

One more thing ...



## Introduction of iPhone (2007)

- 4GB flash memory, 128 MB DRAM, multi-touch interface
- runs iOS only proprietary apps at first but App Store opened in 2008, allow third party apps

# Android – an unexpected rival of the iPhone

Android Inc. founded by *Andy Rubin et al.* in 2003

- original goal is to develop an OS for digital camera
- shift focus on Android as a mobile OS

The startup had a rough time [story]

- run out of cash, landlord threatens to kick them out
- later bought by Google
- no carrier wants to support it except for T-Mobile
- while preparing public launch of Android, iPhone was released

Android 1.0 released in 2008 (HTC G1)

- In 2023, ~70% of mobile OS market (iOS ~13%)