

## **The Future's So Bright, I Gotta Use Android**

Coke vs. Pepsi, Ford vs. GM, Gates vs. Jobs, Nike vs. Reebok and Android vs. Apple. Throughout time there have been many many high profile corporate competitions. But the battle has always fueled innovation and progress. Like the cola wars PC battles, the latest battle exists between the two most dominant mobile operating systems, Google's Android OS and Apple's iOS.

### **Apple vs. Android**

Having launched first, Apple's operating system had an advantage in the marketplace. But because of its closed platform (like its computer OS, the Apple iOS only runs on Apple devices), the sales numbers of devices running Android are destined to outpace and will overtake its competition. But there is more to just variety of phones and tablets to keep Android's future looking bright.

### **The Power of Google**

First is its backer, Google. While Apple has split its innovative efforts on both hardware and software, Google quickly realized its true calling was software. Google is one of the biggest players on the internet, and since smartphones and tablets are basically your mobile gateway to online, using their online power to boost the mobile operating system will help Android's future immensely. One huge power that the search giant has is its experience in mapping and tracking the world. Until the 6th version of the Apple iOS, Google was the power behind one of the larger features on both smartphones, with Google Maps. Apple has their own default offering now, but Google Maps is still available on both platforms. According to [techradar.com](http://techradar.com), the debut of mobile map competition only added fuel to the innovative fire.<sup>1</sup> Other choices means that Google's map offerings on Android will have to continue to improve in order to stay competitive.

### **Test Drive an Android**

Another space that Android will continue to innovate is in automobiles. TechTimes discusses the Open Automotive Alliance, which is an initiative to bring the Android platform to cars.<sup>2</sup> The goal is to create the car as a gadget and use collaboration and innovation to make us safer, more connected and to create more outlets for Android. The operating system is already offered on devices from a wide variety of manufacturers, car makers are just another industry.

### **Memory**

Storage and data backup is another feature that gives many Android devices an advantage. Apple devices do not include removable memory. According to [twofruitsonerobot.com](http://twofruitsonerobot.com), most Android devices are designed so the user can get additional storage on miniSD cards, giving them the ability to store larger files like video, photos and apps externally, freeing up space on

the internal memory and preserving battery life.<sup>3</sup> Pair that ability with cloud solutions like Mozy online backup, and Android becomes a very powerful tool for storing and accessing important information on the go. And that is really the whole point of mobile devices, to give you what you need, when you need it.

With many options of devices, Google's backing, collaboration with automotive companies and removable memory, the future of Android is going to require the user wear sunglasses.

1.

<http://www.techradar.com/us/news/software/operating-systems/android-in-2020-the-future-of-google-s-mobile-os-explored-1168141>

2.

<http://www.techtimes.com/articles/2513/20140108/google-announces-the-open-automotive-alliance-to-bring-android-to-cars.htm>

3. <http://www.twofruitsonerobot.com/how-make-sd-card-android/>