

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