

7 Cell phones

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The Lightning by MobileTech

MobileTech is proud to introduce our most powerful **cell phone** yet, The Lightning. This new **cell phone** has a **touchscreen** display. Access different features with the simple tap of a finger! Inside the phone is a small yet powerful **lithium-ion battery**.

The Lightning, conveniently features **caller ID** and **call waiting**. You can also access **voicemail** and send **text messages**. The **voice activation** feature lets you place a call with a simple command. The phone also comes with a wide selection of **ringtones** to choose from.

With its access to a fast **3G network**, The Lightning lets you connect to the Internet quickly and easily. Use it to download a variety of **apps**. Its **Bluetooth** technology lets you communicate with computers and other devices through your phone.

This phone has everything you need and more. With The Lightning by MobileTech, you can connect with people and the Internet faster than ever!

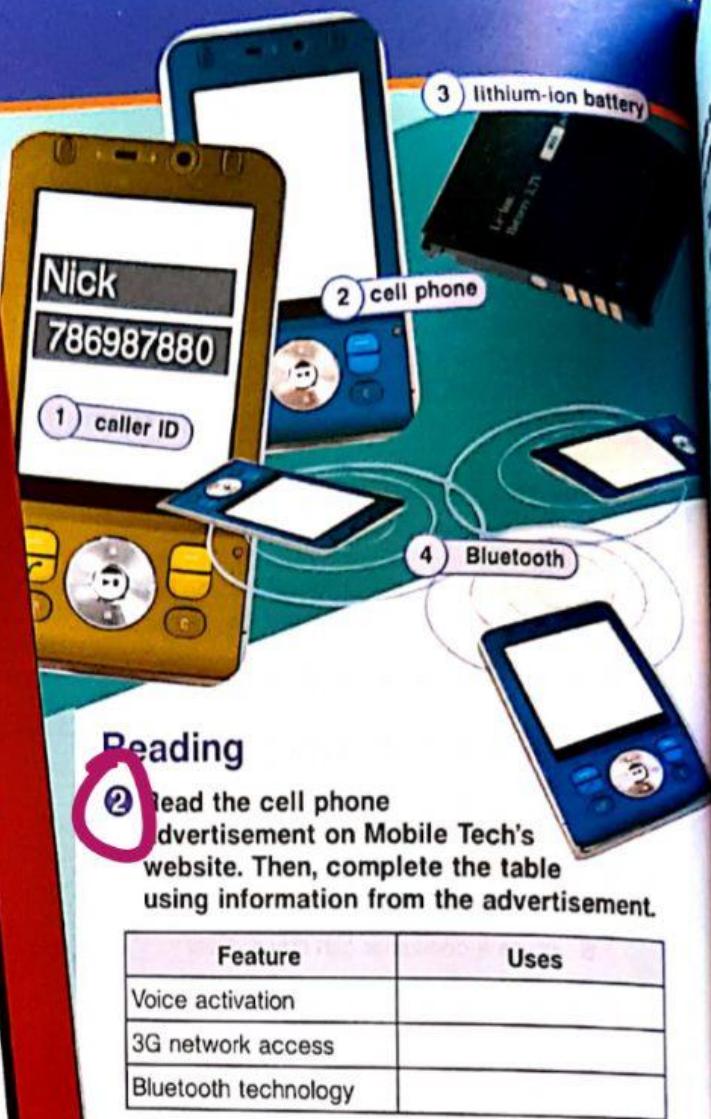


Get ready!

1 Before you read the passage, talk about these questions.

- 1 How have cell phones changed business?
- 2 What kind of features do cell phones have?

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Reading

2 Read the cell phone advertisement on Mobile Tech's website. Then, complete the table using information from the advertisement.

Feature	Uses
Voice activation	
3G network access	
Bluetooth technology	

Vocabulary

3 Match the words (1-7) with the definitions (A-G).

1	— Bluetooth	5	— text message
2	— voice activation	6	— call waiting
3	— lithium-ion battery	7	— voicemail
4	— 3G network		

A	a power source in cell phones
B	a short, written message sent to or from a cell phone
C	a cell phone feature that alerts users of incoming calls during another call
D	a feature that calls a number by speaking instead of by dialing
E	a feature that lets you leave or listen to an electronic message
F	a wireless network that connects a phone with other devices
G	a wireless network that sends and receives data