

英语二阅读真题同源过关练习连载七

文章来源：经济学家 段落：五段 字数：442 内容：科技

要求：A. 做题 B. 找到出题处 C. 挑五个句子翻译 D. 将文中单词认真背完

At Google, they call it the toothbrush test. Shortly after returning to being the firm's chief executive in 2011, Larry Page said he wanted it to develop more services that everyone would use at least twice a day, like a toothbrush. Its search engine and its Android operating system for mobile devices pass that test. Now, with a string of recent acquisitions, Google seems to be planning to become as big in hardware as it is in software, developing "toothbrush" products in a variety of areas from robots to cars to domestic-heating controls

Its latest purchase is Nest Labs, a maker of sophisticated thermostats and smoke detectors: on January 13th Google said it would pay \$3.2 billion in cash for the firm. Google's biggest move into hardware so far is its \$12.5 billion bid for Motorola Mobility, a handset-maker, in 2011. In recent months it has been mopping up robotics firms (see table), most notably Boston Dynamics, which makes two- and four-legged machines with names like BigDog and Cheetah that can walk and run. Google's in-house engineers have also been busy working on driverless cars and wearable gadgets such as Google Glass.

Nest takes Google into the home-appliance business, which is how another, much older American conglomerate got started. General Electric (GE) produced its first electric fans in the 1890s and then went on to develop a full line of domestic heating and cooking devices in 1907, before expanding into the industrial and financial behemoth that is still going strong today. The common factor shared by GE's early products was electricity, something businesses were then just learning to exploit. With Google's collection of hardware businesses, the common factor is data: gathering and crunching them, to make physical devices more intelligent.

Why fork out so much for a startup that makes such banal things as thermostats? Paul Saffo of Discern Analytics, a research firm, argues that Google is already adept at profiting from the data people generate in the form of search queries, e-mails and other things they enter into computers. It has been sucking in data from smart phones and tablet computers thanks to the success of Android, and apps such as Google Maps. To keep growing, and thus to justify its shares' lofty price-earnings ratio of 33, it must find ever more devices to feed its hunger for data.

Other big technology firms are also joining the battle to dominate the connected home. This month Samsung announced a new smart-home computing platform that will let people control washing machines, televisions and other devices it makes from a single app. Microsoft, Apple and Amazon were also tipped to take a lead there.

1. some Google services are compared to toothbrushes because

- A. both would be necessities in daily lives
- B. both would be innovative and dazzling
- C. both would be cautiously used per day
- D. both would make lives more colorful

2. the word 'crunching' in paragraph 3 probably means

- A. smashing B. ushering C. analyzing D. observing

3. data can be acquired from all of the following sources Except

- A. search engines B. mobile phones C. panel PCs D. letters

4. we can infer from the last paragraph that

- A. many hi-tech companies are interest-driven
- B. many big technology companies want to expand their influences
- C. companies which win the battle can earn a deal of money
- D. competition in this field is getting increasingly severe

5. the most suitable title for this passage may be

- A. Google, amazing

B. Google, everywhere

C. Google, creative

D. Google, intelligent

答案: ACDDDB

At Google, they call it the toothbrush test. Shortly after returning to being the firm's chief executive in 2011, Larry Page said he wanted it to develop more services that everyone would use at least twice a day, like a toothbrush. 第一题答案出处 Its search engine and its Android operating system for mobile devices pass that test. Now, with a string of recent acquisitions, Google seems to be planning to become as big in hardware as it is in software, developing "toothbrush" products in a variety of areas from robots to cars to domestic-heating controls

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全文翻译:

在谷歌(Google), 有一种测试叫“牙刷测试”。在 2011 年, 拉里·佩奇(Larry Page)重新担任该公司的首席执行官, 之后不久他表示, 希望谷歌开发出更多能让每个人每天至少使用两次的服务, 就像牙刷一样。谷歌的搜索引擎和移动设备端的安卓(Android)操作系统都通过了这个测试。现在, 随着近期一系列的并购, 谷歌似乎打算成为硬件方面的巨头, 就像它在软件方面那样; 在从机器人到汽车开发再到家庭温控等领域中, 它已研发出众多“牙刷”产品。

谷歌的最新收购对象是先进恒温器和烟雾探测器的制造商 Nest Labs。1 月 13 日, 谷歌表示, 将以 32 亿美元现金收购该公司。在 2011 年, 谷歌以 125 亿美元竞购手机制造商摩托罗拉移动部门(Motorola Mobility), 这是谷歌到目前为止进军硬件市场后的最大一次收购。在最近几个月, 它收购是了几家机器人公司, 其中最著名的波士顿动力公司(Boston Dynamics), 该公司生产的“大狗”和“猎豹”等两条或四条腿的机器人能够走路和跑动。谷歌的内部工程师也一直忙于研发无人驾驶汽车和可穿戴设备, 例如谷歌眼镜(Google Glass)。

Nest Labs 的收购帮助谷歌进入了家用电器市场, 这正是美国一家大型企业集团开始的地方。在 19 世纪 90 年代, 通用电气(GE)生产出第一台电风扇, 随后在 1907 年开发出全系列的家庭取暖和烹饪设备, 最终成为工业和金融巨头, 如今依然实力强大。通用电气早期的产品有一个共同点——电力, 这在当时还是一个刚刚开始探索的领域。谷歌的硬件业务也有一个共同点——数据, 通过数据的收集和分析, 使物理设备变得更加智能化。

为什么花大价钱收购这种生产温控器等普通产品的公司呢? 研究公司 Discern Analytics 的保罗·萨弗(Paul Saffo)认为, 谷歌已经很善于利用搜索查询、电子邮件和其它操作产生的数据来获利。得益于安卓以及谷歌地图(Google Maps)等应用程序的成功, 它还从智能手机和平板电脑上获取了大量数据。为了保持增长, 并支撑高达 33 倍的市盈率, 它必须比以往任何时候找到更多可提供数据的设备。

其它大型科技公司也开始争相占领联网家庭市场。本月, 三星(Samsung)发布了新款智能家居计算平台, 使人们可通过一个应用程序来控制洗衣机、电视机和其它设备。微软(Microsoft)、苹果(Apple)和亚马逊(Amazon)也争相涌入该市场。