# *Social Media & Mobile Handheld Devices: The Platforms, Operating Systems, devices& Applications*

## The wireless last mile & User Interface choices

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# *Social Media & Mobile Handheld Devices: The Platforms, Operating Systems, devices& Educational Apps*

❖**Does it matter what devices  we use ? Yes.**

❖**Does it matter to know the  platform& operating system we use ? Yes again.**

❖**Why does it matter?**

**Facebook and Twitter Access via Mobile Browser Grows by Triple-Digits in the Past Year**

**Social Networking Penetration via Browser Reaches 30% among Smartphone Owners**

❖**Mobile devices: The Last Mile & Final Frontier**

❖**Mobile's outnumber PC's by many times and this rising faster than before**

❖**Some applications & how to choose your Mobile**

❖**Now the boring techie stuff :->)**

## Social Media & Mobile Handheld Devices: The Platforms, Operating Systems, devices& Educational Apps

Mobile Phones, and Smartphones in particular, are changing the way we will do many things,

From accessing Social Media sites, to augmented reality, to instant purchases, photography, music, the list goes on.

With mobile phone technology capable of doing multiple tasks, rivaling basic notebooks in computing power, & outnumbering the PC's good to know what  type of devices & OS work best to match your needs

I believe the next killer App in social media will be leveraging   location (GIS) to our networked communication.

**The impact of operating systems and the ways in which users interact with them via their smartphone is crucially important to operators and the future development of the mobile market**

Share of Smartphones is rising fast and more than 50% chance your next buy will be smart one

Good to know what's behind the screen & why does it matter

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❖What is an Operating System(OS)?

❖**A Mobile operating system is the <u>operating system</u> that controls a <u>mobile device</u>— similar in principle to an operating system such as <u>Linux</u> or <u>Windows</u> that controls a desktop computer**

❖ **And there are many OS . Which one works for you is what matters ?**

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❖Mobile OS deal more with the wireless versions of broadband & local connectivity, mobile multimedia formats, & different input methods.

❖Mobile Operating systems market

Intense competition in mobile technology brings high importance for mobile OS with Cos. like Apple, Microsoft, Nokia & Google playing a bigger role.

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Why is the Mobile OS market changing so fast?

Merging of Several Areas

Smart Phones

Pervasive Computing

Mobile Operating Systems

Sensor Networks

Technologies are coming together here!

Sensors and phones are being networked together in a variety of applications

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**List of mobile operating systems**.

* Symbian OS developed by Symbian Foundation , still the largest market in the mobile OS but not for long.

   * RIM BlackBerry OS- designed for business use.

   * iPhone OS - Apple Inc & derived from MAC OS X.

   * Windows CE- Microsoft & has Windows Mobile 6 especially for touch screen devices.

   * Android -Google Inc a Linux based platform & the one which will rule the Mobile Desktop space

   * Linux OS used by Motorola&DoCoMo in China & Japan.

   * Palmweb OS developed by Palm Inc.

   * Bada by Samsung developed especially for touch screen

❖& many others which don't count

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The Symbian OS & its successor Symbian platform from the Symbian Foundation (36.6% Market Share Sales Q3 2010)

**Symbian largest share in most markets worldwide**, but lags behind North American market. Its largest shareholder &customer, is Nokia, in all markets except Japan.

Used by many major handset manufacturers, including BenQ, Fujitsu, LG, Mitsubishi, Motorola, Nokia, Samsung, Sharp, and Sony Ericsson. **Current Symbian-based devices are being made by Fujitsu, Nokia, Samsung, Sharp, and Sony Ericsson**

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iOS from Apple Inc. (16.7% Market Share Sales (closed source, proprietary)

The Apple iPhone, iPod Touch& iPad all use iOS, derived from Mac OS X.

Third party applications were not officially supported until the release of iOS 2.0 on July 11th 2008.

**Before this, "jailbreaking" allowed third party applications to be installed, and this method is still available.**

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**Windows Mobile (closed source, proprietary**)

The Windows CE OS & Windows Mobile middleware widely spread in Asia.

2 improved variants of this OS, Windows Mobile 6 Professional (for touch screen devices) and Windows Mobile 6 Standard, added in February 2007.

**Criticized for having a user interface which is not optimized for touch input by fingers; instead, it is more usable with a stylus. However, unlike iPhone OS, it does support both touch screen and physical keyboard configurations**.

Windows Mobile's market share has sharply declined in recent years to just 5% in Q2 of 2010. Microsoft is phasing out the Windows Mobile OS to specialized markets & focusing on it's new platform, Windows Phone.

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**Linux operating system (open source) (2.1% Market Share Sales Q3 2010, non-Android Linux-based OS's only**)

Linux strongest in China - used by Motorola,& in Japan, used by DoCoMo.

**Rather than being a platform in its own right, Linux used as a basis for a number of different platforms developed by several vendors, including Android, LiMo, Maemo, Openmoko and Qt Extended, which are mostly incompatible**.

PalmSource (now Access)  moving towards an interface running on Linux. Another platform based on Linux is being developed by Motorola, NEC, NTT DoCoMo, Panasonic, Samsung, and Vodafone.

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**Palm webOS from HP** (certain parts open sourced) and Palm OS/Garnet OS from Access Co. (closed source, proprietary)

   Palm webOS is Palm's next generation operating system.

**PalmSource traditionally used its own platform developed by Palm Inc**.

Access Linux Platform (ALP) is an improvement that was planned to be launched in the first half of 2007. It will use technical specifications from the Linux Phone Standards Forum.

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Bada - Samsung Electronics (closed source, proprietary)

Samsung claims that bada will replace its proprietary feature phone platform, converting feature phones to smartphones The first device to run bada is called 'Wave'

The Wave is a fully touchscreen phone running the new mobile operating system. With the phone, Samsung also released an app store, called Samsung Apps, to the public. It has close to 3000 mobile applications.

Samsung don't see Bada as a smartphone platform, but as a platform with a kernel configurable architecture, which allows the use of either proprietary Real-time operating system (RTOS) kernel, or the Linux kernel. Though Samsung plans to install bada on many phones, the company still has a large lineup of Android phones.

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And the winner will be

Android from Google Inc. (25.5% Market Share Sales Q3 2010) (open source)

Android is a mobile operating system running on the Linux kernel.

Developed by Android Inc., later purchased by Google,& lately by the Open Handset Alliance.

Allows developers to write managed code in the Java language controlling the device via Google-developed Java libraries.

6 releases of Android- Android 1.0, 1.5, 1.6, 2.0, 2.1& 2.2. All nicknamed after a dessert item like Cupcake (1.5) or Frozen Yogurt (2.2).

‡‡Try it It's yummy :) My View Stay with Android  Buy Samsung Galaxy S

MeeGo from Nokia and Intel (open source,)


At the 2010 Mobile World Congress in Barcelona, Nokia & Intel both unveiled 'MeeGo' a brand new mobile operating system which would combine the best of Moblin and the best of Maemo to create a truly open-sourced experience for users across all devices.

***"Also ran" category in my view !***

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Happy to help guide, design your communication architecture, Platforms , OS & Mobiles.

Solicit questions now or welcome to contact me anytime .

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Thank  you for your attention

Manoj Pant  AUME Qutb Delhi 10 Dec 2010