xiaomi



Founded
2010

Location
China

Main areas
Smartphones, smart home/IoT, electric vehicles

Distinctive idea
Connected ecosystem + competitive pricing

Mission idea
Innovative technology at honest prices

Key fact
Products are available in 100+ markets.

SAMSUNG



Samsung Electronics founded
1969

Location
South Korea

Main areas
Smartphones, TVs, semiconductors, home appliances

Distinctive idea
Very broad electronics portfolio + strong hardware and semiconductor business

Key milestone
Galaxy smartphones launched in 2010.

Apple



Founded
1976

Location
USA

Main areas
iPhone, Mac, iPad, Apple Watch, services such as App Store, Apple Music, iCloud and Apple Pay

Distinctive idea
Integrated hardware, software and services + intuitive design

Key milestone
iPhone introduced in 2007.

Multiple choice

1. Which is the youngest company?

2. What is particularly important in Xiaomi's business model?

3. What makes Samsung different from the other two companies in the infographic?

4. Which statement best describes Apple's approach?

5. Why is 2007 an important year for Apple?

Which company...?

1. is particularly associated with an ecosystem of connected devices?

2. describes its mission as selling affordable products?

3. combines hardware, software and digital services?

4. comes from an English-speaking country?

True / False / Not available

1. Xiaomi was founded more than twenty years after Samsung Electronics.
2. Samsung's business is limited to products that consumers use at home.
3. Xiaomi's products are available in more than 100 markets.
4. Apple introduced the iPhone before Samsung launched its Galaxy smartphones.
5. The infographic says that Apple manufactures electric vehicles.
6. Samsung has a business related to semiconductors.

Vocabulary from the infographic

1. the main parts or fields of activity of a company →
2. something that makes a company or product different from others →
3. the date or event that represents an important moment in a company's development →
4. a group of connected devices that work together →
5. the physical equipment of a computer or electronic system →
6. computer programs and applications →

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