网络设备占最大的部分。计算公式为:CAPEX=战略性投资+滚动性投资。OPEX 指的是企业的管理支出,即运营成本,计算公式为:OPEX=维护费用+营销费用+人工成本(+折旧)。运营成本主要是指当期的付现成本。在 BPR 考核指标中,常见的指标是 OPEX/收入率,即运营成本比收入,以此来衡量考核对象在控制付现成本方面的绩效。

⑤ economy of scale:因经营规模扩大而得到的经济节约。

⑥ KTF(韩国移动通信公司)是韩国主要移动运营商;Vodacom 是非洲的一家移动通

信公司,也是南非的第一个手机网络。

⑦ Phang Nga:普吉岛,也称攀牙湾,是泰国南部的最大海岛,该地风景秀美,被誉为泰国的“小桂林”。湾内散布着各种大小岛屿,怪石嶙峋,景色多变,堪称“世界奇观”。

⑧ Globe Telecom:菲律宾全球电信,是菲律宾第二大移动运营商,以经营移动网络为主。

⑨ MTN:非洲最大的移动运营商,1994年成立。目前在非洲及中东地区 21 个国家开展业务。当前市值高达 1 380 亿南非兰特(约合 190 亿美元)。



WORDS AND PHRASES

paramount	[ˈpærəmaʊnt]	adj.	极为重要的
essential element			主要元素
socioeconomic	[ˈsəʊʃiəʊi:kəˈnɒmɪk]	adj.	社会经济学的
proliferation	[prəʊˌlɪfəˈreɪʃən]	n.	增殖,扩散
vital	[ˈvaɪtəl]	adj.	生死攸关的,重大的
advancement	[ədˈvɑːnsmənt]	n.	前进,进步
promote	[prəˈməʊt]	v.	促进
estimate	[ˈestɪmeɪt]	v.	估计
exponential	[ˌeksˈpəʊˈnenʃəl]	adj.	指数的
plethora	[ˈpleθərə]	n.	过剩,过多
compelling	[kəmˈpeliŋ]	adj.	强制的,引人注目的
expansion	[ɪksˈpænfən]	n.	扩充,膨胀
enhance	[ɪnˈhɑːns]	v.	提高,增强
private sector			私营部门
result in			导致
innovative	[ˈɪnəʊveɪtɪv]	adj.	创新的,革新的
productivity	[ˌprɒdʌkˈtɪvɪti]	n.	生产力
underserved	[ˌʌndəˈsɜːvd]	adj.	服务不周到的,服务水平低下的
penetration	[penɪˈtreɪʃən]	n.	穿过,渗透
aspiration	[ˌæspəˈreɪʃən]	n.	热望,渴望
facilitate	[fəˈsɪlɪteɪt]	v.	使容易,推动
insight	[ˈɪnsaɪt]	n.	洞察力,见识
complementary	[kəmˈplɪˈmentərɪ]	adj.	补充的,互补的
correlate	[ˈkɒrɪleɪt]	v.	和……相关
additional	[əˈdɪʃənəl]	adj.	额外的
latency	[ˈleɪtənsi]	n.	反应时间
affordable	[əˈfɔːdəbl]	adj.	买得起的
compatible	[kəmˈpætəbl]	adj.	协调的,一致的
ultimately	[ˈʌltɪmətli]	adv.	最后,终于

infrastructure	[ˈɪnfəˈstrʌktʃə]	<i>n.</i>	基础设施
application	[ˌæpliˈkeɪʃən]	<i>n.</i>	应用
anticipate	[ænˈtɪsɪpeɪt]	<i>v.</i>	预期,期望
convergence	[kənˌvɜːdʒəns]	<i>n.</i>	集中,融合
redefine	[ˈriːdiˈfaɪn]	<i>v.</i>	重新定义
entertainment	[entəˈteɪnmənt]	<i>n.</i>	娱乐
multimode	[ˈmʌltɪməʊd]	<i>n.</i>	多状态,多方式
stimulate	[ˈstɪmjuleɪt]	<i>v.</i>	刺激,激励
proliferation	[prəʊˌlɪfəˈreɪʃən]	<i>n.</i>	增殖,扩散,分散
ecosphere	[ˈiːkəʊˌsfɪə]	<i>n.</i>	生物圈,生态层
segment	[ˈseɡmənt]	<i>n.</i>	段,部分
utilize	[juːˈtɪlaɪz]	<i>v.</i>	利用
explore	[ɪksˈplɔː]	<i>v.</i>	调查,探究
categorize	[ˈkætɪgəˌraɪz]	<i>v.</i>	分类
ubiquitous	[juːˈbɪkwɪtəs]	<i>adj.</i>	到处存在的,普遍存在的
interactive	[ˌɪntərˈæktɪv]	<i>adj.</i>	交互式的
application	[ˌæpliˈkeɪʃən]	<i>n.</i>	应用,应用程序
awareness	[əˈweənɪs]	<i>n.</i>	知道
be distinguished by...			以……为特征
customization	[kʌstəmiˈzeɪʃən]	<i>n.</i>	用户化
relevance	[ˈrelɪvəns]	<i>n.</i>	实用性,资料检索能力
isolated	[ˈaɪsəleɪtɪd]	<i>adj.</i>	隔离的,孤立的
daunting	[dɔːntɪŋ]	<i>adj.</i>	使人畏缩的
potential	[pəˈtenʃəl]	<i>n.</i>	潜能,潜力
barrier	[ˈbæriə]	<i>n.</i>	障碍
medication	[ˌmediˈkeɪʃən]	<i>n.</i>	药物治疗,药物
diagnostic	[ˌdaɪəˈnɒstɪk]	<i>adj.</i>	诊断的
critical mass			临界质量,极其关键的阶段
transform	[trænsˈfɔːm]	<i>v.</i>	转换,改变
eliminate	[ɪˈlɪmineɪt]	<i>v.</i>	排除,消除
advent	[ˈædvənt]	<i>n.</i>	出现,到来
leverage	[ˈliːvərɪdʒ]	<i>v.</i>	杠杆作用,利用
deposit	[dɪˈpɒzɪt]	<i>n.</i>	存款
subscriber	[sʌbsˈkraɪbə]	<i>n.</i>	订户
transaction	[trænˈzækʃən]	<i>n.</i>	交易
an array of			一排,一批
deployment	[dɪˈplɔɪmənt]	<i>n.</i>	部署
dynamic	[daɪˈnæmɪk]	<i>adj.</i>	动态的
warehouse	[ˈweəhaʊs]	<i>n.</i>	仓库

streamline	[ˈstriːmlaɪn]	<i>v.</i>	组织, 改善效率
integrate	[ˈɪntɪɡreɪt]	<i>v.</i>	集成
exposure	[ɪksˈpəʊʒə]	<i>n.</i>	暴露
mentor	[ˈmentɔː]	<i>n.</i>	导师
royalty	[ˈrɔɪəlti]	<i>n.</i>	版税
participate	[pɑːˈtɪsɪpeɪt]	<i>v.</i>	参与, 参加,
implementation	[ˌɪmplɪmenˈteɪʃən]	<i>n.</i>	执行
usher	[ˈʌʃə]	<i>v.</i>	引导, 开创
unprecedented	[ʌnˈpresɪdəntɪd]	<i>adj.</i>	空前的
empower	[ɪmˈpaʊə]	<i>v.</i>	授权于, 使能够



TERMS

3G(Third Generation Mobile Technology)第三代移动技术

UMTS(Universal Mobile Telecommunications System)通用移动通信系统

CDMA(Code-Division Multiple Access)码分多址

proliferation of information 信息扩散

communication services 通信服务

technology advancement 技术进步

mobile broadband 无线宽带

digital divide 数字鸿沟

Internet penetration 互联网渗透

mobile technology 无线技术

value-added information 增值信息

broadband Internet penetration 宽带互联网渗透

GDP(Gross Domestic Product)国内生产总值

mobile operator 移动运营商

low-latency broadband service 低时延宽带服务

fixed-line network 固话网络

CAPEX(Capital Expenditure)资本性支出

OPEX(Operating Expense)运营成本

user experience 用户体验

MMS(Multimedia Messaging Service)多媒体信息服务

video messaging 视频通信

instant messaging 即时通信

push-to-talk(PoC) 一键通

video telephony 视频电话

video sharing 视频共享

GPS(Global Position System)全球定位系统

wireless health service 无线医疗服务
retail outlet 零售网点
data rate 数据率
quality of service 服务质量
network capacity 网络容量
telecommunications ecosystem 电信生态系统
remote desktop 远程桌面
handheld device 手持设备
sales order 销售订单
resource management 资源管理
inventory re-stocking 存货补仓
social networking service 社会网络服务
Internet penetration rates 互联网渗透率



EXERCISES

I Reading Comprehension.

1. According to the passage, 3G technologies are _____.
 - A. essential to the development of a country
 - B. essential to the development of the economy
 - C. important to people's life
 - D. all the above
2. By 2012, more than _____ people will enjoy the Internet and other services brought by 3G technology.
 - A. 1 billion
 - B. 1.2 billion
 - C. 1.3 billion
 - D. 1.4 billion
3. How does 3G benefit the developing countries where teledensity and Internet penetration are low? _____.
 - A. It bridges the "digital divide" that exists in these countries.
 - B. It delivers essential and richer communication services.
 - C. It supports the proliferation of information.
 - D. all the above
4. According to the passage, increases in teledensity of a country can _____.
 - A. enhance gross domestic product
 - B. reduce job opportunities
 - C. increase the chances of economic crisis
 - D. lead to inflation
5. Which of the following statements is NOT true about 3G network? _____.
 - A. It allows mobile operators to affordably address the global demand for low-latency broadband services.

- B. It has the advantage of being backwards-compatible with legacy networks.
 C. It increases operators' investment in both CAPEX and OPEX.
 D. It provides increased network capacity.
6. Mobile communications can be categorized as the following types Except _____.
 A. ubiquitous B. public
 C. interactive D. personal
7. "WorldPhone View" and "The Grid" are examples of _____.
 A. interactive mobile communications service
 B. ubiquitous mobile communications service
 C. personal mobile communications service
 D. public mobile communications service
8. Which of the following does NOT belong to wireless health services? _____.
 A. medication reminder
 B. clinic treatment
 C. remote diagnosis
 D. remote monitoring
9. Which of the following can be done in a connected workplace? _____.
 A. creating sales orders in real-time
 B. automatic inventory re-stocking
 C. dynamic collaborate with intra-office systems
 D. all the above
10. Which of the following might NOT be a benefit brought by 3G? _____.
 A. It increases the levels of GDP per capita for countries.
 B. It helps job creation in the telecommunications sector.
 C. It reduces a country's competitiveness.
 D. It provides people with richer communications services.

II Choose the correct words/phrases from the box below to fill the blanks and change the forms if necessary.

previously	enable... to...	expanded	via	integrate
connect to	view	provide	per capita	particularly

1. Good management is _____ an essential factor for a company to run well.
 2. The different kinds of books in the library _____ students and teachers _____ enrich their knowledge.
 3. I often do absent-minded things, _____ when I'm worried.
 4. It is estimated that one percent increase in mobile penetration results in a GDP _____ increase of roughly five percent.
 5. Translators can now work from home, _____ electronic mail systems.
 6. Some remote clinics on the islands are now wirelessly _____ the mainland

hospital.

7. The country's railways were _____ owned by private companies.
8. 3G _____ people global wide with more compelling communications services.
9. The new mobile phone _____ a lot of new services into it.
10. 3G deployments will create _____ opportunities in the business.

III Translate the following sentences into Chinese.

1. The free flow of information and communication is paramount to the progress of society. Today, 3G technologies (i. e. UMTS, CDMA2000) are viewed as essential elements for advancing socio-economic development for countries worldwide.

2. Globally, 3G technologies benefit entire countries by supporting the proliferation of information, enabling citizens to access vital communication services and promoting the development of technology advancements. It is estimated that mobile broadband usage will grow exponentially over the next three years.

3. The expansion of economic opportunities results in increased competition, the development of innovative new services for consumers and greater productivity for enterprises by workers.

4. Furthermore, 3G is improving the lives of underserved citizens, bridging the "digital divide" that exists in certain regions of the world, particularly in developing countries where teledensity and Internet penetration are low.

5. Today, 3G networks play a vital role in expanding access to essential communication (voice) and value-added information (data) services. To stay competitive in the global economy, countries are adopting 3G to improve their overall level of teledensity (including broadband Internet penetration).

6. 3G, which has the advantage of being backwards-compatible with legacy networks, provides increased network capacity and other efficiency enhancements that enable operators to deliver more competitive mobile broadband services, while ultimately reducing their investments in both CAPEX and OPEX.

7. Multimode 3G solutions enable access to multiple types of networks; stimulating the progression of ever more advanced service solutions and creating ever-richer user experiences for consumers.

8. 3G network infrastructure, applications and services are enabling the much