

Xiaomi becomes third-largest smartphone maker

31st December, 2014



COPYRIGHT
[HTTP://WWW.XIAOMI.COM/EN/MI3](http://www.xiaomi.com/en/MI3)

A four-year-old Chinese tech company has become the world's third-largest smartphone maker, behind Samsung and Apple. The

company is called Xiaomi Inc. It has also become the world's most valuable tech start-up and is more valuable than Uber, Dropbox, Pinterest and Snapchat. The Beijing-based company just raised \$1.1 billion in funding and is now worth \$45 billion. That makes it worth more than tech giants LG, Motorola and Sony put together. Xiaomi is also the world's fastest-growing smartphone maker. Its sales increased by 211 per cent in 2014. Its market share has also increased from 2 per cent to 5 per cent over the past year and it looks like that will increase further.

Xiaomi has a unique business model. It sells its phones for around what they cost to make. Profits come from apps and software. It also makes its customers follow the company. Many Xiaomi users in China are very loyal fans of the company. The company uses marketing campaigns that give fans the chance to win prizes. This makes the company very popular. Bin Lin, Xiaomi co-founder and president, said: "We will strive to continue bringing innovation to everyone, with a goal of producing high-quality, high-performance devices with great user experience." However, not everyone is a fan of Xiaomi. Apple's chief designer Jonathan Ive said Xiaomi stole the design of its phone and many ideas from Apple.

Sources: CNN / CNET / WSJ

Writing

No company can copy Apple iPhone. Discuss.

Chat

Talk about these words from the article.

a four-year-old / valuable / start-up / funding / tech giants / sales / market share / business model / profits / loyal / fans / popular / innovation / chief designer / design

True / False

- The company Xiaomi was founded in 2002. T / F
- Xiaomi is more valuable than both Dropbox and Pinterest. T / F
- Xiaomi is worth more than LG and Sony put together. T / F
- Xiaomi's market share more than doubled last year. T / F
- Xiaomi makes a lot of profit from selling its phones. T / F
- The company attracts fans by using competitions and prizes. T / F
- The president of the company is called Mr Xiaomi. T / F
- Apple's chief designer is a big fan of Xiaomi's phones T / F

Synonym Match

- | | |
|-----------------|-----------------|
| 1. maker | a. rose |
| 2. raised | b. combined |
| 3. put together | c. try hard |
| 4. increased | d. more |
| 5. further | e. special |
| 6. unique | f. manufacturer |
| 7. loyal | g. well-liked |
| 8. popular | h. collected |
| 9. strive | i. head |
| 10. chief | j. faithful |

Discussion – Student A

- What do you think of the different smartphone companies?
- How important is a smartphone to you?
- How have smartphones changed people's lives?
- What do you think of Xiaomi Inc. becoming so big so quickly?
- Would you buy a Xiaomi phone?
- What are the best and worst things about smartphones?
- How big do you think Xiaomi will become?
- What do you think Apple and Samsung think about Xiaomi?

BreakingNewsEnglish - The Mini Lesson

Phrase Match

- | | |
|-----------------------------------|-----------------------------|
| 1. A four-year-old Chinese | a. funding |
| 2. the world's most valuable tech | b. fans |
| 3. raised \$1.1 billion in | c. increase further |
| 4. Its market | d. designer |
| 5. it looks like that will | e. model |
| 6. Xiaomi has a unique business | f. start-up |
| 7. Profits come from | g. devices |
| 8. loyal | h. share has also increased |
| 9. high-performance | i. apps and software |
| 10. Apple's chief | j. tech company |

Discussion – Student B

- What is unique about Xiaomi's business model?
- What companies are you loyal to, and why?
- Do you like campaigns where you can win prizes?
- Which company is the most innovative in the world?
- How important is innovation?
- What's your favourite device, and why?
- Do you think Apple will sue Xiaomi?
- What questions would you like to ask the boss of Xiaomi?

Spelling

- the world's most lbaevalu tech start-up
- The Beijing-desab company
- sdeair \$1.1 billion
- tech gastin
- Its market hreas
- it looks like that will increase huerfrt
- Xiaomi has a euunqi business model
- apps and awrftoes
- its sstmoucre follow the company
- marketing pgnacsima
- bringing nnoaonivti to everyone
- high-performance edievcs

Answers – Synonym Match

1. f	2. h	3. b	4. a	5. d
6. e	7. j	8. g	9. c	10. i

Role Play

Role A – Facebook

You think Facebook is the best tech company. Tell the others three reasons why. Tell them why their companies aren't so good. Also, tell the others which is the worst of these (and why): Google, Apple or Sony.

Role B – Google

You think Google is the best tech company. Tell the others three reasons why. Tell them why their companies aren't so good. Also, tell the others which is the worst of these (and why): Facebook, Apple or Sony.

Role C – Apple

You think Apple is the best tech company. Tell the others three reasons why. Tell them why their companies aren't so good. Also, tell the others which is the worst of these (and why): Google, Facebook or Sony.

Role D – Sony

You think Sony is the best tech company. Tell the others three reasons why. Tell them why their companies aren't so good. Also, tell the others which is the worst of these (and why): Google, Apple or Facebook.

Speaking – Tech

Rank these with your partner. Put your favourite tech company at the top. Change partners often and share your rankings.

- | | |
|-------------|------------|
| • Facebook | • Google |
| • Yahoo | • WhatsApp |
| • Apple | • Spotify |
| • Microsoft | • Samsung |

Answers – True False

a	F	b	T	c	T	d	T	e	F	f	T	g	F	h	F
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Answers to Phrase Match and Spelling are in the text.