

Changing The Mobile Industry one phone at a time

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- mobile industry is changing in significant fundamental ways
- rewind the clock
 - It has not been a great experience for developers or consumers
- compare to today
 - iPhone, Android, unlimited data plans
- we have hit a tipping point with openness being a major catalyst

change is good for entrepreneurs & consumers
can be good for operators

how bad could it have been?

Mobile History Lesson



how bad could it have been?



Google's mission is to organize the world's information and make it universally accessible and useful

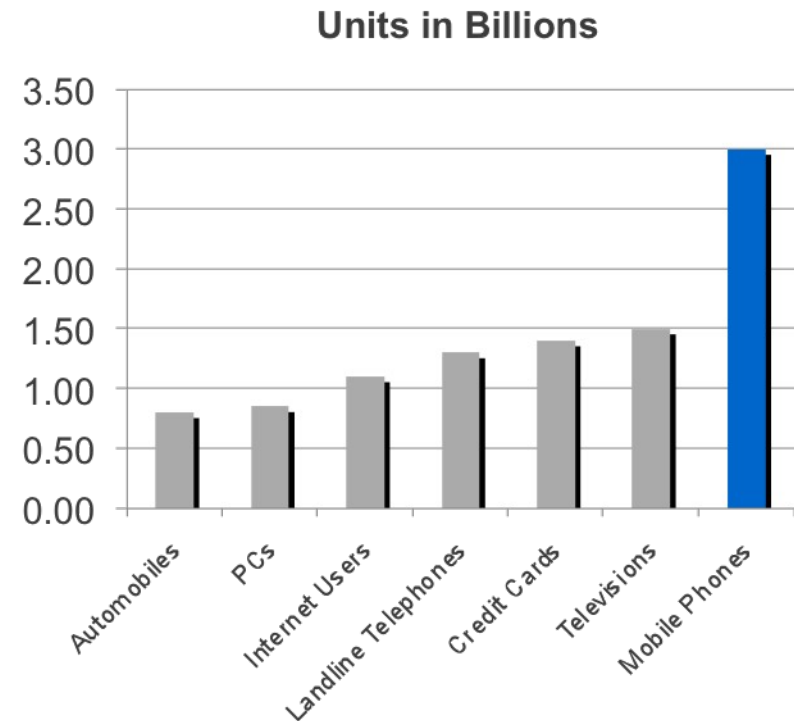
Why is Mobile Important?



There are roughly **~3 Billion mobile phone users** worldwide.
Over **1 Billion mobile handsets** were sold in 2007.

To put this in context...

	Worldwide units
Automobiles	800M
Personal Computers	850M
Landline Telephones	1.3B
Credit Cards	1.4B
Televisions	1.5B
Internet Users	1.1B
Mobile Phone Users	3B



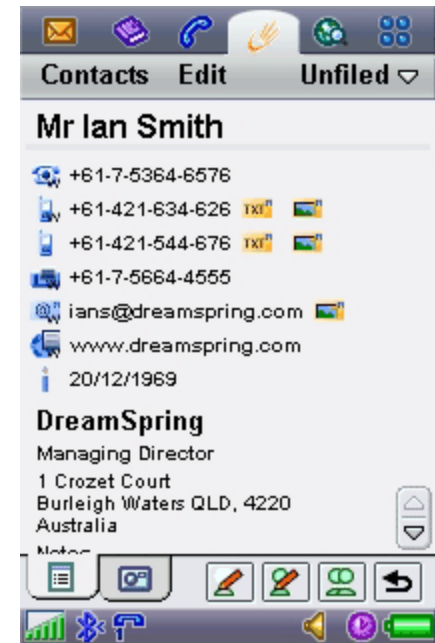
Why is it so hard..



this was the world we found

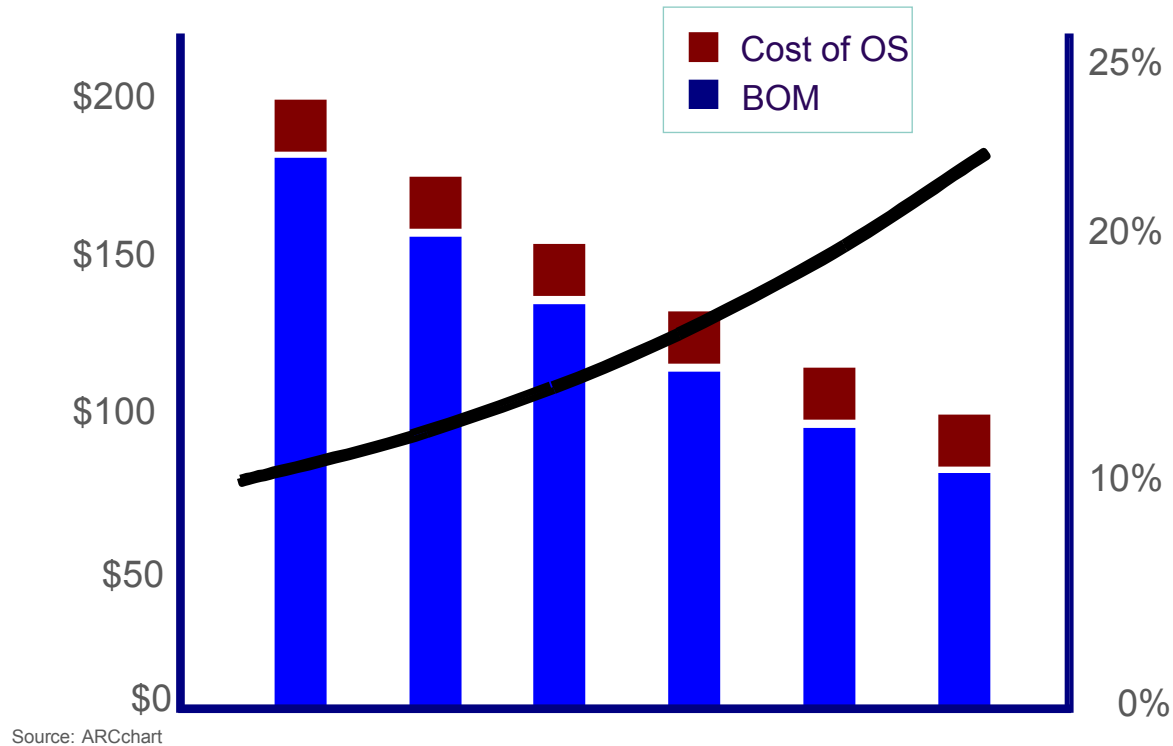
- billions of mobile users & a mission to connect with them
- tools for mobile development that were difficult use
- constrained devices
- mobile browsers that delivered a poor experience
- complex paths to get our applications to our users

Why is it so hard..

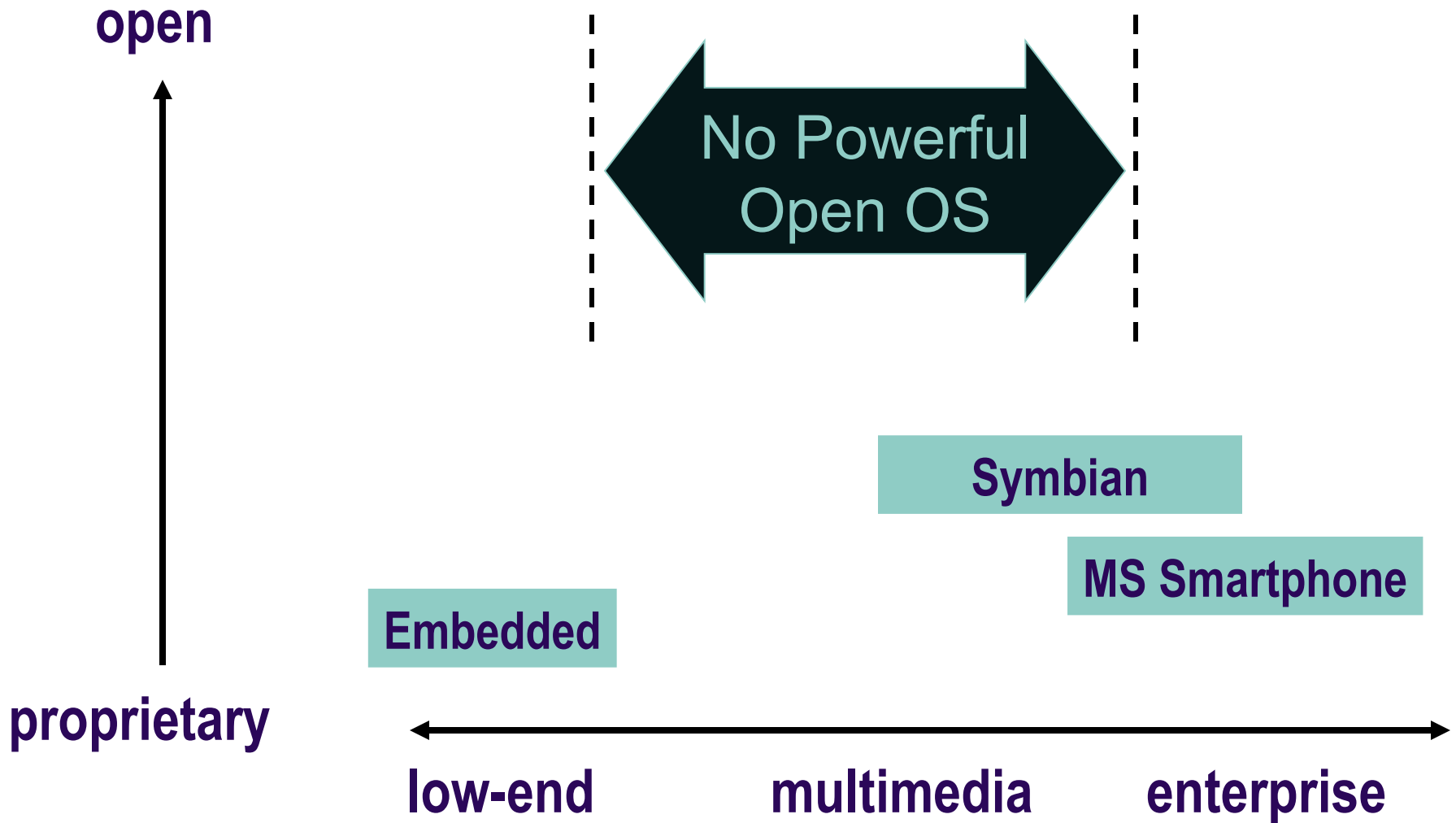


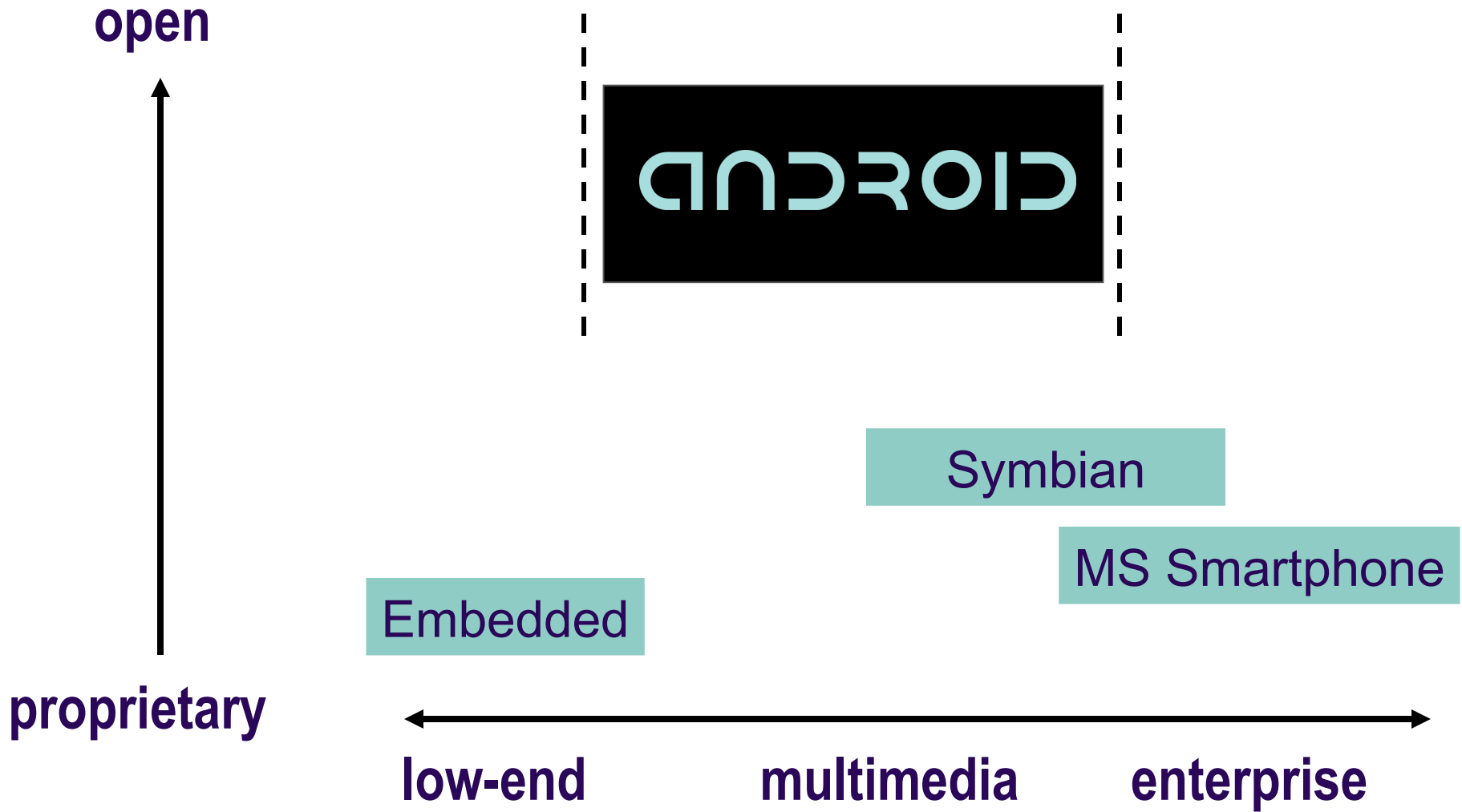
confusing to the the developer
confusing to the end user

Software has been a growing % of device cost



The state of the platform world we struggled with...





no one party should control the platform

Android



ANDROID

commercial quality mobile platform that is complete, open and free

open handset alliance

over 30 companies working together to develop and deploy Android

Not your Daddy's standards committee



The Open Handset Alliance™ is a group of more than **30 technology and mobile companies** who have come together to **accelerate innovation in mobile and offer consumers a richer, less expensive, and better mobile experience.**



- Five categories of alliance members:
 - Semiconductor Companies
 - Handset Manufacturers
 - Operators
 - Software Vendors
 - Commercialization Partners

Each member **contributes** something to the platform or ecosystem.

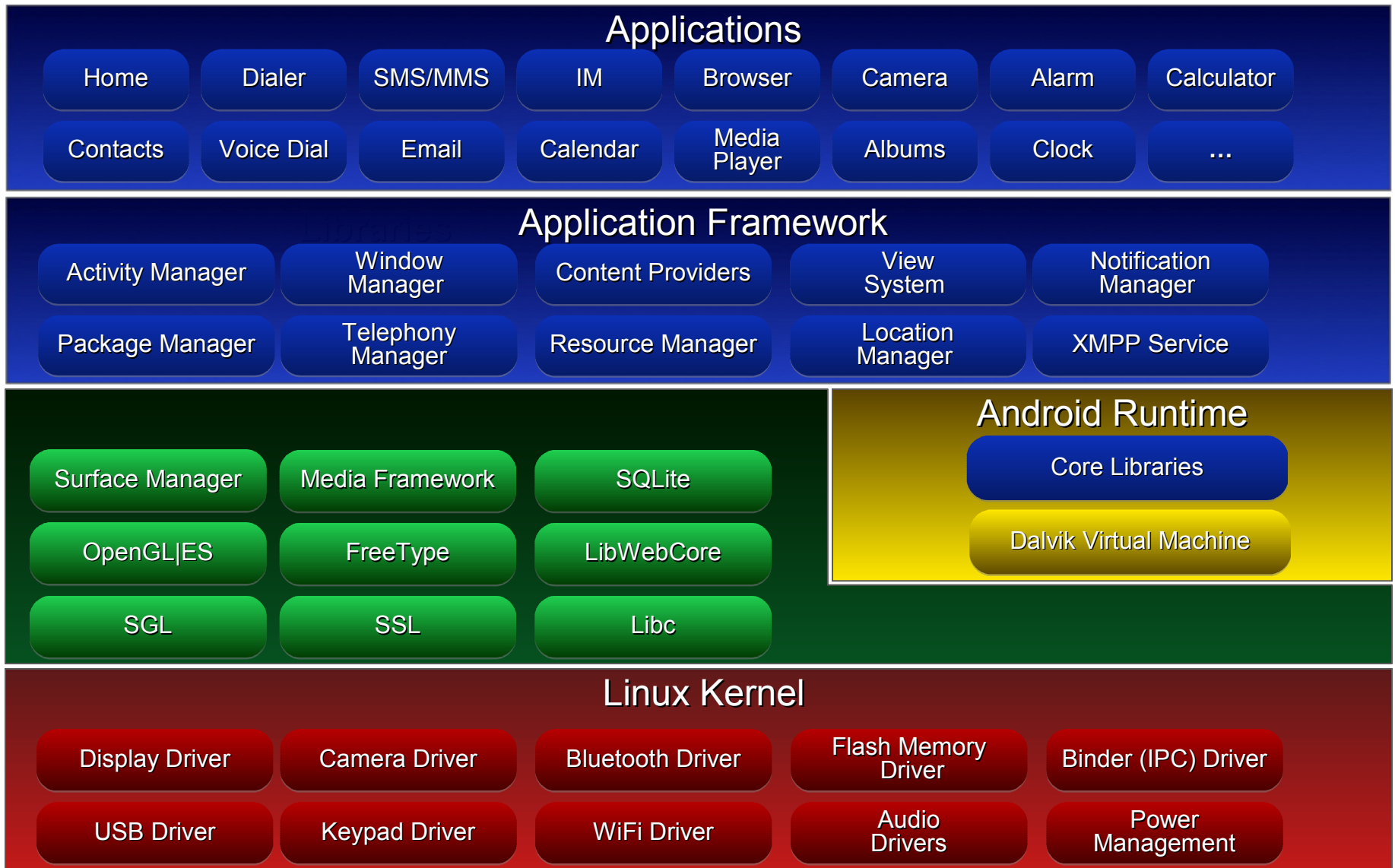


A **Linux-based mobile phone platform** including an operating system, middleware, services and applications – everything you need to build a mobile phone!

Open source software stack allowing extensive customization and commercialization

Mobile-centric design optimized for always-on, resource constrained embedded platforms

Rich and robust APIs to enable mobile mash-ups



no one party will control the platform

(nor a committee)



- Device capabilities (UI, performance, etc)
- 3G Networks
- Desktop-like browser experience
- Software platforms designed for consumers
- Software platforms designed for developers

phones are small computers

- Tools
- Incentives
- Distribution

android
open source project

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Develop applications
If you are interested in developing applications for Android, visit the [Android application developer site](#).

About Android
For general information, visit [android.com](#).

Welcome



Android is the first free, open source, and fully customizable mobile platform. Android offers a full stack: an operating system, middleware, and key mobile applications. It also contains a rich set of APIs that allows third-party developers to develop great applications.


Recent posts
[Android is now available as open source](#) Today is a big day for Android, the Open Handset Alliance, and the open-source community. All of the work that we've poured into the mobile platform is now ...
Posted Oct 21, 2008 9:59 AM by Dave Bort


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[The Open Handset Alliance](#), a group of more than 30 technology and mobile companies, developed Android: the first complete, open, and free mobile [platform](#). To help developers get started developing new applications, we're offering the [Android Software Development Kit](#).

Apps without borders
 Apps on Android can access core mobile device functionality through standard APIs. Through intents, apps can announce their capabilities for other apps to use. [Watch video](#)

Apps are created equal
 Any app on the mobile device can be replaced or extended -- even core components such as the dialer or home. [Watch video](#)

Apps can easily embed the web
 Apps can easily embed HTML, Javascript, and style sheets. An app can render web content through a WebView. [Watch video](#)

Apps can run in parallel
 Android is a complete multitasking environment where apps can run in parallel. While running in the background, an app can produce notifications to get attention. [Watch video](#)

Getting Started

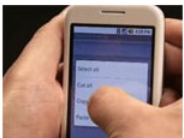
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android market

Distribute your applications to users of Android mobile phones. Android Market enables developers to easily publish and distribute their applications directly to users of Android-compatible phones including the T-Mobile G1. [Publish your app](#) today! For more information about how to publish, please see [signing and publishing your applications](#).

One thing I like about Android...

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Browser Tricks

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Copy & Paste


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Latest News

- 5 Nov 2007: Android announced
- 12 Nov 2007: early look of the SDK released
- 14 Dec 2007: bug-fix
- 3 Jan 2008: Android I starts accepting submissions
- 13 Feb 2008: m5-rc15 SDK released
- 14 Apr 2008: 1788 total submissions for Challenge I
- 17 May 2008: Top 50 Application in Challenge I announced



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Documentation

- [What is Android?](#)
- + [Getting Started](#)
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Roadmap

Goodies



Cool apps that surprise and delight mobile users, built by developers like you, are a huge part of the Android vision. To support you in your efforts, Google has launched the Android Developer Challenge, which will provide **\$10 million** in awards — no strings attached — for great mobile apps built on the Android platform.

What's New?

The Android Developer Challenge I is now complete. After Round 1, 50 teams of developers each received a \$25,000 award and the opportunity to compete in the second and final round of ADC I, for ten \$275,000 prizes and ten \$100,000 prizes. All judging is now complete.

You can check out all the winners of \$275,000, winners of \$100,000, and other finalists in [this detailed ADC gallery](#).

How It Works

A total of \$10,000,000 in award money will be distributed equally between two Android Developer Challenges:

- Android Developer Challenge I: This contest is complete and is closed to new applications.
- Android Developer Challenge II: This contest will launch after the first handsets built on the platform become available in the second half of 2008.

Build Your Favorite Mobile Application

In the ADC contests, all types of applications are welcome. As you plan your application, keep in mind that the goal of the contests is to reward innovative, useful apps that make use of Android's capabilities to deliver a better mobile experience. Here are some suggested areas of focus to get you started:

- Social networking
- Media consumption, management, editing, or sharing, e.g., photos
- Productivity and collaboration such as email, IM, calendar, etc.

ADC I Round 2

- View the [ADC Top 50 Gallery](#) with \$275,000 and \$100,000 winners
- [ADC Round 2 Judges' Bios](#)

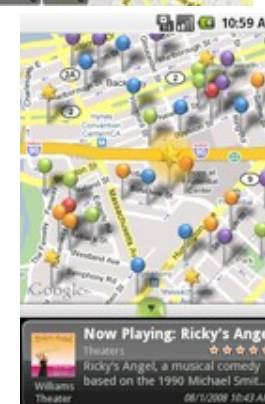
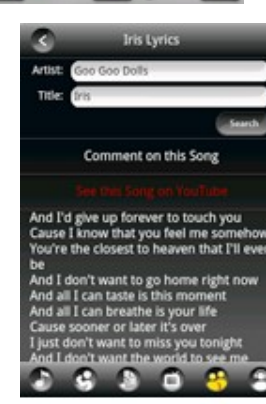
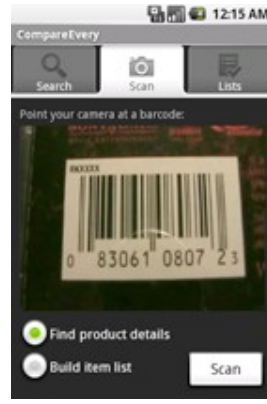
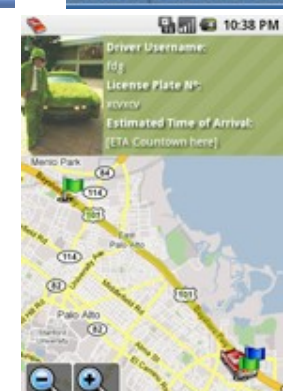
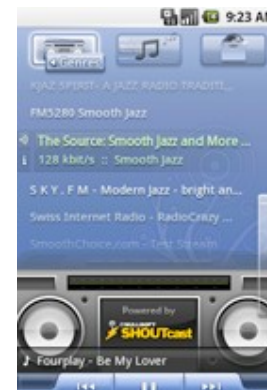
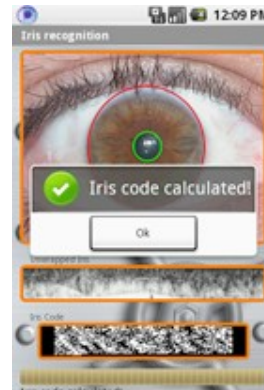
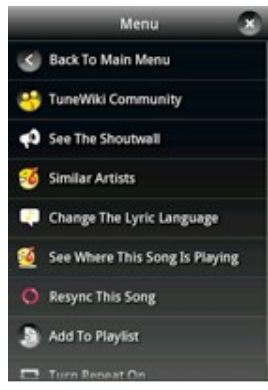
ADC I Round 1

- [ADC Round 1 Judges](#)
- Overview of [ADC Round 1](#)
- Notes on the [challenges of managing the entries and judging](#)

Contest Information

- Android Developer Challenge [FAQ](#)
- Learn more about the [ADC Judging Process](#)
- Subscribe to the [Android Developer Blog](#) for updates on the Android Developer Challenge
- Learn more about the [Open Handset Alliance](#)

Incentives – Results!



Developers are in control now more than ever!



Major industry shift



- Device innovations are reducing hardware constraints
- 3G is now delivering always on wireless broadband
- Phones have browsers with desktop level capabilities
- People who know software are driving the platforms
- Developers can get mobile apps directly to consumers
- Controlled stacks being replaced by long-tail content



Questions

