



Mobile Application development

Alexey Buzdin

Speaker



Android and Java dev / Trainer at



co-organizer of



@AlexeyBuzdin



LArchaon



alexey@buzdin.lv



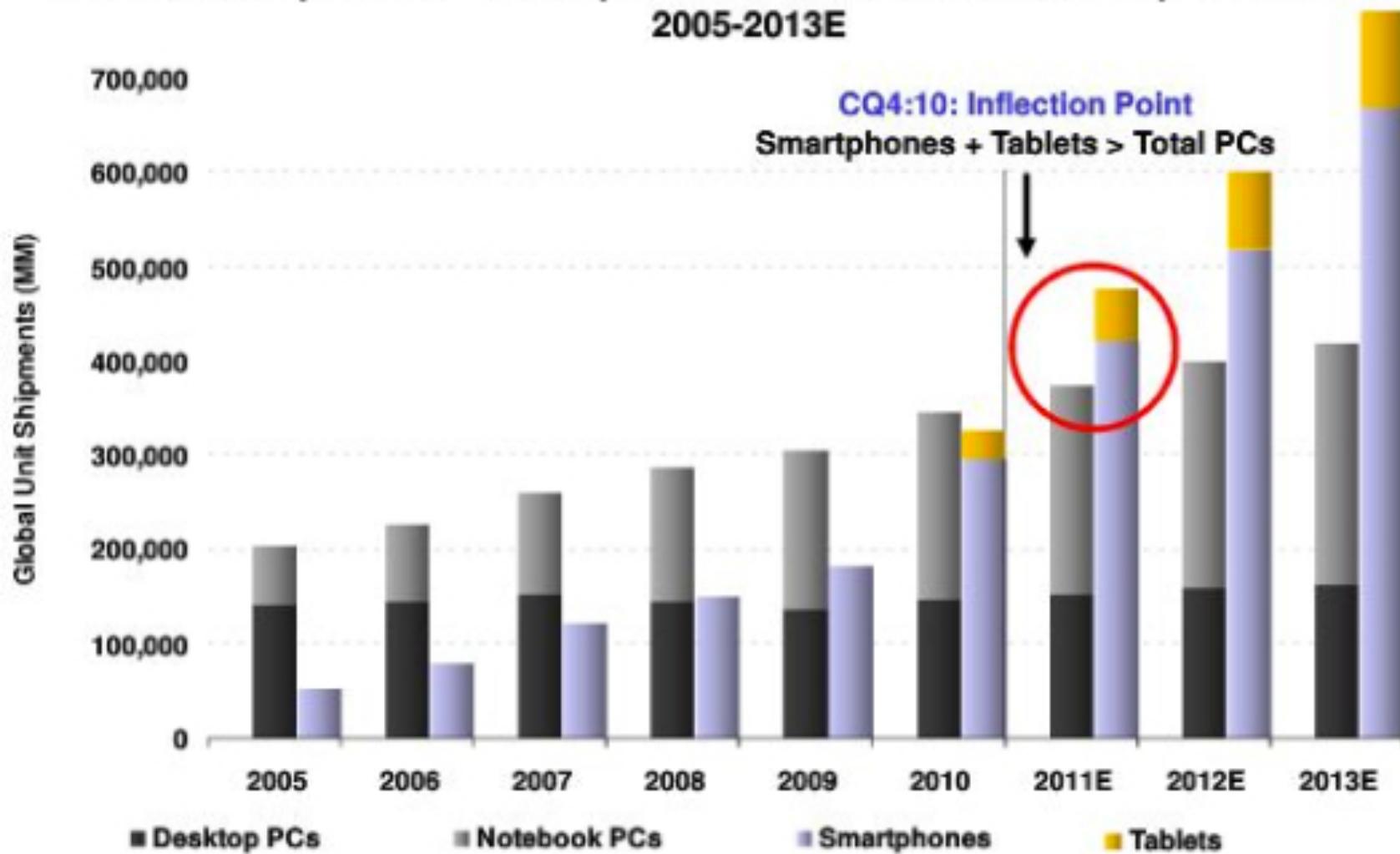
PC or
Mobile ?





Smartphone + Tablet > PC Shipments Since CQ4:10

Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones + Tablets,
2005-2013E



How do we choose a cell phone?

Software vs Hardware

CRITERIA

CRITERIA

OS
Size
Speed
Battery
Display
Camera
Popularity

Mobile OS

Mobile OS

MeeGo

iOS

Android

Windows Phone

FirefoxOS

BlackBerryOS

Symbian

bada

webOS

Sailfish OS

Ubuntu

Tizen

Mobile OS

MeeGo

iOS

Android

Windows Phone

FirefoxOS

BlackBerryOS

Symbian

bada

webOS

Sailfish OS

Ubuntu

Tizen



iOS





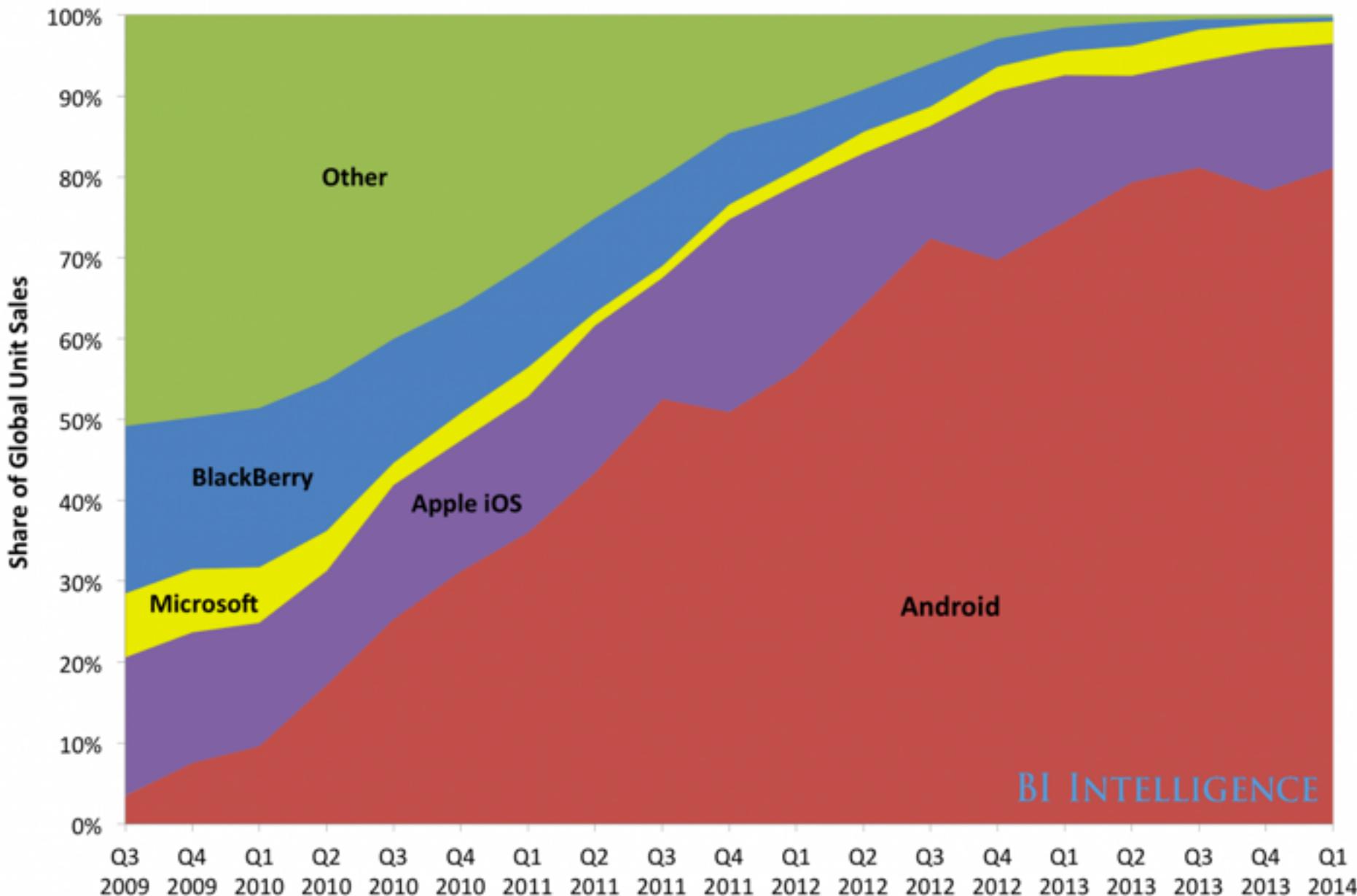
iOS





Why choose **Android**?

Global Smartphone Market Share By Platform



BI INTELLIGENCE

Android Pros

Free license

Google support

Open Source

No Small Market Censorship

Lots of powered devices

- Prices
- Size
- Hardware

Androiders

Acer

HTC

ZTE

Samsung

Asus

LG

Motorola

Panasonic

Sony

Alcatel

Dell

Huawei

Lenovo

Amazon

Archos

Prestigio

Alibaba



Android where?



Android Cons

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Open Source

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- Hardware

Lots of Devices



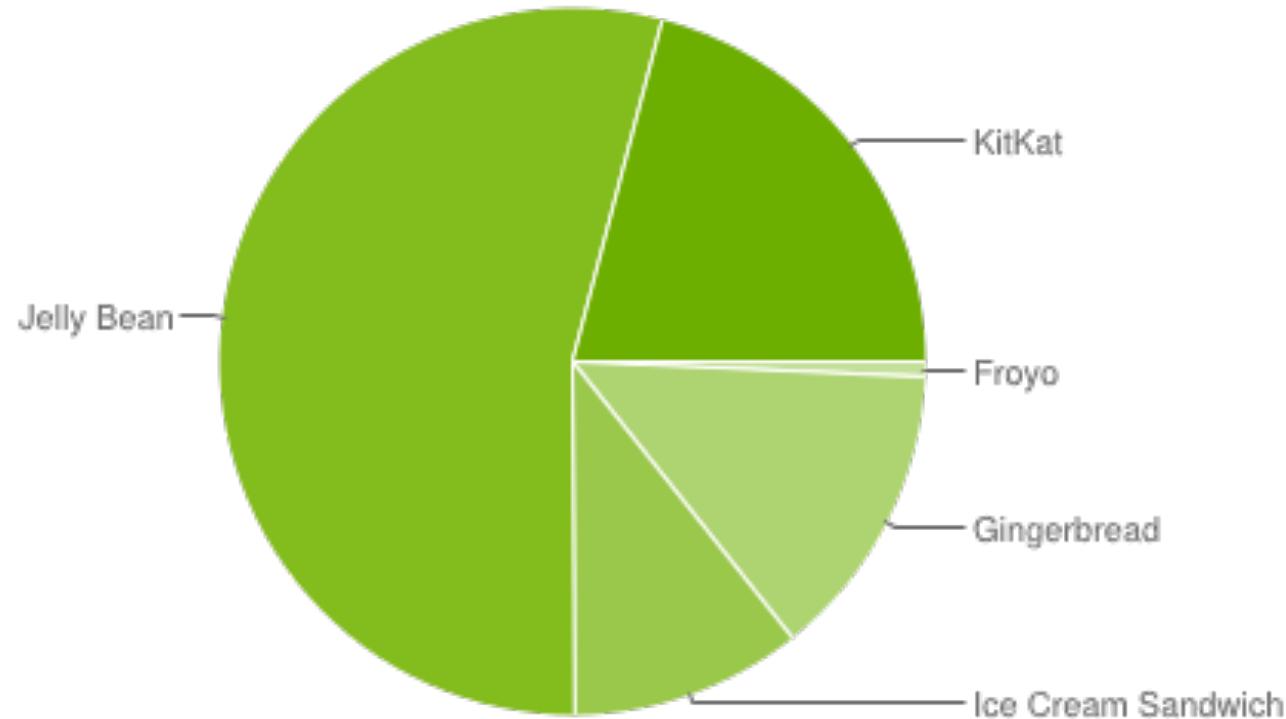
VS



Versioning



Version Statistics

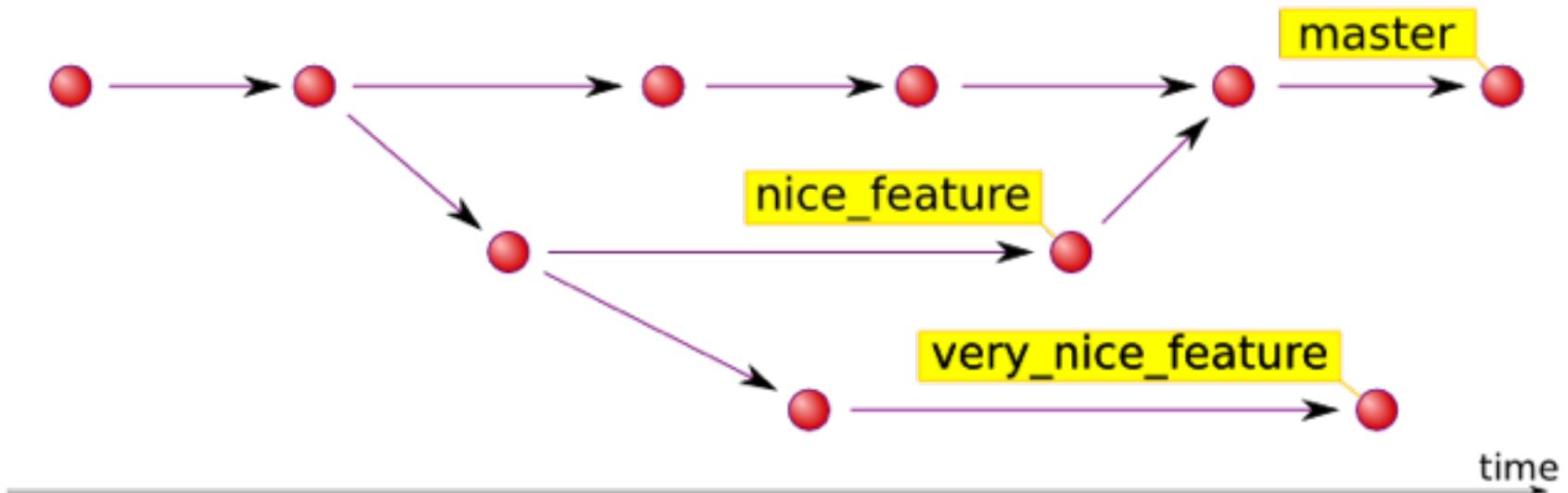


August 2014

Autumn 2014



Forking



HTC Sense



TouchWiz



MotoBlur



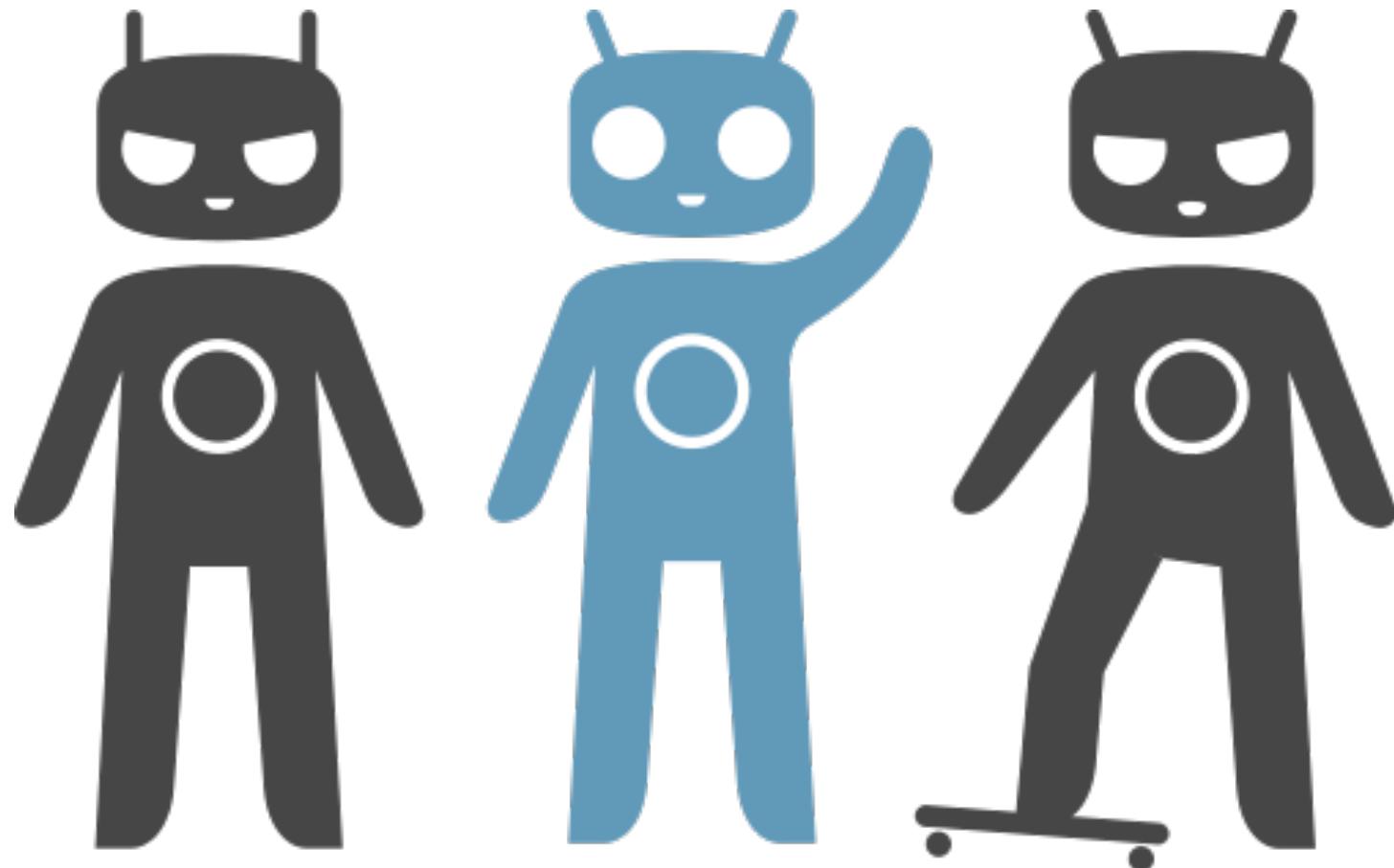
Kindle



Solution to Forking?



cyanogenmod



or

Nexus / Google Play edition



Android Summary



- Variety
- Cheap/er alternative
- Constantly growing/ improving
- Open for modification
- Though to choose the right Android
- If wrong, suffer from lags and slowness