The driving force behind cloud technology is mobility. So it makes sense that the cloud would be geared towards mobile devices in general. In fact, the cloud would not be as popular as it is right now without the success iOS and Android-based mobile devices. It’s no coincidence that smart phones and tablet PCs have raised in popularity at the same time as cloud-based services. The truth is, the cloud was always destined for mobile devices. The web is becoming less about ownership and more about access. You can access documents, emails, pictures, and now thousands upon thousands of songs all from your smart phone.

**How the Cloud Game is Changing**

First of all, cloud computing is no longer a mere curiosity. The cloud is deeply integrated into everyday computing solutions, and large-scale data management. If you’re an active participator in the web, you can’t escape the cloud. Secondly, as mobile as the cloud already was, it is even more mobile now. Cloud storage is a key component of any mobile device. With popular cloud services like DropBox and Spotify gaining widespread popularity, mobile cloud services have become the official deal-breaker for business and personal smart phone users alike. It doesn’t stop there; mobile cloud service providers that rely heavily on virtual private servers (VPS) are making major technological strides in making your data more accessible than ever.

**Trends in the Mobile Cloud**

* **Cloud Computing and Your Car –** The mobile cloud does not begin and end with your laptop, smart phone and tablet PC. Automakers all over the world are seeing the value of cloud computing, and how it is literally transforming how we access and share information. We are entering a world where you will be able to access and share information while on the road from your vehicle, making your car a functional mobile computing device. On one level, accessing the cloud from your car is a safety feature, keeping you from haphazardly using your smart phone while your driving. On the other hand, deep cloud integration into the automobile industry will be geared towards luxury cars, and high-end car enthusiasts, which goes against some of the accessibility principles of the mobile web.
* **Cloud Computing and Your Body –** Have you heard of Sparsh technology? Probably not, but you definitely need to. As questions over cloud security continue to surface, the bigger question seems to be, is your sharing and accessing your data throughout the cloud safe? According to MIT computer scientist, Pranav Mistry – inventor and developer of Sparsh, the best way secure your cloud data is by making your own body the password. This is where Sparsh comes in. The new cloud technology recognizes your physical touch and specific facial features as your personal password. Once you touch data on your device, it stores the data on virtual cloud servers for you to access later. This means when you use another touchscreen-enabled mobile device with Sparsh, you can access the same data with the touch of a finger. Pretty amazing, right?