e3a

CONCOURS ARTS ET MÉTIERS ParisTech - ESTP- POLYTECH

QCM – ANGLAIS MP - PC - PSI

Durée 1 h

Si, au cours de l'épreuve, un candidat repère ce qui lui semble être une erreur d'énoncé, d'une part il le signale au chef de salle, d'autre part il le signale sur sa copie et poursuit sa composition en indiquant les raisons des initiatives qu'il est amené à prendre.

Pour cette épreuve, l'usage des machines (calculatrices, traductrices,…) et de dictionnaires est interdit.

AVERTISSEMENT

- Chaque candidat vérifie qu'il a le bon document-réponse identifié en haut à gauche, par son centre d'écrit, son numéro de table, son nom et sa date de naissance.
- Seul un stylo bille ou feutre de couleur noire est autorisé pour répondre.
- Une réponse est constituée par une croix dans l'une des quatre cases A, B, C ou D de la première ligne.
- En cas d'erreur, ne pas raturer, mais utiliser la seconde ligne réponse en cochant la case souhaitée.
- Pour annuler une réponse, cocher les quatre cases de la seconde ligne.

INSTRUCTIONS GÉNÉRALES

Définition et barème :

QCM en trois parties avec quatre propositions de réponse par item.

I.	Compréhension :	12 questions (10 points sur 20)
II.	Lexique :	12 questions (5 points sur 20)
III.	Compétence grammaticale :	15 questions (5 points sur 20)

Réponse juste : +3
Pas de réponse : 0
Réponse fausse ou réponses multiples : –1

Instructions :

Lisez le texte et répondez ensuite aux questions.
Choisissez parmi les quatre propositions de réponse (A, B, C ou D) celle qui vous paraît la mieux adaptée. Il n'y a qu'une seule réponse possible pour chaque item.
Reportez votre choix sur la feuille de réponse.

Tournez la page S.V.P.

ANGLAIS

AUGMENTED REALITY: APPLE AND GOOGLE'S NEXT BATTLEGROUND

This year the next big battleground between the titans of the smartphone industry will be augmented reality, as both Apple and Google duke it out with new phones, cameras and systems designed to provide Terminator vision – or Pokémon Go on steroids – to the masses. Augmented reality (AR) is nothing new. Many people's first experience of the concept was seeing through the eyes of Arnold Schwarzenegger's T-800 Terminator in James Cameron's 1984 blockbuster. The movie showed the Terminator's vision overlaid with information about subjects, objects and objectives.

But after failed attempts at making that concept a reality for the mass market, with Google Glass and others, AR was thrown back into the spotlight in July 2016 with the launch of Pokémon Go, which overlaid the mini-beasts bobbing about in the real world for players to catch. While Google has had AR systems in place with its Project Tango technology from 2014, which ended up in specialised tablets and smartphones from Lenovo and Asus, it was Apple which recently took the spotlight with its ARKit that is due to be released as part of iOS 11 in the coming weeks.

While Apple's system doesn't rely on specialist hardware, as with Google's Tango, and may lack some of the skills that dedicated sensors afford, ARKit is due to roll out to not only Apple's anticipated next iPhone, but also on smartphones as old as the iPhone 6S from 2015. […] For AR to become a thing that the mainstream actually enjoy and use requires scale. Because the majority of Apple's iPhone users all update their smartphones to the latest versions of the company's iOS almost in unison with its release, it, more than any other technology company, has the leverage to reach the scale required to make big investments in the software and apps by developers viable.

Big investments, particularly in the early stages of a new technology, mean better products, greater penetration with consumers and a greater likelihood of success, if the big software houses buy into the idea and the user base expands to a critical mass. "AR is big and profound," Apple chief executive Tim Cook told investors earlier in August. "And this is one of those huge things that we'll look back at and marvel on the start of it." Google isn't resting on its laurels. While its Tango system may not be going anywhere, the Android maker announced a brand new system called ARCore that takes a similar approach to Apple's ARKit in that it doesn't require special depth sensors to operate. […]

Neither Apple nor Google are pushing AR for the sake of technology. When Pokémon Go launched to great success it proved there could be a business case for some form of AR, with Apple expected to make $3bn from in-game purchases from Pokémon Go players made through its App Store over two years. And that's just one platform. The riches are there for the AR platforms that succeed, which could provide another important revenue stream for both Apple and Google following a decline in smartphone sales as buyers hold on to existing handsets longer.

While Apple will have the instant lead in smartphone-based AR come the autumn with the release of iOS 11, more advanced AR which involves pointing a smartphone at something and using the camera to overlay virtual objects or information on the real world still has yet to gain it's "killer app". Many have tried, from early pioneers Word Lens and Blippar, but other than feeding users additional ad experiences, none have really come close to a convincing must-have or at least must-try experience.

Visualising objects in the home for shopping may come the closest in the near future. Michael Valdsgaard, a developer with the furniture chain Ikea, called Apple's ARKit "rock solid", noting that it could estimate the size of virtual furniture placed in a room with 98% accuracy, despite lacking special sensors, making an AR furniture catalogue viable for iPhone and iPad users in the millions. The fruits of Ikea, and other developers' labour, is expected in the autumn. But smartphones are expected to be just a stop on the road to AR technology embedded in broader world around us.

Blaber said: "The technology has clear scope to evolve into form factors such as a heads-up display and ultimately a head-worn device ... but like Google Glass, it faces an enormous hurdle of consumer acceptance. Nonetheless, this is where the real potential lies. AR and VR are largely considered to be two distinct use cases, but CCS Insight believes they will ultimately merge. In this scenario, a single head-worn device would be able to seamlessly switch between an opaque screen for VR, to a transparent one for AR applications. It could become a converged solution that complements and potentially even replaces the smartphone, depending on the context." […]

Adapted from *The Guardian*
August 30, 2017

I. COMPRÉHENSION

Choisissez la réponse qui vous paraît la plus adéquate en fonction du sens du texte.

1. From line 1 to line 7, it should be understood that:
(A) Apple is more interested in augmented reality than Google.
(B) Both Apple and Google want to develop their interest in augmented reality.
(C) Neither company is interested in it.
(D) Apple has already used it successfully.

2. From line 8 to line 13, it should be understood that:
(A) Apple was a pioneer in the use of AR.
(B) AR had been used by other companies before.
(C) Google was first to invest in AR.
(D) Google Glass has been the only attempt made by Google.

3. From line 14 to line 20, it should be understood that Apple's system:
(A) is more specialized than Google's.
(B) is not perfect.
(C) is based on sophisticated hardware.
(D) is intended for specialists only.

4. From line 14 to line 20, it should be understood that Apple:
(A) has great chances of succeeding with AR.
(B) has few chances of succeeding.
(C) needs many more developers to succeed.
(D) has sent a message to all their users.

5. From line 21 to line 28, it should be understood that:
(A) The product quality is not linked to the money invested.
(B) The more you invest, the better the product.
(C) You never need to invest a lot to succeed.
(D) Consumers only buy the best products.

6. From line 21 to line 28, it should be understood that ARKit and ARCore:
(A) have similar features.
(B) are quite different.
(C) have respectively been developed by Google and Apple.
(D) have little chance of success.

7. From line 29 to line 35, it should be understood that:
(A) Pokemon Go is a very profitable game.
(B) Apple has made little money out of the game.
(C) Neither Apple nor Google are driven by money.
(D) Google is no more interested in the game.

8. From line 29 to line 35, it should be understood that smartphone users:
(A) are more and more numerous.
(B) less and less numerous.
(C) keep their phone longer.
(D) often change phones.

9. From line 36 to 41, it should be understood that Apple:
(A) has reached the peak of its AR development.
(B) has still some progress to make.
(C) has been congratulated by its users.
(D) has released a "killer app".

10. From line 42 to line 48, it should be understood that Ikea:
(A) has approved of Apple's ARKit.
(B) has strongly criticized ARKit.
(C) finds ARKit useless.
(D) has totally rejected ARKit.

11. From line 49 to line 55, it should be understood that:
(A) AR is very popular among consumers.
(B) The popularity of AR has yet to be developed.
(C) AR is more adapted to certain devices.
(D) AR should not be used in some devices.

12. From line 49 to line 55, it should be understood that AI and VR:
(A) are too distinct to be united.
(B) must always be used separately.
(C) are already used together in the same device.
(D) can get intermixed.

II. LEXIQUE

Choisissez la réponse qui vous paraît la plus appropriée en fonction du contexte.

13. « duke it out » (line 2) means:
(A) reveal
(B) compare
(C) fight
(D) innovate

14. « bobbing about » (line 10) means:
(A) disappearing
(B) changing appearance
(C) emerging
(D) moving up and down

15. « roll out to » (line 15) means:
(A) be different from
(B) be extended to
(C) be similar to
(D) be inspired from

16. « the mainstream » (line 17) means:
(A) the main device
(B) geeks
(C) most people
(D) addicted people

17. « leverage » (line 19) means:
(A) funds
(B) permission
(C) power
(D) equipment

18. « likelihood » (line 22) means:
(A) number
(B) probability
(C) popularity
(D) sign

19. « accuracy » (line 44) means:
(A) growth
(B) approximation
(C) mistake
(D) precision

20. « embedded » (line 47) means:
(A) bought
(B) sold
(C) enclosed
(D) removed

21. « scope » (line 49) means:
(A) intention
(B) influence
(C) basis
(D) capacity

22. « hurdle » (line 50) means:
(A) success
(B) obstacle
(C) quantity
(D) notice

23. « merge » (line 52) means:
(A) change
(B) evolve
(C) fuse
(D) emerge

24. « seamlessly » (line 53) means:
(A) easily
(B) apparently
(C) gradually
(D) slowly

III. COMPÉTENCE GRAMMATICALE

Choisissez la réponse adéquate.

25. The app .... very successful.
(A) says to be
(B) is told to be
(C) is said being
(D) is said to be

26. Before .... it, you should try it.
(A) buy
(B) to buy
(C) buying
(D) to buying

27. It is becoming ....
(A) more and more hard.
(B) more hard and more hard.
(C) harder and harder.
(D) more harder and harder.

28. You .... buy his device.
(A) ought not to
(B) do not ought to
(C) ought to not
(D) not ought to

29. Look behind you instead of ....
(A) dreaming.
(B) to dream.
(C) you dream.
(D) dream.

30. As soon as you ...., come and see me.
(A) are finishing
(B) finish
(C) will finish
(D) have been finishing

31. They are used .... the same devices.
(A) buy
(B) buying
(C) to buying
(D) to buy

32. They had better .... and see.
(A) waiting
(B) to wait
(C) wait
(D) to waiting

33. I .... a long time without any success.
(A) am trying
(B) was trying
(C) have been trying
(D) try

34. They need .... information to complete the project.
(A) furthest
(B) farther
(C) farthest
(D) further

35. If I ...., I .... buy it at once.
(A) were / would
(B) am / will
(C) was / would have
(D) was / will

36. They will never succeed .... the manager.
(A) to convince
(B) convince
(C) in convincing
(D) about convincing

37. They were asked .... apps.
(A) they would change
(B) changing
(C) to change
(D) to changing

38. .... are competitive.
(A) Both the companies
(B) Both companies
(C) The both companies
(D) Both of companies

39. The company .... in real estate last year.
(A) has invested
(B) was investing
(C) had invested
(D) invested

FIN