

亚马逊新招：会员买安卓手机打五折！

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导读:为促进旗下手机销售业务的发展，亚马逊日前又出新招，该网站高级会员在购买两款指定安卓手机的时候将享受五折优惠。



Amazon is slashing prices for two Androids listed on the site.

亚马逊正在对其网站上的两款安卓手机进行降价销售。

The e-commerce giant announced it is now selling some models for as low as \$50, in exchange for the ability to pre-install Amazon apps and show users more ads on the phone.

亚马逊此前曾宣布将网站上的部分机型进行降价销售，价格可能低至50美元。作为交换，该公司将在手机中预装亚马逊的应用软件，并且向购买改款手机的用户推送更多的广告。

Customers can choose between the latest Motorola Moto G and the BLU R1 HD, but consumers will have to wait until July 12th to receive either.

消费者们有两种选择--最新款的摩托罗拉Moto G和蓝光R1，但是他们必须要等到7月12日才能够将购买的手机拿到手。

Not only is there a wait for the handsets, those who do not have an elite Prime membership

cannot reap the benefits of this compelling deal at all.

除了要等一段时间才能拿到货以外，不是该网站高级会员的人将不能够享受这一优惠。

However, for those who do pay the \$99 a year can have their choice of the two handsets that are up to 50 percent off the full retail price.

但是对那些每年支付99美元的人（指会员）来说，他们能够购买这两款机型，还可以享受最高5折的优惠。

The all-new BLU R1 HD is only \$49.99 (retails at \$99.99) and the new fourth-generation Motorola Moto G is \$149.99 (retails at \$199.99).

一个崭新的蓝光R1只卖49.99美元（原价99.99美元），第四代摩托罗拉Moto G只卖149.99美元（原价199.99美元）。

Both smartphones are offered unlocked and users will not be forced into a contract, which means they can choose the carrier they prefer.

两款手机都提供解锁服务，而且用户不会被强迫签订使用合同，这意味着用户们可以按自己的喜好来选择运营商。

However, The BLU is GSM, so it is only compatible with T-Mobile and AT&T, while users who opt-in for the Moto G can choose any US carrier.

但是，蓝光手机运载的是全球移动通信系统，因此它只兼容T-Mobile和AT&T协议，但是选择Moto G的用户们可以自由选择任何的美国运营商。

'Customers love the freedom of unlocked phones—it's the fastest growing category within cell phones on Amazon.com—so we set out to find a way to make them even more affordable for our Prime members,' said Laura Orvidas, Vice President, Consumer Electronics, Amazon.com .

亚马逊电子产品消费部门副总裁劳拉表示说：“消费者们喜爱解锁手机的自由性--这是亚马逊网站上手机产品中增长最快的门类--因此我们决定设立一种渠道，让我们的高级会员们更能买得起这些手机。”

'We currently offer low prices supported by lockscreen offers and ads on our Fire tablets and Kindle e-readers, and they've been a hit—in fact, the vast majority of customers choose the

lower-priced option.

“我们目前之所以能够提供这么低的价格，是因为我们得到了来自锁屏以及在Fire平板电脑和Kindle电子阅读器上的广告的支持--事实上他们很受欢迎--大多数消费者都会选择价格更低的商品。”

'Now we're lowering prices in a similar way on new, unlocked smartphones, working with two of our best-selling brands, BLU and Motorola.'

“现在我们给一些新产品采取了类似的降价措施，我们两款卖得最好的手机--蓝光和摩托罗拉--，它们都被解了锁。”

This move is similar to how Amazon approaches 'special offers' with its own Fire Tablets.

这一举措和亚马逊之前对其Fire平板电脑所采取的“特别优惠”措施类似。

Consumers can purchase a device for a discounted price, but will see targeted ads for Amazon and third-party devices when the screen is locked.

消费者们能够以折扣价格买到一款手机，但是在手机锁屏时，他们会收到亚马逊和第三方机构的广告。

When consumers receive an offer they find interesting, whether in a notification or the locked screen, they can just tap to learn more or simply dismiss it if they do not want it, claims the firm.

据亚马逊公司声称，如果消费者们对其接收到的广告感兴趣（无论是在通知中看到还是在锁屏时的广告推送中看到），他们可以点击了解详情，而如果消费者不感兴趣，他们只要把它关闭了就行。

The second part of the this deal includes Amazon, Amazon Music, Amazon Video, Prime Now and Audible being pre-installed from the moment you power on your discounted smartphone.

按照该协议第二部分的规定，消费者们拿到折扣手机后，只要一开机，包括亚马逊、亚马逊音乐、亚马逊视频、Prime Now和Audible等软件就会被预装在手机里。

These apps can be removed from the home screen, but are permanently installed in the phone.

这些应用软件可以从手机屏幕上移除，但是被永久安装在手机里，不能删除。

Announcing this new discount may be Amazon's way to stay in the smartphone business without having to produce their own, as its Fire Phone was a complete flop.

这一新折扣是亚马逊的一项策略，从而使得该公司继续经营智能手机业务而不用生产他们自己的手机，因为亚马逊之前推出的自主品牌Fire手机完全就是一个失败品。

Amazon launched its first mobile phone in a blaze of publicity, in a bid to take on Apple and Google.

为了和苹果与谷歌竞争，亚马逊之前声势颇大地推出了该公司第一款手机。

The handset, also known as the 'holophone' was initially sold in the US and was dogged with rumours of floundering sales.

这款手机（也被称为“全息录音机”）最初在美国销售，有谣言说它的销售情况很残念。

Amazon first launched its handset in June 2014 with Jeff Bezos proclaiming: 'It's time to whip the crown from Apple.'

亚马逊在2014年的时候推出了该公司第一款手机，当时杰夫·贝索斯宣布说：“是时候把苹果从王座上拉下来了。”

But within just one year of being on the market, the e-commerce giant seemingly pulled its Fire Phone - without really giving a reason to why.

但是在上市后不到一年的时间，亚马逊似乎把Fire手机下架了--都没有真正给出一个原因。