Why Android Is The Most Popular Mobile Operating System In The World ?

Cupcake
1.5

Donut
1.6

Eclair
2.0

Froyo
2.2

Gingerbread
2.3

Honeycomb
3.0

Ice Cream Sandwich
4.0

Jelly Bean
4.1

KitKat
4.4
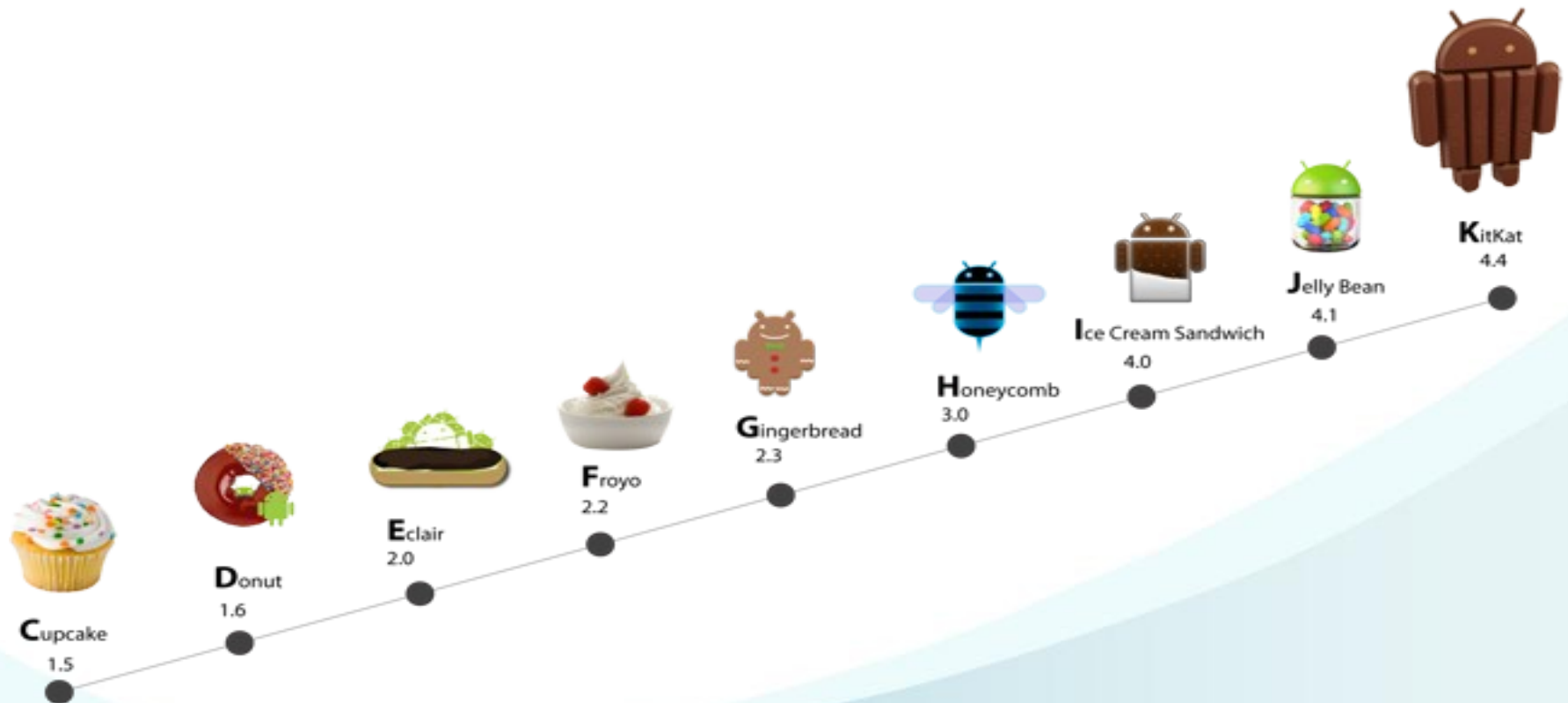
Android, The World's Most Popular Mobile Platform

- Android powers hundreds of millions of mobile devices in more than 190 countries around the world.

- It's the largest installed base of any mobile platform and growing fast—every day another million users power up their Android devices for the first time and start looking for apps, games, and other digital content.

- Android gives you a world-class platform for creating apps and games for Android users everywhere, as well as an open marketplace for distributing to them instantly.

Global Partnerships And Large Installed Base

- Building on the contributions of the open-source Linux community and more than 300 hardware, software, and carrier partners, Android has rapidly become the fastest-growing mobile OS.

- Android's openness has made it a favorite for consumers and developers alike, driving strong growth in app consumption.

- Android users download more than 1.5 billion apps and games from Google Play each month.

- With its partners, Android is continuously pushing the boundaries of hardware and software forward to bring new capabilities to users and developers.

- For developers, Android innovation lets you build powerful, differentiated applications that use the latest mobile technologies.

- Every day more than 1 million new Android devices are activated worldwide.

Powerful Development Framework

- Android gives you everything you need to build best-in-class app experiences.

- It gives you a single application model that lets you deploy your apps broadly to hundreds of millions of users across a wide range of devices— from phones to tablets and beyond.

- Android also gives you tools for creating apps that look great and take advantage of the hardware capabilities available on each device.

- It automatically adapts your UI to look its best on each device, while giving you as much control as you want over your UI on different device types.

- Easily optimize a single binary for phones, tablets, and other devices.

Open Marketplace For Distributing Your Apps

- Google Play is the premier marketplace for selling and distributing Android apps.

- When you publish an app on Google Play, you reach the huge installed base of Android.

- As an open marketplace, Google Play puts you in control of how you sell your products.

- You can publish whenever you want, as often as you want, and to the customers you want.

- You can distribute broadly to all markets and devices or focus on specific segments, devices, or ranges of hardware capabilities.

- 1.5 billion downloads a month and growing. Get your apps in front of millions of users at Google's scale.

Three Reasons to Pick Android

- Originally created by Google as an open-source project anyone could tinker with, Android has become the most widely used mobile operating system in the world.

- Almost every manufacturer of smartphones has at least one Android phone, with each one giving the platform its own spin

- Android will probably appeal to you if you love tailoring your mobile experience and want to play with the newest technologies.
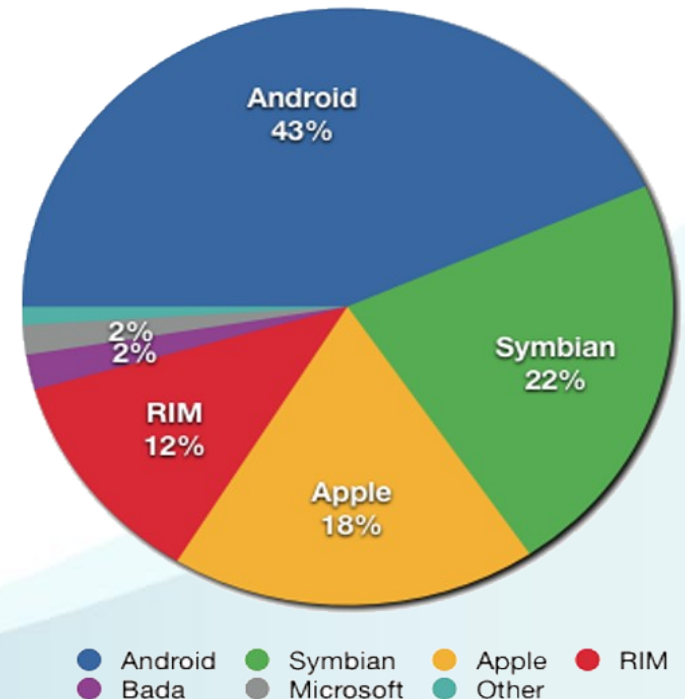
- This is because :

  Android is almost infinitely customizable

  The phones tend to have fun new features and technologies,

  You can have your pick of phone at any price point.

Android Is Almost Infinitely Customizable

- If you want to make your phone look and feel exactly the way you want and you have a moderate amount of technical knowledge to make it happen , Android will give you much more flexibility than iOS.

- Every part of the Android interface, from what the icons look like to what fonts you see, can be tweaked or switched out.

- And if you want even more control, you can root your phone, giving you access to the underlying operating system and letting you install anything you like.

- Along with hardware features you won't find on iPhones, such as IR blasters and NFC chips, Android phones often have unique extras that let you use your phone in fun and different ways, depending on the manufacturer.

- LG's new phone lets you turn the screen on by double-tapping it with your finger.

- Samsung's newer devices have eye tracking and facial recognition.

- While Apple tends to integrate new technologies very slowly, the best Android phones are always on the cutting edge.

You Can Have Your Pick Of Phone At Any Price Point

- Android is the default operating system for most of the phones that manufacturers offer.

- Between the various brands and the many devices they have at difference prices, there's plenty of variety for you to pick from.

- If you're on a budget, for example, you'll be able to find an Android phone for free with a two-year contract.

Conclusion

- **Android** is a great all-rounder which offers by far the greatest choice.

- Google's apps and prowess when it comes to cloud services also weigh in here, and if you're a big user of Google services already, Android definitely makes the most sense for you.

- One of its strengths is also one of its greatest weaknesses and that's the old fragmentation argument.

- It's hard to discuss Android as a single experience because there is a big gap between a premium flagship and a budget release, though Google is taking steps to close that gap.

- **iOS** is a slick platform that has matured well, and it offers an accessible, uniform experience.

- It has the best official library of apps, a huge range of interesting peripherals, and an excellent camera app that sums up Apple's focus on making things easy for the user.

- Apple also has tighter control which means updates are rolled out quickly across the board and security is generally better, partly due to the popularity of iOS devices in the enterprise.

- **Windows Phone** has perpetually played catchup since it debuted a few years ago.

- Microsoft struggles to keep up with the pace set by Apple and Google.

- The platform is solid and there are some intriguing improvements in 8.1, most notably Cortana, but we can't overlook the lack of apps and the lack of quality in the apps that do exist when compared to the big two.

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