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# The Mobile Applications Market

Atul Chitnis  
<http://atulchitnis.net>

# Mobile Applications

Computers

~~Computers~~

Wristwatch

Wristwatch

Not

“Time Computer”

You don't go to them



They go with you

The Audience

The Next Billion Users

# The Applications

Tim O'Reilly

Tim O'Reilly

“The Internet Operating  
System”

Web-based applications

Browser



~~Browser~~

# The Markets

AppStores

AppStores

iPhone OS

Android

Windows Phone

Nokia Ovi

RIM/Blackberry

HP/Palm WebOS

AppStores

iPhone OS

Android

Windows Phone

Nokia Ovi

RIM/Blackberry

HP/Palm WebOS

Apple Iphone OS

Nokia OVI (Symbian/MeeGo)

HP/Palm WebOS

Focus on Applications

Android  
Windows Phone  
RIM/Blackberry



Focus on Phones/Devices

The Future

Marketing

Developers

Users

Don't call it

“computing”

:)

Thank You!

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