Mobile Commerce

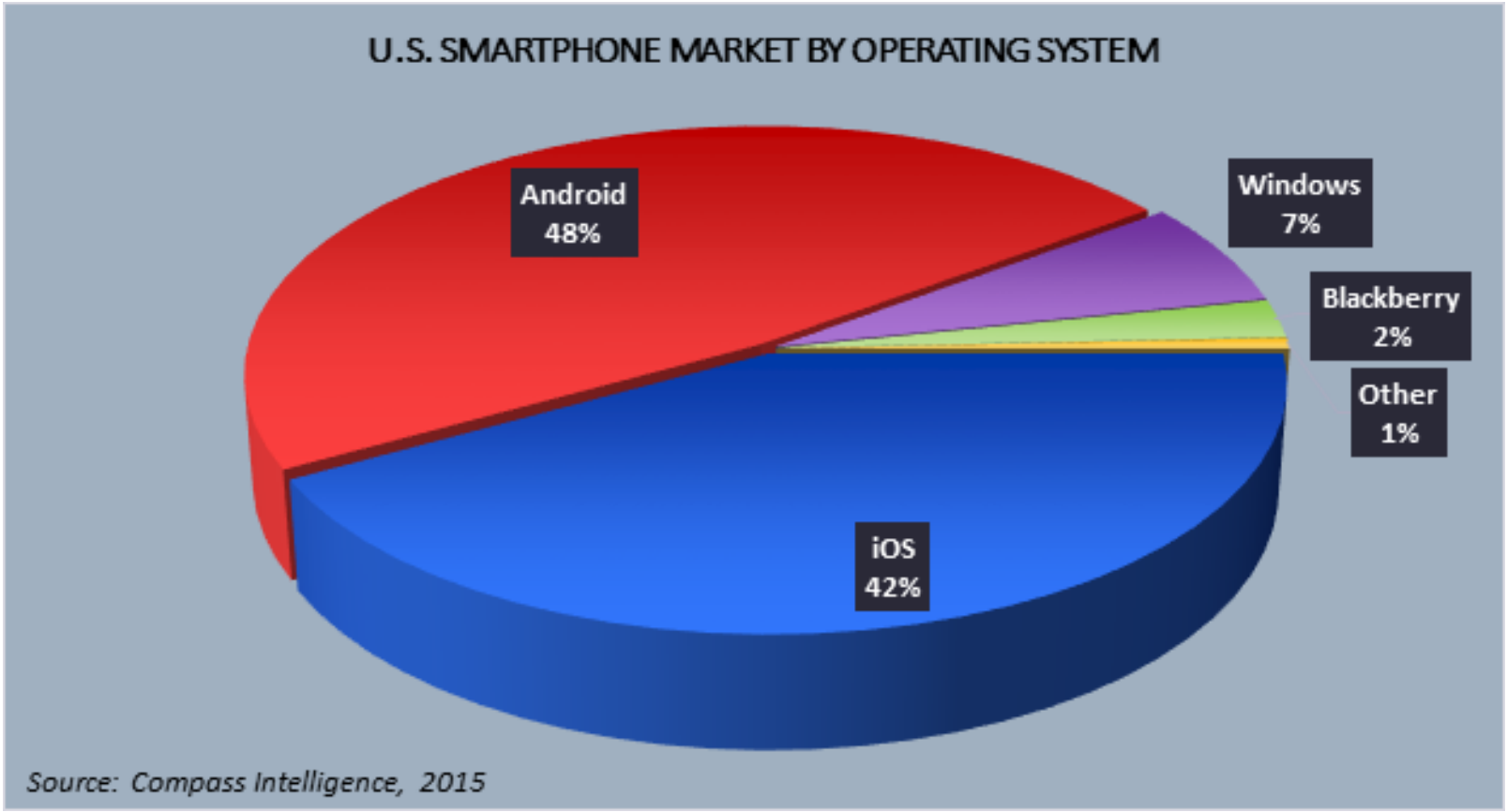
Chapter 4 Operating Systems for Mobile Devices

Objectives

- To learn about smartphone operating systems
- To understanding smartphone OS market
- To compare iOS vs. Android

Smartphone OS

Smartphone OS Market Share



Thailand Market Overview

iOS vs. Android

Affordability

The extent to which something is affordable, as measured by its cost relative to the amount that the purchaser is able to pay

Interface

the user interface (UI) is everything designed into a device with which a human being may interact -- including display screen, button, the appearance of a desktop, and how an application program invites interaction and responds to it.

Customizability

The ability for software to be changed by the user or programmer.

Which is the better OS?

	iOS	android
Affordability		
Interface		
Apps		
OS Updates		
Customizability		
Accessories		
Security		
Battery Life		

Questions?