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Overview on Cross Platform Mobile Application Development by Alex Franklin

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The competition between smartphone mobile platforms and operating systems is increasing day by day. Almost every individual would like to carry a smartphone these days. The amount of smartphone users in the market is abundant. However, every individual has his / her own preferences when it comes to smartphone mobile devices, platforms as well as operating systems. Statistics states that the numbers of iPhone and Android users around the world are almost same, and the numbers of Windows Phone 7 users are also increasing. In such tight competitive situation for a business unit opting for a solution via mobile app development it becomes difficult to concentrate only on one particular mobile platform.

Furthermore, this affects more to a business unit who is seeking to gain major amount of customers via a dedicated iPhone app or an android app because the chances are that a dedicated app for one particular mobile platform may led to a situation where in the business is unable to reach its half of the customers. Having a dedicated app for all the platforms is indeed a good option but it proves to be expensive and time consuming as one has two develop separate app for separate platform.

This is one of the most important reason that when it comes to solution via mobile app development (let it be iPad / iPhone app development, Android app development or Windows Phone 7 app development) most of the businesses prefer for a solution with an app that can work impeccably on every mobile platform. They are searching for a cross platform compatible solution.

Solutions via cross platform mobile application development proves to be the perfect way to accost these need of todayâ€™s businesses by delivering them a solution with a universal as well as a native app, which can perform equally smooth and well on all mobile platforms and operating systems.

About Cross Platform Mobile Application Development

For every app developed for a particular mobile platform (iPhone, Android, etc.) there is a dedicated software development kit (also known as SDK). For instance, for the development of iPhone app there is a requirement of iOS SDK, which contains scripting and software languages such as Objective C, Cocoa, X-code, etc. The same thing applies when it comes to Android app development, Windows Phone 7 app development or BlackBerry app development.

However, now with emerging new technologies there are many new SDKâ€™s available in the market that can provide solutions for all mobile operating systems and platforms, which can work flawlessly on all of them. SDKâ€™s such as PhoneGap, MoSync, Rhomobile, Sencha, etc. are few of them. These SDKâ€™s are designed in such a way that they can provide a universal for all the mobile platforms at the same time. Contrary to the regular SDKâ€™s for the particular mobile platforms, cross platform mobile development SDKâ€™s contains languages such as HTML5, CSS3 and JavaScript.

Overall, solution via cross platform mobile development is a single SDK that offers app solution for all mobile platforms, operating systems and devices. It ultimately saves a huge amount of time and money as there is no need to carry a separate development process for separate platform.

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