Hire Android Application Developers for Smarter ROI

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The best part of Android application development is its open source foundation. This enables the Android developers to innovate, add extensions and work wonders with the operating system. The iPhone operating system too offers a plethora of development tools and a highly evolved software development kit, but nothing is as powerful as the open source foundation. With the open source foundation, Android programming has become much more potent in terms of providing ample opportunities for the developers to add new extensions and features. The scope of innovation and creativity is limitless. This justifies why application development enterprises are seeking to hire Android application developers despite the availability of many other application platforms.

Since 2007, the Android platform has evolved going much beyond than just an operating system. In terms of revenue, yes, Appleâ€™s products do score when it comes to revenue. In contrast, when it comes to operating system, nothing can beat Android. According to an independent research, a huge percentage, namely 72%, of the developers choose Android application development for the simple reason that the Android operating system is best positioned to power a large number of connected devices in days to come. Androidâ€™s unique selling proposition is its Software Development Kit or the SDK that is based on JAVA and C/C++. This allows the Android developers the flexibility for Android programming using the language they already know. Also, the SDK eliminates the dependency on physical hardware for testing thereby, providing the developers with a powerful emulator.

According an independent research published in The Guardian, UK, the Android platform has captured 50% of the total market share of UK. Reuters recently predicted that Androidâ€™s market share has surged in Spain, Italy and Germany. Furthermore, in China, almost over 60 million Android based phones have been sold by 2011 end. So from the statistical data, one can safely conclude that the Android market is still evolving and expanding. This growth can be analyzed from different perspectives such as ease of application development, monetization, various smart phone varieties, and the Android user. Letâ€™s analyze each of these perspectives in detail.

â€¢ Ease of Application Development. The application development in Android is much simpler compared to Symbian and RIM. More over the Android applications can be registered for a low fee such as $25.

â€¢ Various Smartphone Available. In terms of percentage of smart phones based on Android, Samsung almost captures 55% of the total revenue share in the world. Google is partnering with Motorola and Asus to push the Android operating system into the mobile handsets of the respective mobile manufacturing enterprises.

â€¢ Android User. According to the user, two major things that genuinely govern the selection of an operating system are the upgrade mechanism and the pricing. In terms of the upgrade mechanism, Android has launched Android 4.0 Ice Cream Sandwich and Android 2.3 Gingerbread for providing its users with a smarter and faster updates. Pricing can be a very sensitive issue when comes to making an investment in Smart phones. Android handsets are comparatively decently priced compared to its Apple counterparts. This is one of the most important reasons why more and more people are going for Android operating system.

Though the platform has its own discrepancies, its open source foundation has the key to transform all the negative points into smarter features. This explains why enterprises seek to hire Android application developers.

For more information :- http://www.globalemployees.com/hire-android-developers-india.html

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