

Powerful devices - lots of opportunities

- High speed communication
 - WLAN
 - Cellular
- Sensors
- Significant graphical capabilities
- Powerful CPU
- GB's of storage

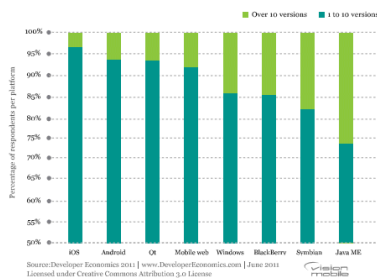


Development Considerations

- Many different platforms
 - Understand you "customers"
 - Investigate the market
 - Make you business model
 - Free, ad-based, subscription, licensee, others..
- Distribution
 - Signing
 - Application Stores
- Platform capabilities / differences
 - Hardware
 - Screen sizes, numeric keyboard, pen base input, etc.
 - Battery, CPU, RAM
 - Software
 - Remember "Write once, run everywhere"?
 - Fragmentation

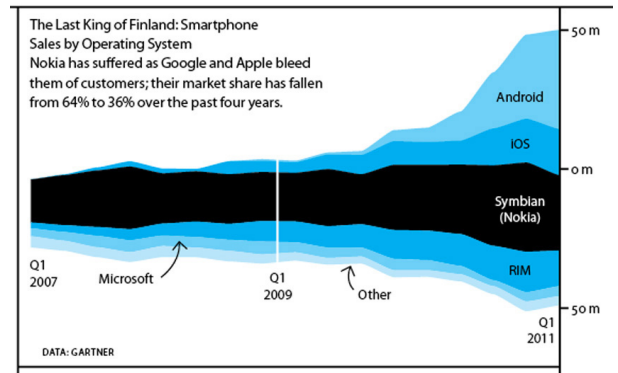
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Development Considerations



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Development Considerations



Source: <http://www.businessweek.com/>

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