

## ASSIGNMENT NO. 01

### Mobile 2.0

Mobile 2.0, is the term derived, following the same principles of web 2.0.

Mobile 2.0 has made many things possible which were earlier not possible, users can not only connect by voice, but also control various devices online. Web is transformed into a more agile and user focused medium, which can very swiftly deliver information to masses, users can share personalised content on the mobile and web, social media connectivity has become easier due to mobile 2.0, accesses have become easier, interlinked and just a touch away.

Wireless connectivity has improved significantly, texting, sending, viewing, listening and capturing have become easier to access. All these multi media features allow to convey rich multimedia content.

## Enablers of Mobile 2.0:

- 1) Easy availability of high speed mobile broadband access
- 2) Open access, affordable access to various software platforms, tools and technologies
- 3) Monetization opportunities due to huge demand

## Characteristics of Mobile 2.0:

- 1) The social networking has become mobile
- 2) The users are generators of content, site is run by content created by its users and contributors
- 3) Syncing various platforms, apps and devices to supply a very immersive and rich user experience
- 4) Its personal, always available, always connected.