# ANDROID AT GOOGLE

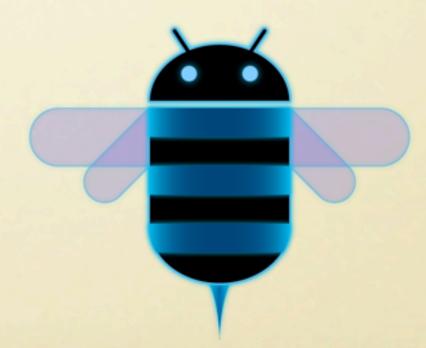
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#### WHAT IS ANDROID



- operating system for mobile devices
  - fully free and open source
  - Designed to run on a wide range of devices
- Google Applications
- Android Market



### HISTORY

- Android, Inc. founded in 2003
- Acquired by Google in 2005
- Open Handset Alliance announced in 2007
- Free and Open Source since 2008
- New releases every 6 to 9 months

## FINANCIALS

- Google does not release detailed financial data
- "Continued to gain significant momentum" Eric Schmidt, CEO
- 350,000 activations per day
- 150,000 apps
- 29% of US smartphone market

## HOW THEY MAKE MONEY

- Android is free to use for manufacturers
- Google makes no direct money from device sales
- App sales
- Ads on the platform

## TARGET MARKET

Everyone

### COMPETITION

- Apple
- Microsoft
- RIM Blackberry
- HP/Palm

### SECRET SAUCE

- Free for manufacturers
- Works on a wide range of devices

## PREDICTIONS

- Solidified as smartphone market leader
- Will gain market share in tablets