

Mobile Computing

by



The transformation of mobile phones into powerful computing devices is truly a technological marvel. This new class of computing device is very well equipped to provide all day active use, multiple days standby availability, high definition multimedia and compelling user interfaces, uncompromised Web 2.0 internet experience without sacrificing mobility, a healthy ecosystem providing competitive solutions focused on innovation, differentiation, and consumer experience.

The three most popular and widely employed mobile computing platforms are Apple, Blackberry™ and Google. All of these mobile computing giants have their own operating systems (OS) and computing applications are developed according to the specific requirements of individual computing platforms. The operating system of Apple is iOS, Blackberry's operating system is RIM and Google has its own operating system for smartphones known as Android. As of October 6th 2011, research firm ComScore

has reported that Android has taken a more commanding lead over iOS in the U.S. According to ComScore, Android secured 43.7 percent of the U.S. smartphone OS market during the three-month period ending on August 2011, jumping 5.6 percentage points from the 38.1 percent market share it had at the end of May 2011. Blackberry™'s RIM on the other hand came in third place in ComScore's findings with 19.7 percent market share. That figure is down 5 percentage points from its 24.7 percent share in May 2011. The total number of people who owned smartphones in the U.S. during the three-month period ending in August grew 10 percent from the prior three-month period to 84.5 million.

The above mentioned stats are alarming for Research in Motion, the company which makes Blackberry™. However, Blackberry™ still remains a good choice for mobile computing. Amongst the corporate sector, RIM continues to dominate as the preferred choice of smartphone. This is largely due to the robust, compact and practical design of Blackberry™ phones and the sturdiness of RIM.

The key reasons for the success of the iOS are Apple's constant innovation reflected in all its products, the ecosystem Apple has created that includes iOS itself, and Apple's app store that has over 500,000 apps for its iPhone. With Google's entry into the device market through August 15th acquisition of Motorola's Mobility, it will be interesting to see if Apple is able to fight this tidal wave and hold on to its market share without the services of its visionary founder, Steve Jobs.

Due to the open source nature of the Android operating system and Google's impressive architecture behind Android, the platform has grown quickly to be the most popular smartphone operating system. Android powered phones are manufactured by a wide variety of manufactures such as HTC, Samsung, Google, Nexus, LG, Motorola, etc.

But the technological transformation of mobile or cell phones does not stop here. Smartphones are going through a transformation phase yet again and this time they are being transformed into Tablets or Tablet PC's. Smartphones did not threaten the existence of laptops, notebooks or PC's, but the Tablet is doing exactly that, and is doing it at a rapid pace. Consumers and users are rapidly switching on to Tablet PC's as it offers more convenience, freedom, excitement and practicality. Enterprises, their employees and individuals want real-time, on-demand access to content, the Internet, and business applications. As such, the tablet is emerging as an alternative to the laptop and the smartphone to provide access to these business functions.

Mobile search company Taptu has released a detailed report showing that the future of the Mobile Web is likely to be dominated by cross-platform browser-based mobile web sites - rather than apps (a.k.a. native apps) built specifically for iPhone, Android, or any other platform. Taptu's study found that 81 percent of smartphone users use their phones to browse the web but only 68 percent use an app.

According to Gartner Inc., a well-known technology research firm, "We remain bullish on the opportunity for the media tablet market forecasting over 320 million units sold in 2015, with cumulatively over 900 million sold by the end of that year. The tablet market is certainly one that PC, mobile phone and personal consumer electronics manufacturers cannot avoid or ignore, as it is an integral part of consumers' and enterprises' computing continuum and mobility".

Data Dynamics has resources with experience in developing and deploying mobile applications on Android, Blackberry™, and iPhone platforms that are fast and friendly to use and exploit the full power of the web.

For more information, contact:

info@datadynamics-inc.com