



陈 谊 编著

IT 时文英语

NEW *IT* ENGLISH



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· 北 京 ·

内 容 简 介

本书选材涉及通信、计算机、网络等 IT 领域,包括网络新技术、远程医疗、网络安全、无线充电、数字经济、第三代移动通信、人工智能、触摸技术、手机媒体和三角融合等课题,内容新颖,语言地道,旨在提高国内 IT 从业人员、IT 爱好者和学生的英语水平。

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前 言

本书以提高大专院校本科生、研究生、国内 IT 从业人员、IT 爱好者的英语水平为目的,帮助读者在学习英语的前提下了解技术,基于技术之上学习英语。因此,本书选取的材料均为英语原版的书籍和期刊,有的来自《Economist》、《New York Times》等国外知名刊物,还有的摘自原版书籍。

本书选取了 15 篇当前信息技术热点领域的相关文章,涉及通信、网络、人工智能与自动化等诸多信息技术内容,范围较广,包括网络新技术、远程医疗、网络安全、无线充电、数字经济、第三代移动通信、人工智能、触摸技术、手机媒体和三网融合等热点课题,也涉及 IT 技术与环境保护和全球化等宏观方面的课题。课文选材新颖,内容有趣,有较强的可读性。

为了帮助读者克服阅读困难,在双语环境下掌握技术,学习英语,本书每单元包括了词汇表、术语表和注释几个组成部分,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,能助读者更好地理解 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、对我国 IT 英语的发展起到一定的作用。特别感谢北京天碁科技有限公司的朱宏宽先生为本书进行的术语校准和技术指导等大量工作。

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。

陈 谊

目 录

Unit 1 How Telnic Will Revolutionize Dialing	1
背景知识	1
TEXT	1
How Telnic Will Revolutionize Dialing	1
NOTES	4
WORDS AND PHRASES	5
TERMS	7
EXERCISES	7
参考译文	11
Telnic 如何革新拨号	11
Unit 2 Telemedicine Comes Home	14
背景知识	14
TEXT	14
Telemedicine Comes Home	14
NOTES	18
WORDS AND PHRASES	19
TERMS	21
EXERCISES	21
参考译文	25
远程医疗入户	25
Unit 3 Internet Wiretapping—Bugging the Cloud	29
背景知识	29

TEXT	29
Internet Wiretapping—Bugging the Cloud	29
NOTES	34
WORDS AND PHRASES	35
TERMS	37
EXERCISES	38
参考译文	42
网络侦听——无从下手	42
Unit 4 Wireless Charging	46
背景知识	46
TEXT	46
Wireless Charging—Adaptor Die	46
NOTES	50
WORDS AND PHRASES	51
TERMS	53
EXERCISES	54
参考译文	58
无线充电——转接器将不复存在	58
Unit 5 What is the Digital Economy?	61
背景知识	61
TEXT	61
What is the Digital Economy?	61
NOTES	67
WORDS AND PHRASES	67
TERMS	68
EXERCISES	69
参考译文	73
什么是数字经济?	73
Unit 6 A Brief History of Cloud Computing	78
背景知识	78
TEXT	78

A Brief History of Cloud Computing: Is the Cloud There Yet?	78
NOTES	83
WORDS AND PHRASES	84
TERMS	85
EXERCISES	86
参考译文	90
云计算简史: 云计算是否已经到位?	90
Unit 7 Top 10 Tips for Green IT	94
背景知识	94
TEXT	94
Top 10 Tips for Green IT	94
NOTES	98
WORDS AND PHRASES	99
TERMS	101
EXERCISES	101
参考译文	105
绿色 IT 十大技巧	105
Unit 8 The Motives behind the 3G Evolution	109
背景知识	109
TEXT	109
The Motives behind the 3G Evolution	109
NOTES	115
WORDS AND PHRASES	115
TERMS	117
EXERCISES	117
参考译文	121
3G 发展的推动力	121
Unit 9 Making Web 2.0 Work for Your Enterprise	126
背景知识	126
TEXT	126

Making Web 2.0 Work for Your Enterprise:IT Deployments	126
NOTES	131
WORDS AND PHRASES	131
TERMS	133
EXERCISES	133
参考译文	137
让 Web 2.0 为你的企业服务:IT 部署	137
Unit 10 The Future of Artificial Intelligence	141
背景知识	141
TEXT	141
The Future of Artificial Intelligence	141
NOTES	148
WORDS AND PHRASES	149
TERMS	151
EXERCISES	152
参考译文	156
人工智能的未来发展	156
Unit 11 Cars Gone Wireless	161
背景知识	161
TEXT	161
Cars Gone Wireless	161
NOTES	164
WORDS AND PHRASES	165
TERMS	166
EXERCISES	167
参考译文	170
汽车能上网	170
Unit 12 Information Technology and Globalization	173
背景知识	173
TEXT	173

Information Technology and Globalization	173
NOTES	176
WORDS AND PHRASES	177
TERMS	178
EXERCISE	178
参考译文	182
信息技术和全球化	182
Unit 13 Choosing a Touch Technology for Handheld-system Applications ..	185
背景知识	185
TEXT	185
Choosing a Touch Technology for Handheld-system Applications	185
NOTES	192
WORDS AND PHRASES	193
TERMS	195
EXERCISES	197
参考译文	201
为手持系统应用选择触摸技术	201
Unit 14 A Media Wise Parent Guide	206
背景知识	206
TEXT	206
A Media Wise Parent Guide—Cell Phones and Your Kids	206
NOTES	213
WORDS AND PHRASES	213
TERMS	215
EXERCISES	215
参考译文	219
聪明用媒体父母指南——孩子与手机媒体	219
Unit 15 Fixed and Mobile Convergence Communications	225
背景知识	225
TEXT	225

Driving the Convergence between Fixed and Mobile Communications into the Mainstream	225
NOTES	233
WORDS AND PHRASES	233
TERMS	235
EXERCISES	236
参考译文	240
移动固网融合成为主流	240
参考答案	246
参考文献	271

Unit 1 How Telnic Will Revolutionize Dialing



背景知识

域名是连在因特网上的服务器易记的名字,相当于因特网上所谓的 IP 地址。域名通常用做因特网信息查寻及互相联系的捷径。顶级域名就像电话号码中的国家代码,可以显示出域名是在哪个国家注册的。常见的顶级域名有 .com、.net 和 .org 等。日前,一个新的顶级域名 .tel 即将面世。tel 域名是不借助网站平台,直接就可以在互联网上存储、发布和更新用户的全部联系信息和关键词的一种独特域名形式,对拨号将是一场全新的革命。

TEXT

How Telnic Will Revolutionize Dialing^①

The startup's technology will let users store complete contact info on a new .tel domain—and make it available to whomever they choose.

Jennifer L. Schenker

Say you want to reach an old friend who's always on the move. Calling her at home using the number listed in the phone book (what a quaint notion!) probably won't work. But how else can you find the various other ways to reach her—via mobile, or at work, or perhaps E-mail, instant messaging, Skype[®], Facebook[®], or Twitter[®] addresses?

Enter Telnic, which is aiming to become the Google of online address books

in competition with traditional yellow and white pages. The London-based startup has developed technology that lets anyone store the full range of their contact details online and then give chosen people access to it. "It is a bit like an interactive business card on the Web that you can change and give to anyone so they can reach you," says Justin Hayward, Telnic's communications director. The service is slated to go live in December.

At first blush, that might not sound like much of a breakthrough. But Telnic's approach is revolutionary because it's exploiting a significant new capability in the Internet that has been authorized by governing body ICANN[®] (the Internet Corporation for Assigned Names & Numbers), a private nonprofit group that oversees technical aspects of the Internet's address system. ICANN has sanctioned a new top-level domain called .tel—similar to .com or .net—that is set aside purely to integrate contact information directly into the heart of the Net.

Exclusive Domain

Telnic, which has so far raised about \$35 million in financing, first applied to ICANN to commercialize the .tel domain in 2000. Permission finally came six years later, when ICANN awarded Telnic exclusive use of .tel. In the intervening time, the startup has spent about \$15 million on the years of engineering needed to perfect the technology.

Along the way, Telnic has also attracted prestigious backers including Paris-based venture capital firm Banexi Ventures Partners[®]; Juan Villalonga, a former chief executive of Spanish telecom operator Telefónica[®]; and the Berggruen Group, led by billionaire Nicolas Berggruen[®], who made much of his fortune in private equity and hedge funds.

The technology developed by Telnic uses the Internet addressing system in an entirely new way. Until now top-level domains such as .co.uk or .edu have been mapped to Internet Protocol addresses for Web sites or other servers. The .tel scheme is more like a virtual directory[®]—not associated with a specific site—containing all the contact information that individuals, companies, or other organizations wish to publish.

Since .tel information isn't tied to the Web, individuals can post their contact information without having to put up and maintain their own Web sites—or, for that matter, sign up for social networking services such as LinkedIn[®]. (Though they may want to do so for other reasons, such as professional networking.)

The information can be retrieved from all manner of devices, including mobile phones or Internet-connected 'gizmos.

And because the data are in a standardized format easily downloadable, people will no longer need to enter and update their contact information on lots of different sites nor search painstakingly through a corporate Web site looking for a contact number.

This has lots of intriguing repercussions for businesses and individuals. Case in point: Instead of firing up, say, PizzaJoint.com on a PC to find the phone number and address of a local pizza parlor, customers will be able to go to PizzaJoint.tel and the contact details will pop into their phones. Telnic says that third-party applications are already being developed that will automatically import contact information from .tel into the Research in Motion® BlackBerry and Apple iPhone. Contact details are represented as hot links, so clicking on a phone number will launch a call.

Easy and Cheap

New .tel addresses are also likely to spring up for categories of companies. A London hotel, for instance, might ensure that visitors can find it by registering with <http://hotels.tel>, which would then encourage users to call for reservations or click over to the hotel's Web site. One advantage for companies, Hayward says, is that information on .tel doesn't need to be managed by the IT department (unlike a Web site), so changes can be made easily and cheaply. "We built the technology so that all you have to do is fill in a form with contact information and press save," says Hayward.

Needless to say, one of the biggest concerns is privacy. Telnic says its battle-tested technology leaves control over the dispersal of contact information in the hands of the domain owner, who can set different levels of access. So, for example, friends and family could have full view of all of an individual's contact details, while other information is hidden from business contacts, unknown Web surfers, or search engines.

Like other domain names, .tel will be sold via designated registrars, which have to meet certain criteria and be approved by ICANN. On Oct. 22, Telnic announced that 100 registrars have already signed up to sell the .tel domain name in Europe, Asia, and the U. S. Among them are U. S.-based Network Solutions®, which ranks third-largest in the world in number of domains under

management, and new entrants such as Digitrad, a Paris-based voice-over-Internet communications software company.

“Multimedia Phone Number”

Digitrad[®] says it opted to be a registrar for .tel because it sees the potential for its own clients. It plans to use .tel domains to channel different forms of communication into a single interface, says Micha Benoliel, the company's chief executive. For example, if a consumer agrees to include his location information, Digitrad will leverage the .tel information by providing a “multimedia phone number” that will ring wherever the person happens to be—at his desk, in the office, or on his mobile. A call can also be put through directly to a person's computer whenever or wherever they are connected.

For each purchase of a .tel domain by a business customer, Digitrad will provide a vanity phone number, a virtual switchboard, a unified voicemail system, click-to-call solutions, and voice-over-IP services. Benoliel says both .tel and Digitrad's own services will serve as a complement to existing Web sites, making it easier for clients to contact a business.

And, of course, Digitrad, like other registrars, will make money by selling the .tel address to individuals and businesses. Registration opens on Dec. 3 for businesses with registered trademarks. From Feb. 3 to Mar. 23, the so-called “land rush” period, businesses and individuals can sign up for an elevated fee that will differ from registrar to registrar. Digitrad, for example, plans to charge 300 (\$397) for a one-year subscription. But after Mar. 23, Digitrad's price will drop to just 1 (\$1.32) per month. The advantage to signing up early is that names are doled out on a first-come, first-serve basis. Other registrars may charge differently, but the range is expected to fall within \$15 to \$25 a year, says Telnic's Hayward.

NOTES

① 本篇课文是关于新的域名.tel 的相关信息。题目可以翻译为《Telnic 如何进行拨号革新》。文章来源:《BusinessWeek》(2008/10/22)。

② ICANN(Internet Corporation for Assigned Names and Numbers): 国际域名与数字分配公司。

③ Skype: 网络语音沟通工具。它可以免费高清晰与其他用户语音对话,也可

以拨打国内国际电话,还具备 IM 所需的其他功能,如视频聊天、多人语音会议、多人聊天、传送文件、文字聊天等功能。

④ Facebook: 国外最大的社交网站,是一个对高校学生开放的网站,用户需要在指定的大学 IP 地址范围内上网才能注册 facebook.com 账号。多数用户都使用真姓名、真信息和真照片并且在 Facebook 上有自己的档案和个人页面。用户之间可以通过留言、发站内信息、评论日志等各种方式进行互动。

⑤ Twitter: 是即时信息的一个变种,它允许用户将自己的最新动态和想法以短信息的形式发送给手机和个性化网站群,而不仅仅是发送给个人。

⑥ Banexi Ventures Partners: 法国的风险投资公司,高科技公司合作伙伴。

⑦ Telefónica: 西班牙电话公司,是一家国际电信公司,向海内外顾客提供综合性服务,包括固定通信线路、移动电话、互联网、数据、有线电视等,是西班牙最大的跨国公司,也是世界上最大的电信公司之一。

⑧ Nicolas Berggruen: 尼古拉斯·伯格鲁恩,通过传统价值投资成为亿万富翁。创建了 Berggruen Group(伯格鲁恩集团)。

⑨ virtual directory: 虚拟目录,每个 Internet 服务可以从多个目录中发布。通过以通用命名约定(UNC)名、用户名及用于访问权限的密码指定目录,可将每个目录定位在本地驱动器或网络上。虚拟服务器可拥有一个宿主目录和任意数量的其他发布目录。其他发布目录称为虚拟目录。

⑩ LinkedIn: 和 Facebook 相似,但是属于不同的服务。LinkedIn 是世界领先的职业人士网络,而 Facebook 是一个大众社交网络。LinkedIn 会员的平均年龄是 41 岁,家庭平均年收入在 109 000 美元左右,都是职业人士。LinkedIn 允许人们收集稀有的和有价值的信息,以一种可扩展的方式经营自己的人脉,以最有效的方式与人们联系、交流。为用户提供的商务联络服务大部分是免费的。

⑪ RESEARCH IN MOTION: 通信公司,曾在无线通信技术上取得突破性进展,并在移动通信市场上处于世界领先地位。

⑫ Network Solutions: 也称 NTSL,是美国一个大型域名服务商,提供互联网域名注册和 IP 地址分配等服务,包括微软和 IBM 在内很多大公司域名均由其管理。

⑬ Digitrad: 法国通信服务供应商,提供网络托管互动语音服务。

WORDS AND PHRASES

revolutionize [ˌrevəʊl(j)u:ʃənaɪz] v. 革命,改革

on the move 在活动中

quaint [kweɪnt] 离奇有趣的

- access [ˈæksɪs] n. 通路, 访问
- interactive [ˌɪntərˈæktɪv] adj. 相互作用的, 交互性的
- slate [sleɪt] v. 指定, 安排
- go live 上线, 开始活动
- at first blush 乍一看
- exploit [ɪksˈplɔɪt] v. 开拓, 开发
- authorize [ˈɔːθəraɪz] v. 批准, 认可
- governing body 主管团体
- oversee [ˈəʊvəsiː] v. 检查, 视察
- sanction [ˈsæŋkʃən] v. 批准, 同意
- top-level adj. 最高阶层的
- domain [dəʊˈmeɪn] n. 领域, 域
- set aside 留出
- integrate [ˌɪntɪɡreɪt] v. 使成整体, 结合
- exclusive [ɪksˈkluːsɪv] adj. 唯一的, 高级的
- commercialize [kəˈmɜːʃəlaɪz] v. 使商业化
- prestigious [ˌprestiːdʒəs] adj. 享有声望的, 声望很高的
- scheme [skiːm] n. 计划, 方案
- retrieve [rɪˈtriːv] v. 检索
- gizmo n. 小发明
- painstakingly [ˌpeɪnstetʃɪŋ] adj. 辛苦的, 艰苦的
- intriguing [ɪnˈtriːɡɪŋ] adj. 迷人的, 引起兴趣的
- repercussion [ˌriːpə(ː)ˈkʌʃən] n. 弹回, 反响
- parlor [ˈpɑːlə] n. 店, 营业厅
- launch [lɔːntʃ] v. 发动, 发起
- spring up 发生, 萌芽, 生长, 出现
- battle-tested adj. 久经战争考验的
- designate [dɪˈzeɪneɪt] v. 指派, 指定
- registrar [ˌredʒɪˈstrɑː] n. 登记员, 注册主任
- criteria [kraɪˈtɪəriə] n. 标准
- opt to 选择
- entrant [ˈentrənt] n. 进入者, 新到者
- channel [ˈtʃænl] v. 引导
- leverage [ˈliːvərɪdʒ] v. 支持, 补充

complement ['kɒmplɪmənt] n. 补充
unified ['ju:nɪfaɪd] adj. 统一的
elevate ['elɪveɪtɪd] adj. 提高的
subscription [sʌb'skrɪpʃən] n. 订阅, 订购
dole out 少量发放

TERMS

venture capital 风险投资
private equity 私募基金
hedge funds 投机性投资
Internet Protocol 互联网协议
virtual directory 虚拟目录
domain owner 域名所有人
Web surfers 网民
Multimedia Phone Number 多媒体电话号码
voice-over-Internet communications 网络互动语音服务
Land Rush Period 优先正式注册期
vanity phone number 虚拟电话号码
virtual switchboard 虚拟交换面板
voicemail system 语音邮件系统
click-to-call solution 单击呼叫方案
voice-over-IP service 语音 IP 业务

EXERCISES

Exercise 1. Reading Comprehension

1. Telnic's method is revolutionary because _____.
A. it tries to use a new capacity in the Internet.
B. people can make friends on the Internet.
C. it has supplanted the traditional yellow page and while page.
D. it will enable friends to chat on the Internet.
2. According to the passage, Telnic is in _____.
A. America B. Britain C. Germany D. France