

Android vs iOS Throwdown

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What is Android?

Android is a free, open source mobile operating system based on Linux

It is ready-made, lightweight & customizable

Android can run on any mobile device:
mobile phones, phablets, tablets & others!

Android was unveiled in November 2007

Android is developed/maintained by Google



Who Is Android?

Open Handset Alliance = consortium of 84 companies whose govern Android's development of open standards for mobile devices

Technology Companies: Google, eBay, PacketVideo...

Device Manufacturers: Samsung, HTC, LG, Moto, Sony...

Wireless Carriers: Sprint, T-Mobile, NTT DoCoMo...

Wireless Chip Manufacturers: Qualcomm, Intel, TI...



Standard Disclaimer

There is no ***black-and-white***
better mobile operating system,
Android or iOS

Each platform has its strengths
and different people prefer
different features/designs



What Users Prefer **Android** over iOS?

Android is more
attractive to
power users
who need to do more



Android Prioritizes **Can Do** over **Hairdo**

Droid Commercial

<https://www.youtube.com/watch?v=w83UQkiuNZQ>



Android Does More

Android is about being **more powerful** and **DOING MORE.**

Android is not hyper-focused on a super shiny, polished user experience

Faster Innovation



All the major tech companies in the Open Handset Alliance are not only backing the Android, they are rapidly pushing it forward, driving broader faster innovation



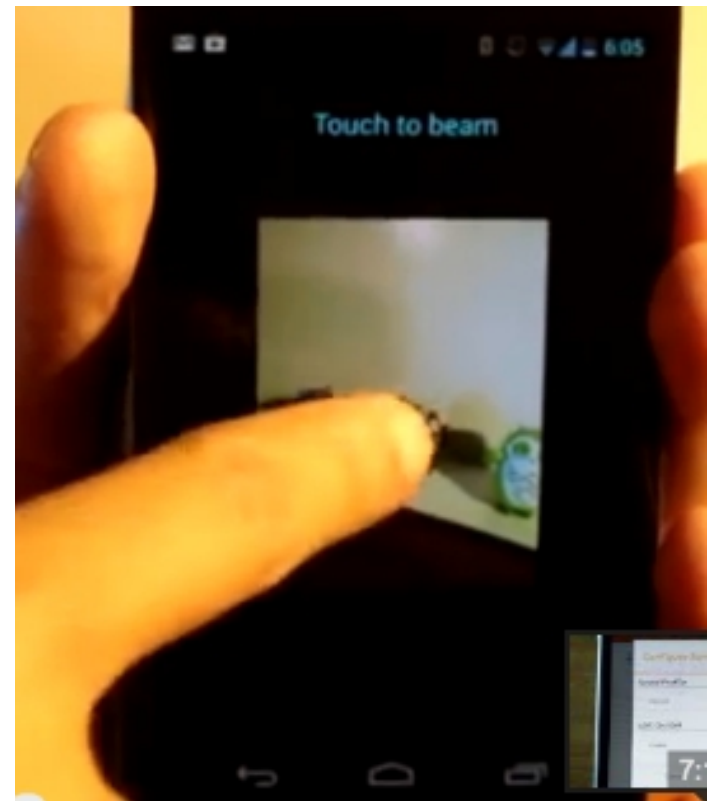
NFC

Near Field Communication (NFC)
enables short range
communication between two
devices, or between a device
and a passive tag / transmitter
without a power source



Apply NFC Technology

Tap Two Devices Together to Share Files/Photos





Apply NFC Technology



Google Wallet is an NFC based wireless payment system that allows its users to store debit and credit card information to make payments at PayPass-enabled terminal at checkouts



Put It To A Vote

Android is the **MOST POPULAR**
mobile operating system

70% of the mobile phones being
sold today run Android



Faster Innovation

Android pushes the envelope,
innovating earlier...

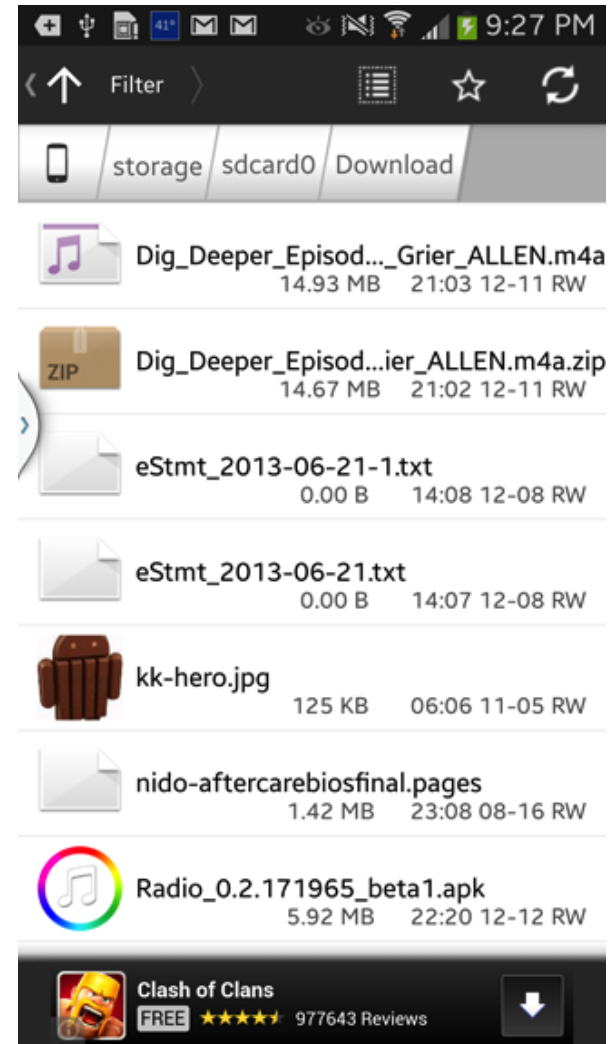
Background apps, voice to text,
NFC, Hover Support, and more



Visible File System

**Android has a visible
file system**

Download any file &
browse/share/edit/
copy/delete it just as
you would on a PC





App Sources

Android allows users to enable their phone to download apps from sources other than the

Google Play Store

Web, Email, Other App Stores

Google does not impose limits!



App Sources

Think about how much developers appreciate this:

It is SO MUCH EASIER to prototype a new app and distribute it to friends for feedback!



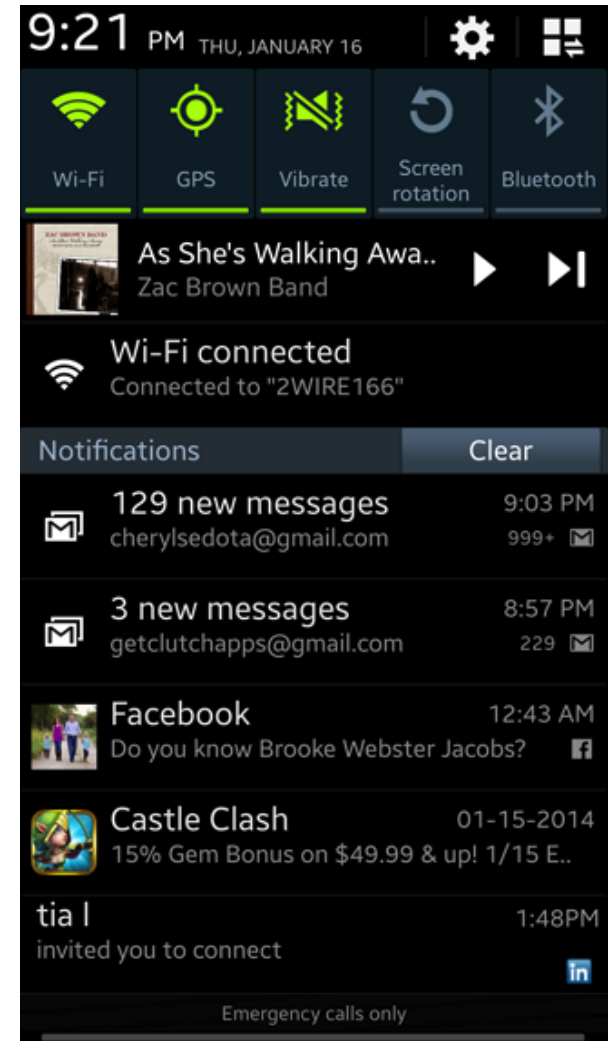
Music Downloads

Android allows user to purchase and/or directly download music from any website or app, it does not limit you to using the Google Play Store



Rich App Notifications

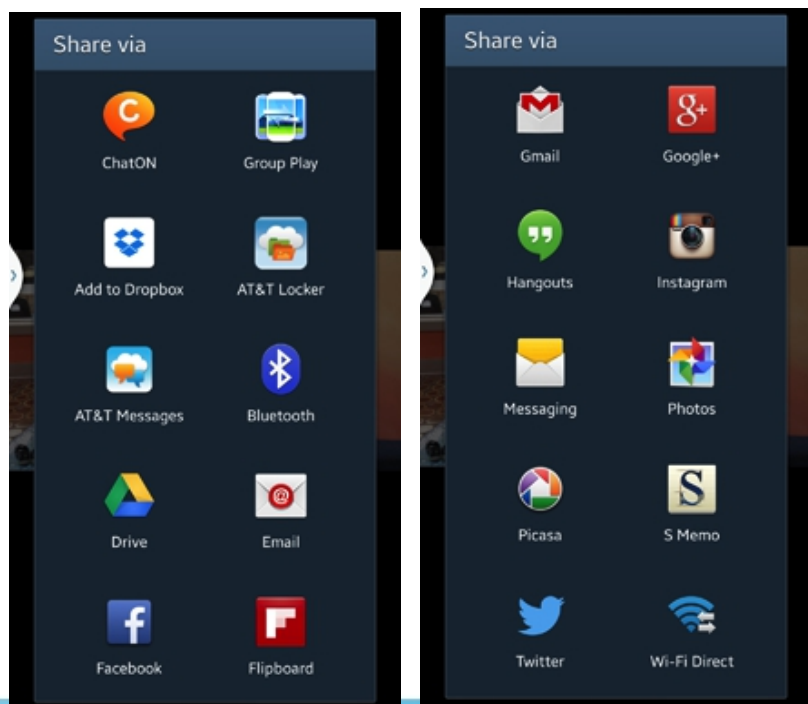
Richer, more customizable and valuable notifications that the user can interact with





Endless Sharing

The loosely coupled inter-app communication in Android allows any installed app to be a share target





Replace Apps

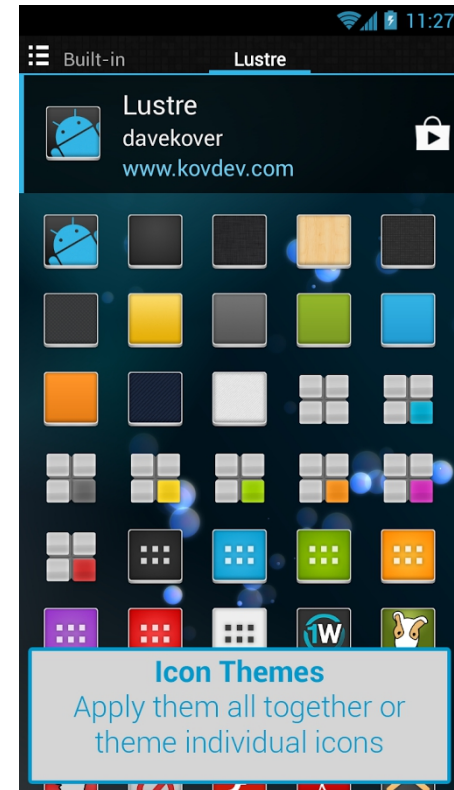
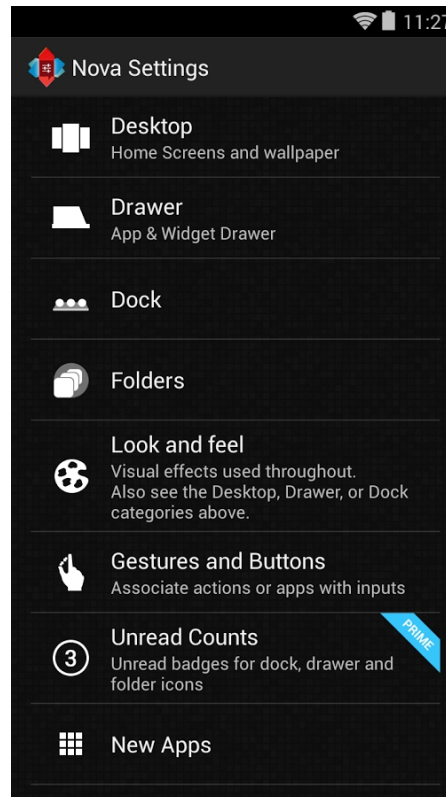
Android gives the ability to swap out ANY APP on the device, even the platform applications

As simple as installing a new app and configuring it as the default to handle specific operations



Replace Apps

Don't like Android's launcher? Swap it out for a 3rd party app!





Replace Apps

Don't like the built-in email, SMS, Contacts, Email, etc apps?

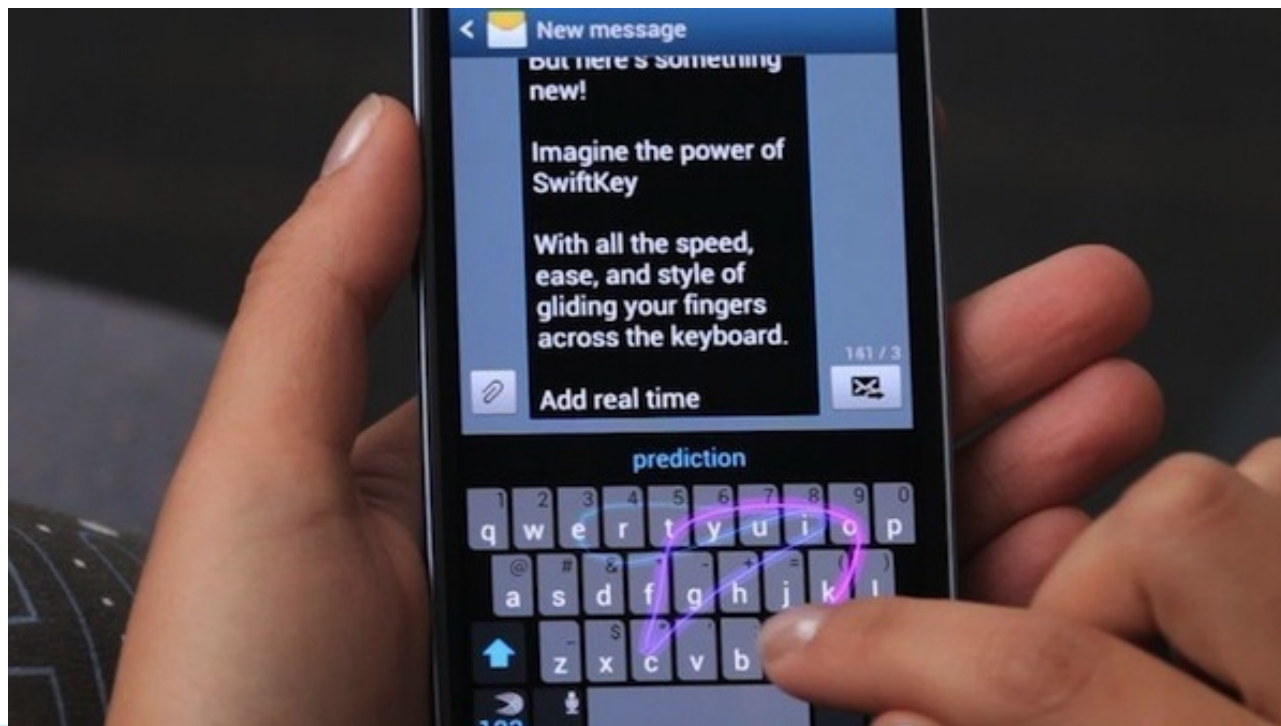
The user can swap them out! :)

Excellent opportunity for 3rd parties to plug in innovative approaches to common tasks



Replace Keyboard

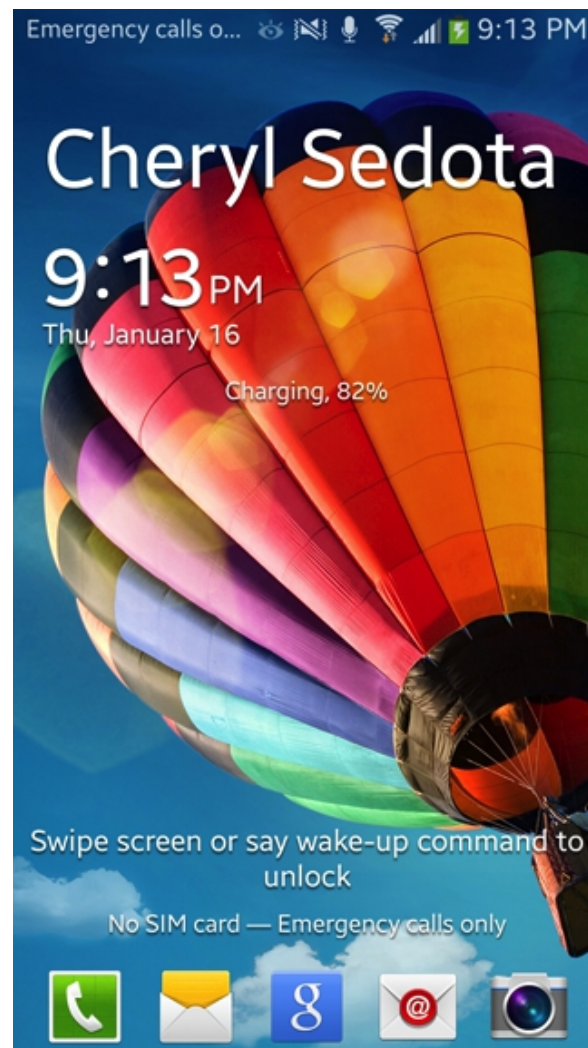
Even the keyboard can be swapped out!





Powerful Unlock Screen

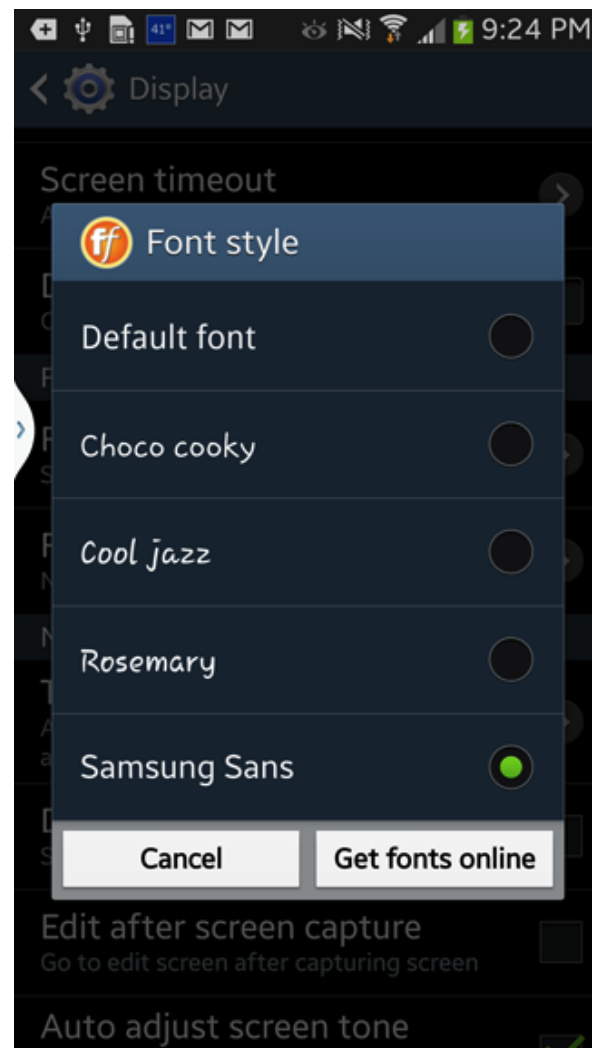
Multiple apps
exposed on the
unlock screen
enable the user to
quickly launch an
app on the go





Font Customizations

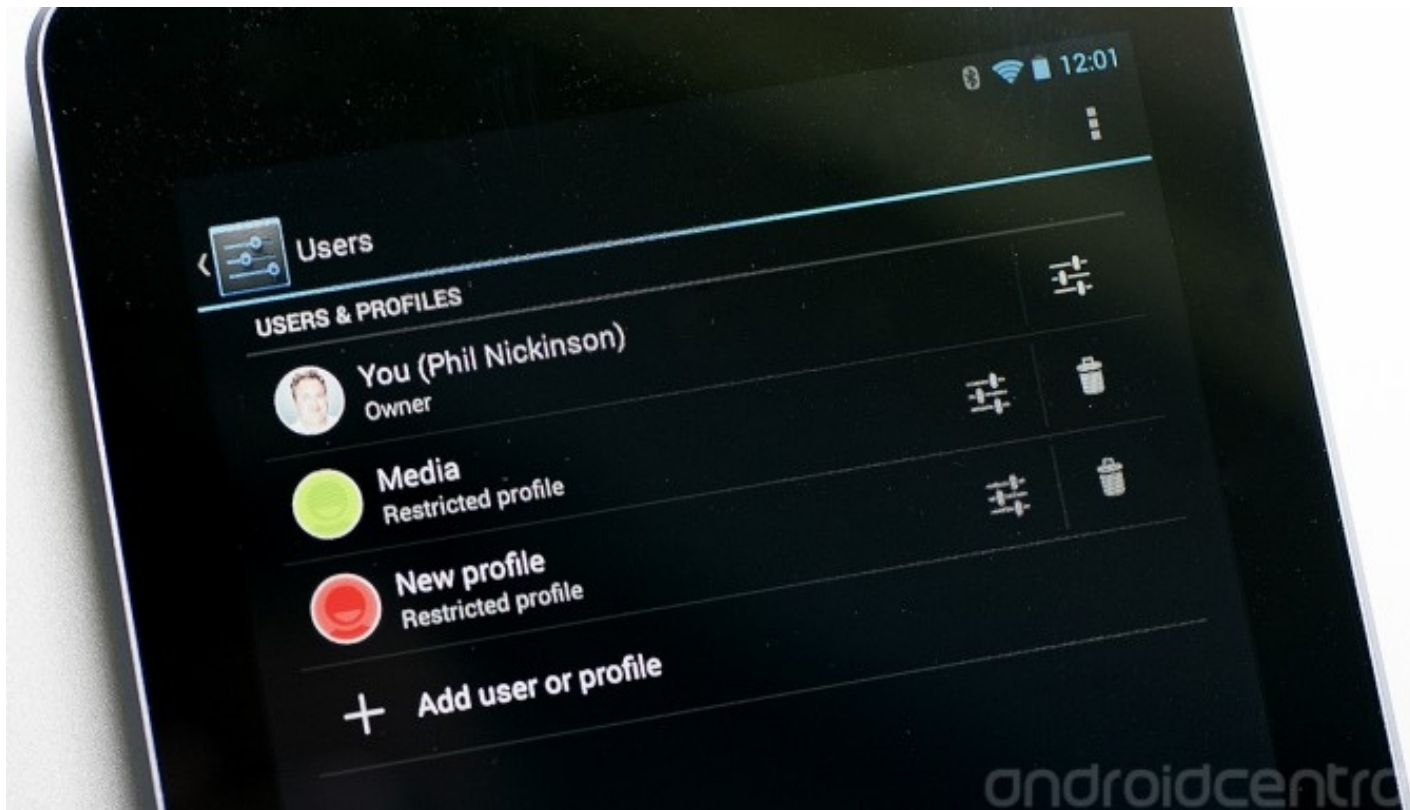
System font
can be customized





Multiple User Profiles

Android tablets support multiple user profiles





***“Inexperienced users
will see complications
whereas the power
user sees opportunity”***

Android is more
attractive to
people who want to
better the world



Open Source

Android is open source: the source code is available to anyone to use for their own purposes to better the world

The code is even licensed under the permissive Apache license!



Focus On Advancing Tech

Forget proprietary code and
walled gardens

Instead, focus on advancing the
world's mobile technology
capabilities



Open Standards

Android utilizes open standards
whenever possible

Simple example – the USB cable
used with Android phones is the
industry standard micro USB!

Android is more
attractive to users who
value free apps



More Free Apps

Because Android is **open source**,
it will attract like-minded
users and developers

Result: more free apps

*Users focus on **DOING MORE FOR
LESS MONEY** in exchange for ads*

Android is more
attractive to users who
live to customize their
digital world



More Device Choices

Much more choice with mobile devices: large or small screen, physical or onscreen keyboard, various colors, shapes, etc!

Users are not limited to the form factor of the iPhones and iPads



Leading Android Phones



CODE

Leading Android Tablets

So many choice

5", 7", 9", 10"





'Other' Android Devices





Customizable Home Screens

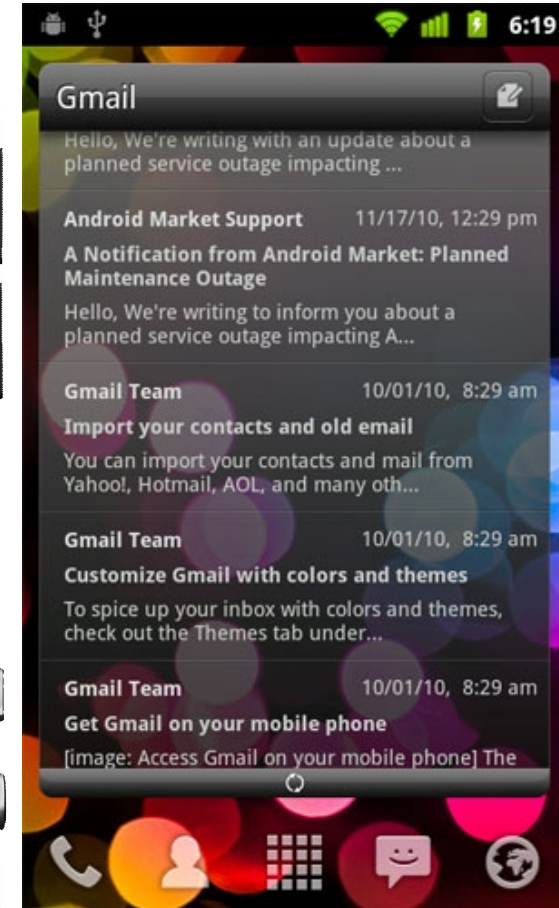
A grid of apps is not that interesting. Android puts them in an easily accessible drawer and allows users to customize their **home screens** with a variety of useful shortcuts:





Widgets

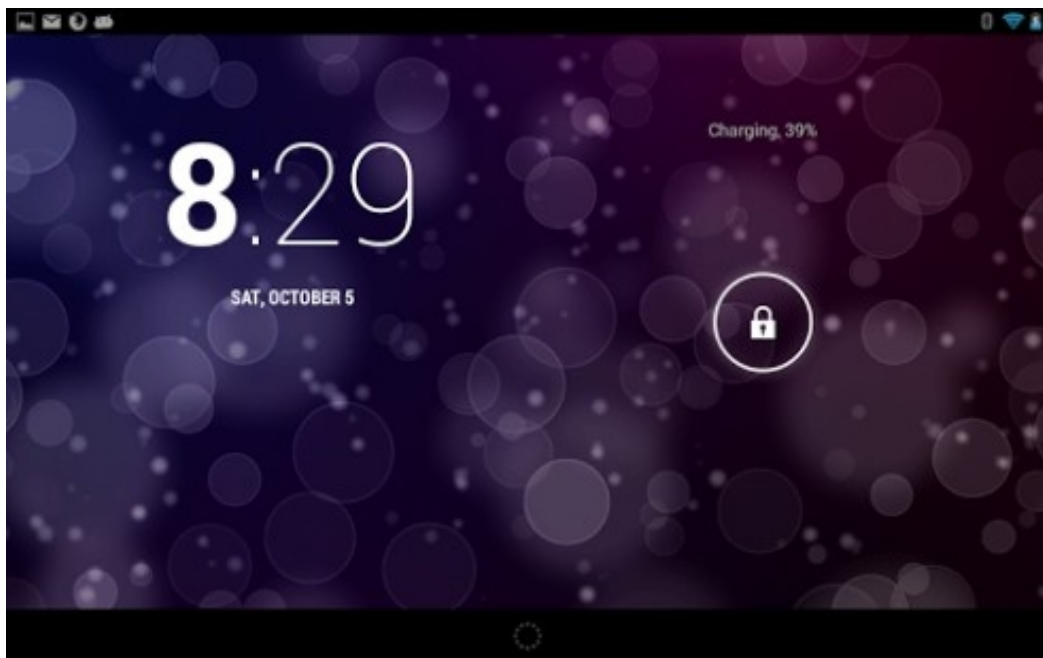
Unique to Android,
your mobile
application can
offer a widget for
the user's home
screen:





Live Wallpapers

Unique to Android, your mobile application can offer an animated live wallpaper:





Custom ROMs

Because Android is open source, 3rd parties can tweak the operating system itself, and distribute it to users directly

Custom ROMs offer features and options not found in the official Android OS releases

For example, native theming support, FLAC audio codec support, a large Access Point Name list, an OpenVPN client, USB Tethering, CPU Overclocking

Developers Prefer
Android Too



Richer App Dev Platform

The Android platform offers richer, more powerful APIs that enable developers to accomplish more, and more fully integrate their apps into the overall phone experience



Richer App Example

Android enables apps to reach further into the device's data

Uber-intelligent apps like Google Now are much more powerful on Android than on iOS



Google Now App

Flights

Pacifica Airlines
flight 2340

Status: Delayed / Wed, June 27, 2012

Depart San Francisco
SFO 7:09pm (sched. 5:20pm)
Terminal 4, Gate A3

Arrive Taipei
TPE 10:32pm
Terminal 2, Gate 50

▲ Navigate to SFO / 34 min

No digging required.

Cards appear when they're needed most, organizing the things you need to know and freeing you up to focus on what's important to you.

Sports

MLB Regular Season

1 TOP 4

Owens Blaz

Today @Blaz

Owens 0 1 0 0 0 0 0 1 1 2

Blaz 0 0 1 1 2 2 0 0 4 0

Play by Play



Get just the right information, at just the right time.

Just swipe up, and you've got the latest information you want to see, when you want to see it.

Next appointment

Lunch with Brad @ 12pm

2368 3rd Street, San Jose, CA 94107

Get Directions / 22min via 101

Alternate route / 45min via 205

You're in control.

Choose exactly which cards you see. You control whether you get personalized results from your calendars, locations and searches after opting in.



Richer App Dev Platform

Inter-App communication is well architected, flexible, and allows applications to offer specialized "pieces" of a fully functional application



Richer App Dev Platform

It is so powerful to be able to
invoke a specific screen within
another application in a first class
loosely coupled way



Richer App Dev Platform

For example, a developer could implement a file or color picker

It may not be a launchable application in itself but other apps can utilize it in a loosely coupled way



Richer App Dev Platform

Android gives developers
complete control over their
environment

Any Android component can be
subclasssed and its specific
behaviors can be customized



Open Languages

Android Supports XML, Java, C++

These are three **STANDARD** and
OPEN languages

There are **MANY MANY** skilled XML,
Java, C++ developers out there in
the world today



For the majority of apps, Java is more than sufficient and the huge Android Java class library enables developers to very quickly write an Android app

Modern Prog Language



C++ is used in apps that perform complex computations or require memory optimizations

Enterprise Prefers Android



Enterprise Concerns

Many companies have an existing investment in Java and C++, and they benefit from being able to port existing C++ and Java logic to Android

How Does Android
Stack Up Against iOS
Globally?



Put It To A Vote

Android is the **MOST POPULAR**
mobile operating system

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sold today run Android



Mobile Ecosystem

Android phones oversell iPhones in every area of the world. Android is the most popular mobile phone platform for consumers AND developers!

	USA	Europe	China
Android	52	70	86
iOS	40	18	8
Windows	3	7	2
Blackberry	4	2.5	2
Other	1	2.5	2

Android's Future



It's so bright,
I've gotta wear shades!



Android's Future

Android is designed to inspire manufacturers to get creative and push the industry forward

There are no hardware restrictions with Android, we will see continued innovation!



Android's Future

Android's Hardware & Software
Innovation has trumped Apple's
since iPhone 5 was released

Quad-Core CPUs, 1080p Displays,
Devices with 3GB of RAM



Android's Future

In my personal opinion, Android became more usable than iOS in 2013

iOS 7 significantly decreased the usability of my iPhone

Android OS and apps just keep getting better and better