

1. Draw a list of all the apps present or evoked in the video

2. Draw a list of all the devices (=appareils) shown in the video

3. Which scenes/events do you remember?

4. Number the 16 following scenes according to the chronology of the video

3 people at a restaurant find themselves unable to post anything
a Japanese woman interrupts her Facetime session on her iPad
a man driving a horse-drawn cart
a very young boy playing on his iPad at breakfast starts screaming
the new employee places desk fountain on his desk and unplugs all the machines
3 hippies driving in a big city lose control of their car because their GPS is down
a couple and their daughter knocking at another couple's flat/appartment looking for an Airbnb
TV Host announcing the world's leaders discuss apocalypse
a bearded man holding a sign/placard which announces the imminent end of the world
a plastic surgeon about to operate on a couple who want to swap their faces
a woman and her child entering a second-hand App Store
a man standing on top of a car selling a pizza
Apple female employee welcomes new male employee to his temporary office #1
all the servers are down because of the power cut
a young black teenager watching all his apps disappear from his iPhone
people exercising at gym forced to stop monitoring their work-out session

5. Complete the text you can read on screen

APPLE _____ CUPERTINO, _____
App _____ Servers RA _____
All _____ by Christopher _____ 4: _____
_____ News “: _____ leaders discuss apocalypse – : _____
the _____ is nigh
_____ Surgery Center, Dr Chad Powszok _____ offering _____ swaps
_____ STORE
Keep _____ apps.
The world is _____ on you.
_____ to WWDC

6. Think of words to describe the various scenes in the video

7. Apple's message :

**Apple's idea of a world without Apps - WWDC 2017
(World Wide Developers Conference)**

TEACHER

1. Draw a list of all the apps present or evoked in the video

Candy Crush / Facetime / Instagram / Face swap / Maps / iTunes / iBooks / Reddit / Farm Ville 2 / tinder

2. Draw a list of all the devices (=appareils) shown in the video

Badge reader / earphones / iPod / iPhone / Apple watch / iPad / TV screens

3. Which scenes/events do you remember? (à marquer au tableau avant de distribuer 4)

4. Number the 16 following scenes according to the chronology of the video (repasser avec pauses si nécessaire)

3 people at a restaurant find themselves unable to post anything #5

a Japanese woman interrupts her Facetime session on her iPad #7

a man driving a horse-drawn cart #16

a very young boy playing on his iPad at breakfast starts screaming #8

the new employee places desk fountain on his desk and unplugs all the machines #2

3 hippies driving in a big city lose control of their car because their GPS is down #9

a couple and their daughter knocking at another couple's flat/apartment looking for an Airbnb #10

TV Host announcing the world's leaders discuss apocalypse #11

a bearded man holding a sign/placard which announces the imminent end of the world #12

a plastic surgeon about to operate on a couple who want to swap their faces #13

a woman and her child entering a second-hand App Store #14

a man standing on top of a car selling a pizza #15

Apple female employee welcomes new male employee to his temporary office #1

all the servers are down because of the power cut #3

a young black teenager watching all his apps disappear from his iPhone #4

people exercising at gym forced to stop monitoring their work-out session #6

5. Complete the text you can read on screen

APPLE DATA CENTER CUPERTINO, CA

App Store Servers RA 22

All Right by Christopher Cross 4:16

Breaking News "World leader discuss apocalypse – Live

the apocalypse is nigh'

Plastic Surgery Center, Dr Chad Powszok now offering face swaps

APP STORE

Keep making apps.

The world is depending on you.

Welcome to WWDC

6. Think of words to describe the various scenes in the video (except for the opening scene which is so peaceful!)

chaos, apocalypse, disaster, havoc, mess, Mad Max

7. Apple's message :

the world, and of course Apple, needs developers to make the little programs that now dominate our lives

Apple's idea of a world without Apps

<https://techcrunch.com/2017/06/05/apples-idea-of-an-apocalypse-is-a-world-without-apps/>

To kick off WWDC 2017 (World Wide Developers Conference), Apple gave us a glimpse of what the world would be like without apps.

In an opening video for the conference, a new employee at Apple haphazardly unplugs the App Store servers and sends the entire world into full-scale chaos.

In it, a new Apple employee finds himself housed in the company's Cupertino Data Center (hello, Silicon Valley!). While digging around for an outlet for his desk fountain (an iffy thing to have in a server room), he unwittingly unplugs the actual servers, resulting in the disappearance of apps on iPhones around the world, kicking off an instant global crisis.

Instagram gone, a young woman stands on the street shouting "Selfies?!", offering physical portraits of herself to folks running past. A group of travelers attempts to break into a home as the owners barricade the door — "This isn't an Airbnb!"

Without Waze and Google Maps, drivers seem to lose the ability to drive entirely, or read maps, crashing into each other, though everyone seems to escape these crashes safely.

In the wake of the Appocalypse, as the media calls it, folks are taking to an above-ground IRL black market App Store, with plastic surgeons offering Face Swaps, a Candy Crush table where users simply smash candy with a hammer and a Tinder hut with dudes showing off their stuff.

After the video, Tim Cook explained that this disastrous scenario could never really happen, framing how app-crazy we've all become as a way to lead into the company's yearly developer conference.

But some people on Twitter brought up how this might be a little insensitive, given the timing: And it is a bit technically and politically tone-deaf, as on the one hand, Apple is misrepresenting technical infrastructure while depicting car crashes and chaos as a joke. This, in a world where cyberattacks and their potential aftermath are an increasingly real threat, not to mention actual terrorist attacks.

That said, others seemed to react positively to the opening video.

Given the "riskiness" of this apocalypse theme, Apple clearly tried to approach this from the safest POV. For example, everyone in the car crashes seem to escape any real danger, and, interestingly, the only people in the Tinder booths are men. (Not to say that objectifying men is any more acceptable than objectifying women, but the basic premise of Tinder isn't necessarily Apple's fault.)

Plus, there is some core of truth in the video. We are shockingly dependent on our apps, and exaggeration is one of the most basic comedic devices.

Why Apple's Video That Imagines a World Without Apps Makes Me Sad

Stephen J. Bronner
Entrepreneur Staff
News Director
June 6, 2017

To open its Worldwide Developers Conference, Apple showed a video that imagines what the world would be like if people suddenly lost access to all the apps on their iPhones. In short: pure chaos.

In the three-minute spot, people lose the ability to navigate roads and cause accidents, one crazed woman hands out selfies and a couple actually swap faces by visiting a plastic surgeon. Funny, right? The point of the video was to show that the world, and of course Apple, needs developers to make the little programs that now dominate our lives.

But watching the video, I couldn't help but feel that it's a fairly accurate portrayal of our increasing dependence on our pocket computers. According to data from Pew Research Center, 77 percent of Americans own a smartphone, and seven in 10 are on social media. And if you think that this trend is just linked to millennials, think again: Nielsen found that people between the ages of 35 and 49 spend an average of six hours and 58 minutes a week on social media, compared with six hours and 19 minutes for 18- to 34-year-olds. Those over 50 only spend an average of four hours and nine minutes a week on social media.

A different study, by the Royal Society for Public Health, revealed that 91 percent of 16- to 24-year-olds use the internet for social networking, and found a connection between social media use and increased rates of anxiety, depression and poor sleep. It points out that rates of anxiety and depression have increased 70 percent in the past 25 years (which is longer than smartphones have been ubiquitous). The organization is calling for social media companies to introduce "heavy usage" warnings on their platforms.

"Social media has been described as more addictive than cigarettes and alcohol, and is now so entrenched in the lives of young people that it is no longer possible to ignore it when talking about young people's mental health issues," RSPH Chief Executive Shirley Cramer said in a statement accompanying the findings.

For many people, the smartphone in their hand is an extension of themselves. They just wouldn't be them without it. And that's what this Apple video brings to light.

But if you find this video speaks to you on a deeper level, do yourself a favor and take a break from technology every once in a while. Turn your phone off, explore the world without any help and resist that urge to take a picture and share it. And hey, maybe learn to navigate with a map.

APPLE DATA CENTER CUPERTINO, CA

Apple female employee welcomes new male employee to his temporary office

App Store Servers RA 22

Song : **All Right by Christopher Cross 4:16**

the new employee places desk fountain on his desk and unplugs all the servers

All the servers are down because of the power cut

a young black teenager watching all his apps disappear from his iPhone

3 people at a restaurant find themselves unable to post anything (2 blondes + 1 hipster)

People exercising at gym forced to stop monitoring their work-out session

a Japanese woman interrupts her Facetime session on her iPad

Young boy playing on his iPad while having breakfast starts screaming

3 hippies driving in a big city lose control of their car because their GPS is down

“Where are we, Man?” - “I don't know, Man” - chaos in the street
(Waze / Google Maps)

A couple knocking at another couple's flat/apartment looking for an Airbnb

“We need Airbnb” “This isn't Airbnb”

TV Host announcing the world's leaders discuss appocalypse

- **Breaking News “World leader discuss appocalypse – Live**

A young brunette selling / offering her selfies on paper (no Instagram)

A bearded man holding a sign/placard which announces the imminent end of the world
'the appocalypse is nigh'

A plastic surgeon about to operate on a couple who want to swap their faces

Plastic Surgery Center, Dr Chad Powszok now offering face swaps

a woman and her child entering a second-hand **APP STORE** –
swap shop/ black market store iBooks, iTunes, Reddit

A man standing on top of a car selling a pizza

A man driving a horse-drawn cart

Keep making apps. The world is depending on you. Welcome to WWDC

Apple Logo – Fade to white