



ANDROID

Connecting Your Life to the
Web

A Tale of Wine and Woe



What is Android?



- A complete & modern embedded operating system
- A cutting-edge mobile user experience
- A world-class software stack for building applications
- An open platform for developers, users, and industry

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Why Did We Create Android?



- More than 3 billion phones worldwide.
- **Greater than 100%** penetration in Europe.
- 1,000 new customers per minute.
- We want to reach that audience through innovation, so we need an open platform.

How to Kill a Gold Rush



- In 1849, people rushed to California seeking gold.
- Many people benefited, not just prospectors.
 - San Francisco & Levi Strauss are great examples
- But what if you had to register before you could buy, sell, or use tools & supplies?

What made the web a hit?



- Open platform
- Easy development model
- Easy distribution model
- Ubiquity

Open Development Model

- Open to Industry
- Open to Developers
- Open to Users



Open to Industry



- Android is free and open to carriers.
- Android is free and open to manufacturers.
- Android is free and open to enthusiasts.
- Reduces costs & time to market.

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Open to Developers



- Don't need anyone's permission to deploy an app.
- All apps can integrate deeply with the system.
- Can replace the entire look and feel -- aftermarket!

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Open to Users



- Don't need anyone's permission to use an app.
- Users are in total control of their own experience.
- Users control the appearance, defaults, etc.

Easy Development Model

- Easy to build applications
- Freedom to integrate with any technology



Easy to Build Apps



- Declarative UI layouts (similar to HTML)
- Application code manipulates the UI
- Not just “Ajax on a phone”: full-featured platform
- Optimized for mobile

Freedom to Integrate



- Android provides a client platform, but how you integrate with your services is up to you.
- Data representations: JSON, XML, custom, ...
- Web APIs: GData, SOAP, XML-RPC, SOA, ...
- Server-side Technologies: Java, .Net, LAMP, Rails, ...

Easy Distribution



- No onerous certifications for apps or developers
- Multiple routes onto the device
 - Browser, SD card, USB connection to PC
- More to come later!

Beyond Ubiquity



- Everyone understands and accepts the web, now.
- But the web is only “ubiquitous” at your desk.
- Android marries the web with a rich mobile experience.
- Always on; always with you.

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Woe Begone!



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Demo

- Android connects you to the cloud. Consider this wine application I built.



Wrapping Up



- Android is open to all: industry, developers, and users.
- Android aims to be as easy to build for as the web.
- Android is a link to the Cloud that fits in your pocket.

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Questions?

