



Article published on July 4th 2012 | [Mobile Phones](#)

What is the first thing you do while purchasing a mobile phone? You decide upon brand, price, model, applications & features and of course, operating system. And today, with large varieties and models of handsets available in the market, it is difficult to take decision which mobile phone to purchase. It was the time when we used to know about only one brand, i.e. Nokia. The Finnish firm made use of its proprietary OS Symbian in each of its handsets and later as with the introduction of new & advanced phones, the company started using Windows as its Operating System. But right now, we all know that the best OS available in the market for smartphones is Google's™ Android.

The use of Android OS changed the way phones used to operate and function. It is currently the bestselling OS for mobile phones and an open source that allows the developers to create any applications, software or games to run on it. Introduced in 2005, Android is the hottest technology ever made available to the mobile developers. Since its creation, Android OS has gone under several changes and modified with latest versions like Gingerbread, Ice Cream Sandwich and the upcoming Jelly Bean version. At present, there are around thousands of android based phones that are marketed every day.

From brands like Samsung to Micromax, each firm is engaged in making smartphones that are instilled with Android OS. In fact, the use of Android operating system has given a new market of consumers to the mobile developers. Today, people are more tech-savvy and need gadgets that are more advanced and featured with loads of new applications, software & games. Also, Android based handsets are capable of supporting 3G networks and ensures smooth performance of the device. If used in full-touch handset, it gives the users an unexpected experience of navigating the menu and browsing the internet. Back in 90's™, the kind of technology Android OS uses, we must have only seen in movies like Mission Impossible, MIB, Matrix and other Sci-Fi Fantasy movies. And today, the same technology is at our fingertips and we play with it daily. Amazing and unbelievable but it is true that we have taken a step towards the new era of modern science.

Among the leading brands that are using Android in its mobile phones is Samsung, which recently launched its new creation, Galaxy S III. The latest smartphone from Samsung runs on Android 4.0 ICS version and is loaded with some of the most advanced features that you have ever imagined of. Some other mobile phones that work on Android are Sony Xperia S, Lava Xolo X900, Lumigon T2, HTC One X, LG Optimus 3D, Motorola Droid Razr Maxx, Karbonn A9, Samsung Galaxy Note and many other smartphones.

So, currently, half the population in the world uses mobile phones that run on Android OS. Also, if you thought these Android based handsets will cost you much more than mobile developers have provided the consumers with several options. There are now various handsets that suit your budget and still loaded with latest features and Android OS. And there are certain Android smartphones that are priced exorbitantly and have some of the most advanced features you have ever heard of. Further, the latest improvisation in the modern invention has given an upper edge to the Android Phones and made them more popular among the consumers.

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Article Keywords:

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