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This is the VOA Special English Technology Report.

Electronics were among the most requested gifts this holiday season. The Consumer Electronics Association has studied holiday gift buying in the United States for the past eighteen years. Jim Barry is a spokesman for the CEA. We spoke with him last week, just before many Americans exchanged Christmas gifts. He said buyers this year planned to spend a little more than they did last year.

JIM BARRY: "And, what they said they were going to buy, the top five were - tablet computers, laptops, TVs, e-readers and video games. And that, as it turns out, here as we get close to Christmas, is what people are actually buying."

Tablet computers were the most popular electronic gift this year. Laptop computers finished second. Apple **released** its iPad 2 tablet computer in March. The company is expected to release the iPad 3 next year. Jim Barry says the iPad continues to lead the way in the tablet market.

JIM BARRY: "iPads are the leader in tablet computers, and tablet computers are the top of the list of what folks said they were going to buy this year. And, probably north of eighty percent of the tablets being **sold up** until now have been Apple iPads."

But, Mister Barry says that is starting to change. He says there are now more choices and less costly tablets available. They include the new Kindle Fire from Amazon-dot-com. E-readers were number three on the CEA's holiday gift wish list this year. Mr. Barry says that came as a surprise to more than a few people.

JIM BARRY: "Some folks thought that the popularity and success of the tablet computer would mean sales of e-book readers would go down. Well that hasn't happened. Sales of e-book readers have more than doubled this year. We're buying lots more. The leaders there continue to be the Kindle from Amazon and the Nook from Barnes and Noble, along with the e-reader from Sony."

Amazon released its Kindle Fire just in time for Christmas. The new Kindle is a **touchscreen** tablet computer. Unlike the earlier e-reader, this one is in color and it lets users explore the World Wide Web.

The Kindle Fire sells for one hundred ninety nine dollars. This is several hundred dollars less than the iPad. However, it is about the same price people paid last year for

the Kindle 3G Wireless. So the big question on a lot of people's minds this year was whether or not to wait for the price to come down.

JIM BARRY: "This is the challenge of the early adopter. You know one of the great things about consumer electronics is that the prices get lower as the stuff gets better. And that's not true of automobiles, or furniture or houses, and so forth. So as the prices get lower, if you bought earlier you may feel a little bit of that 'well I wish I had waited.'"

Mr. Barry says falling prices are a major **plus** for electronics sales.

JIM BARRY: "That's one of the reasons why consumer electronics devices - TVs and everything else really - do relatively well, even in this type of difficult economy."

He gives another reason why electronics were popular as Christmas gifts.

JIM BARRY: "They're really cool so you're pretty much guaranteed that if you give one of these things to someone as a gift, they're going to be happy they got it."

And that's the VOA Special English Technology Report. Transcripts, MP3s and podcasts of our reports are at voaspecialenglish.com. Follow us on Facebook, Twitter, YouTube and iTunes at VOA Learning English. I'm June Simms.

[page] 词汇解释[/page]

1.release v.发布

A new movie is to be released tonight.
今晚要发行一部新电影。

2.touchscreen n. 触屏

The touchscreen keyboard is amazing.
轻触式的键盘很棒！

3.plus n. 好处;有利因素[(+for)]

His new job has several pluses, one of which is a large salary.
他的新工作有几个好处,其中之一是薪水高。

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1.JIM BARRY: "iPads are the leader in tablet computers, and tablet computers are the

top of the list of what folks said they were going to buy this year. And, probably north of eighty percent of the tablets being sold up until now have been Apple iPads."

sell up 卖掉(全部家产等)

She will feel having to sell up her old home.
卖掉她的旧住宅,这会是她难过的。

I shall have to sell up to pay all my debts.
我将不得不卖掉我的东西来还债。

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这里是美国之音慢速英语科技报道。

电子产品是这个假期要的最多的礼物，消费者电子协会（CEA）研究了过去18年间美国的节日礼物消费。Jim Barry是CEA的发言人，我们上周采访了他，采访后不久许多美国人就开始交换圣诞礼物。他说，消费者今年的购买量比去年多些。

Jim Barry：“消费者说他们最想购买的五大产品是：平板电脑、笔记本电脑、电视机、电子阅读器和视频游戏。如今圣诞节马上来临，事实证明，这确实是人们购买的东西。”

平板电脑是今年最受欢迎的电子产品，笔记本电脑位居第二。苹果公司三月份发布了ipad 2平板电脑，并计划于明年发布ipad 3。Jim Barry说ipad将继续在平板电脑市场上处于领先地位。

Jim Barry：“ipad是平板电脑的领导人，而平板电脑又列位人们称今年最想买的产品之首。可能至今为止销售的平板电脑中，超过80%的销售量属于ipad的。”

不过，Barry说这个趋势正在改变。他说目前有更多可供选择的平板电脑，价格也更低，包括亚马逊新推出的Kindle Fire。电子书、阅读器在CEA今年的假日礼单上排名第三，Barry说这令很多人大吃一惊。

Jim Barry：“有的人认为，平板电脑这么受欢迎，这么成功意味着电子阅读器销售的下降。事实上并非如此，今年的电子阅读器销售已经至少翻了两倍，销售量还会增加。遥遥领先者仍是亚马逊的Kindle、Barnes and Noble的Nook和索尼阅读器。”

亚马逊赶着圣诞节推出了Kindle Fire，这款新的Kindle是触屏平板电脑，与之前的阅读器不同，这款是彩色的，用户还可登录万维网。

Kindle Fire售价为199美元，比ipad要便宜几百美元，然而，这跟去年购买Kindle 3G无线网络的价格一样，所以今年很多人想的是，要不要等到价格下降了再买。

Jim Barry：“这对早期购买者来说是个挑战，要知道，消费类电子产品的最大特点是，随着性能优化，价格随之下降。它跟汽车、家具、房屋等不同。所以如果买的早，一旦价格下降，你可能会想‘要是等等就好了。’”

Barry说，价格下降是电子产品的一大优点。

Jim Barry：“这就是为什么即使在现在的经济困难时期，电视和所有消费类电子产品销量还不错。”

他解释了电子产品作为圣诞礼物受欢迎的另一个原因。

Jim Barry：“电子产品确实很酷，我能保证，如果你拿电子产品送人，人家会非常高兴。”