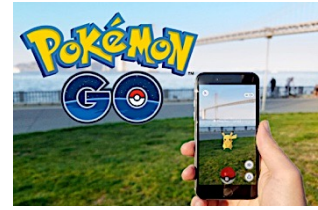


# READING EXERCISE

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## POKÉMON GO

1 On a recent summer evening, something strange happened in Prospect Park, in Brooklyn. As usual, People ran along the edge of Long Meadow and dog owners did their after-dinner duty. But this time, they were joined by a dozen people roaming around crazily, their zombie eyes fixed on glowing phone screens. This particular crowd was busy catching Pokémon, the virtual creatures at the heart of the latest out-of-nowhere smartphone craze.



2 Pokémon Go, released on July 6 for Apple iOS and Google Android devices, is the first game in the 20-year-old franchise specifically designed for mobile gadgets. Go, developed by San Francisco-based Niantic, employs a phone's GPS to make Pokemon appear near players' physical locations. Using the built-in camera, creatures pop up on the screen, integrated within the real world around them. Different types of Pokémon, which range from two-headed ostriches to plushy dragons, reveal themselves at different times of day in public places such as parks, museums, monuments encouraging outdoor exploration. The game is free to download but charges for optional digital items that can speed up players' progress.

3 Even in an era of viral trends and Internet-breaking videos, Pokemon Go became a thing at record pace. It reached to the top of the app charts, the fastest mobile game ever to reach No. 1 in terms of revenue, according to firm *App Annie*. The game's sudden popularity added \$7.5 billion to Nintendo, the Japanese firm partly owns the series' creator, market value in two days. According to Google Trends, "Pokémon" searches even surpassed those for football, even if it is only temporary.

4 Pokémon Go represents something well beyond previous hits like Candy Crush Saga or Farm Ville. It is a milestone for so-called augmented reality (AR), the practice of overlaying digital images on the real world via smartphone screen or head-mounted display. Companies from Ikea to Lockheed Martin have been experimenting with the concept for years. In March, Microsoft released a developer version of HoloLens, a prototype AR headset that can provide instructions for fixing a broken bathroom sink as well as play Minecraft in 3-D on your coffee table. Florida-based company Magic Leap, one of the most hyped ventures in tech, these days, like Waymo, Google's manless car, has raised over \$1 billion in funding, based largely on demos of its own still-developing AR technology that look like Pokémon Go.

5 But Pokémon Go successfully uses AR. it mixes the technology and the nostalgia of Pokémon, which peaked in popularity during the late 90s, when many adults were preteens. Furthermore, it changed the way of people from sitting in front of screen all day to walking to hunt for flash Pokémon's. The AR is still being upgraded by scientists. While technologists have been trying to perfect how AR works, Pokémon has provided one early answer for why you'd want it to.

6 The basic goodness or badness of AR –like any technology that proposes messing with the material of our reality– will be long debated. In science fiction, at least, the results are decidedly mixed. Star Trek's holodeck is a mostly beneficent tool for shared understanding; in Pat Cadigan's 1991 classic *Synners*, the augmentation of reality takes on a frightening, awful quality as it enables corporate interests and human sensualizm to be out of control by creating a chaos. Advanced AR could allow you to experience the world from another person's perspective—or lock you permanently into your own.

7 For now, it's mostly weird. Pokémon Go has generated **dystopian** news, like the one about the teen girl in Wyoming who ran across a dead body while hunting Pokémon, or the man in Holyoke, Mass., who found himself besieged by players when the game randomly designated his home a prime gathering spot. However, there were just as many reports of players being happy for having a reason to exercise, meeting with strangers who have the same interest and parents finding new ways to play with their kids.

8 These early anecdotes suggest how AR could reshape concepts of public space, for example, or make it more difficult to be out of new technology. The fundamental question AR asks of us will likely be: How do you coexist in a world where people literally see things you cannot? Whether it is ironic or merely to be expected is another matter. This future **dilemma** has been noticeable for us, as well.

1. According to paragraph 1 and 2, which of the following is FALSE?

- A) Niantic, a San Francisco firm, is the developer of Pokémon Go.
- B) Pokémons can be encountered at different places.
- C) Two-headed ostriches and plushy dragons are the main Pokémons.
- D) Pokémon Go is the the first game of Pokémon for mobile phones.

2. From paragraph 3, we can infer that Pokémon Go ---.

- A) is the fastest mobile phone game to gain the first place in terms of income
- B) has been searched by users more and more in time, according to Google Trends.
- C) is a viral trend and it is popular in the internet because of its massive records.
- D) breaks so many records all over the world so quick that people can't help using it.

3. In paragraph 3, the word "**those**" refers to -----.

- A) searches
- B) series
- C) Google Trends
- D) Nintendo and Pokémon Go

4. Which of the following is mentioned in the paragraph 4?

- A) HoloLens, developed by Microsoft can repair your broken sink or you can play games with it.
- B) Augmented reality overlays computer-created displays on the real world.
- C) Candy Crush and Farmville surpassed Pokémon go in terms of Augmented Reality.
- D) Magic Leap has earned more than \$ 1 billion from the sales of its own AR technology.

5. From paragraph 5, which of the following can be said?

- A) Pokémon Go makes preteens walk around their town as a regular basis.
- B) The term "Pokémon" reached its peak popularity in late 90s, with its cartoons and games.
- C) After Niantic released Pokémon Go, it has been upgraded by its users
- D) Pokémon Go answers the question why people want the Augmented Reality technology

6. According to paragraph 6, which of the following is TRUE?

- A) The goodness and badness of AR has created the longest debate among the people.
- B) Holodeck, occasionally, is a beneficial device in a popular movie.
- C) Science Fiction has been the most important inspiration for todays' technology
- D) AR technology can be seen in science fiction movies both in a good and bad way.

7. The word "**dsytopian**" in paragraph 7 is closest in meaning to ----.

- A) discouraging
- B) vital
- C) false
- D) realistic

8. We can understand from the paragraph 7 that ----.

- A) A boy ran across a dead body while hunting Pokémon
- B) Pokémon Go contributes to the relationship among people, even strangers
- C) Players are happy to meet with the man whose house randomly becomes a gathering spot
- D) Pokémon Go affects society so badly that people kill and break into houses

9. The phrase "**dilemma**" in paragraph 8 is closest in meaning to ----.

- A) contradiction
- B) truth
- C) life
- D) technology

10. Which of the following statements is TRUE according to the text?

- A) The future of AR is expected to be worse than today.
- B) The income of the Pokémon Go is expected to increase.
- C) The players of Pokémon Go have a reason to go out and exercise.
- D) One should pay money to play Pokémon Go.

KEY: 1C 2A 3A 4B 5D 6D 7A 8B 9A 10C