



**Volume 12, issue 10
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In-depth analysis of WLAN, cellular and broadband wireless markets

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Key Issues

Google I/O: Android risks splintering as it expands onto every screen

- Google expands Android far and wide but will face its old fragmentation issues
- Previews next release, with 'Material Design' to unify experience on all screens
- Android One targets emerging markets; Wear, Car and TV segment the platform

In recent years, it seemed that Google's annual I/O developer event - coming just weeks after Apple's equivalent, WWDC - felt the need to respond to a mobile roadmap still being set by the iPhone and its spawn. This year, however, the differences between the two companies were far bigger than the similarities. As the mobile web evolves into the internet of everything, Google is moving with characteristic ambition to dominate that agenda.

It will make mistakes (Google TV), rash moves (Nest) and follies (Glass), but it has a program to stamp its user experience - and therefore drive revenues from advertising and big data services - on everything that is connected. By contrast, Apple will make fewer outright errors, but WWDC saw it still hovering cautiously in the shallows of the cloud and IoT waters.

Both events have returned to their developer roots after a couple of years when they primarily served as flashy launchpads for new products. Apple and Google know there is limited competitive mileage left in hardware, and they will ride the next wave of the web on web apps, APIs and the enthusiasm of developers. So many pundits were disappointed at the lack of hardware - no large iPhone or iWatch; no Nexus 8 (though Android Wear watches did debut at I/O).

But both firms outlined significant changes to their software platforms - and there the similarity ends. Apple kicked off a quiet revolution by opening up previously protected areas of iOS, but its upheavals were strictly within its own kingdom, while Google, with its preview of the next major Android release, was reaching out to the entire world, from powerful 64-bit devices to sensors and wearables; from set-top boxes to cars to \$100 handsets.

Android's plan to take over the world:

This makes a great theme for a developer conference, opening up vistas of huge potential markets to come. Android has one billion active monthly users, boasted Sundar Pichai, who delivered the main keynote and as head of the division housing both Android and Chrome. Now, he said, "we're targeting the next five billion".



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Maravedis Rethink

Sales contact details

Adlane Fellah +1-305-865-1006

Email: afellah@maravedis-bwa.com

Web Site: www.maravedis-bwa.com

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