

<b>E1.2 : LANGUE ANGLAISE APPLIQUÉE À L'INFORMATIQUE ET À LA GESTION</b>
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*(partie écrite)*

Durée : 2 heures

Coefficient : 2

*L'usage d'un dictionnaire bilingue est autorisé.*

*Les calculatrices sont interdites.*

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### **BLUE AND DIFFERENT**

It comes in a translucent blue, futuristic conical case, is reviving the fortunes of *Apple Computer*, and could be pointing the way for the world's manufacturers of personal computers. It is the i-Mac, a consumer computer costing \$1,299, which has produced reactions from enthusiasm to suspicion among the rest of the industry. Significantly, 30 per cent of i-Mac owners appear to be first-time computer buyers.

So what is different about the machine ? Certainly not its operating system, which is not really innovative. The most obvious change is the style of its external design, being heavily emphasised by *Apple* in an advertising campaign with slogans such as "Chic. Not Geek". But the real innovation is its "plug and play" ease of use. For example, it comes in one piece, cutting down on the external wires that need attaching. And it has a "Universal Serial Bus" which allows printers and other devices to be plugged into any available socket. The computer will then sense its presence and reconfigure itself accordingly.

The technology behind the bus has been around for some time and is generally available, but most computer builders still insist on selling machines with a full range of differently shaped plugs to ensure every possible printer and peripheral can be attached. Apple has sacrificed that capacity in return for the certainty that when you have the right printer there is no looking at the back of the machine wondering how to plug it in. Similarly, speakers are built into the machine, rather than outside it. This means that you cannot upgrade them, but it means two wires less to get confused about. The lack of floppy disk drive also annoys computer enthusiasts. But Apple argues that most people use computers to get on to the Internet or to play games. They do not need a floppy drive and will be grateful not to have to worry about one.

There are already signs of other companies moving in a similar direction. In August 1998, Intel, the computer chip manufacturer, unveiled a prototype of a blue triangular computer and urged the industry to move in new directions. Andy Grove, chairman of Intel, which provided much of the underlying technology for the i-Mac, has complimented *Apple* on pointing the way forward for the industry. Brian Halla, chief executive of National Semiconductor, the big chip manufacturer, believes the i-Mac is an important step in getting a broader range of consumers online, in preparation for the day when services such as banking, shopping and even telephony are delivered via computer networks.

## ISDRANG

In 1999, *Apple* is due to launch its latest product : a cheap notebook aimed at the education market. It will be certainly different. Who knows, maybe green ?

Adapted from an article by Roger Taylor in *the Financial Times* – October 1998

### QUESTIONS

#### 1.- COMPRÉHENSION

(12 points)

Après avoir lu le texte en entier, vous traduirez le troisième paragraphe (lignes 13 à 22).

#### 2.- EXPRESSION EN ANGLAIS

(8 points)

Answer the following questions :

- a) *Apple* argues that floppy disks are no longer necessary. Do you agree ? Why or why not ?  
(80 words)            (3 points)
  
- b) Bill and Steve have a discussion about the respective advantages and disadvantages of i-Mac and PCs. Write the conversation. (150 words minimum)    (5 points)