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These mobile applications are provided on all smart phones like iPhone by Apple, Blackberry phones Samsung Galaxy and also iPods, iPads and tablets. There are basically three platforms on which these applications are built-on. One is for the users of the Apple devices- iPod, iPhone and iPad. The second platform is provided by Google for Android devices such as Samsung Galaxy phones and tablets. The third platform is provided in Amazonâ€™s Kindle fire and other phones in .NET for applications for Windows mobile.

The latest info -graphics released by the Microsoft Tag reveals that over 1 billion of the worlds 4+ billion mobiles phones are now smartphones, and 3 billion are SMS enabled (weirdly, 950 million mobile phones still donâ€™t have SMS capabilities). In 2014, mobile internet usage will overtake desktop internet usage and already in 2011; more than 50% of all â€œlocalâ€• searches are done from a mobile device. With over 500,000 apps already present in the iTunes Store and the number of applications doubling every 6 months, the share of Apple is the largest in terms of smartphones. Capturing almost half of the smartphones market at 47.4 % , Android is the fastest growing mobile platform. . With some 265 new items being added to the Windows MarketPlace every day, and with 10,000 apps being uploaded to the store in just 40 days, Microsoftâ€™s app store is surely gaining momentum.

It will help you manage your customer relationships. Using a Mobile App can help build relationships with your clients, build loyalty which would encourage repeat business and thus bring success to your business.

It can help you to reinforce your brand. The mobile apps would greatly improve your social networking strategies. The mobile apps would help increase your customerâ€“base. By being available all the time for your users will help increase your visibility in the market.

Apps can increase your exposure and would also let you connect with on-the-go customers. Apps help to increase your accessibility. The apps function in offline mode and through the apps you would be able to be in touch with your customers 24 hours 7 days a week. Moreover, the apps are always visible on your phoneâ€™s home screen and also it takes just a second to launch an app.

The app-world is ever-growing and with such incredible growth, one cannot expect this field to be unnoticed. Now, here is your chance to be a part of the app â€“ economy which is definitely predicted to be not just an attention seeking field but an important and necessity for conducting businesses worldwide.

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Hunka Technologies is on one of the leading mobile applications development company based in India. Hunka specializes in Apple iphone application development, android application development, windows mobile application development and HTML 5. Hunka also has a specialized team for

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