Making the Most of Your Mobile Devices
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Apple’s iOS vs. Google’s Android

Take the poll

http://strawpoll.me/2065
The State of Mobile Computing

- Introduced in 2007
  - iPhone, iOS, and AppStore
    - ($15 million/day – Today)

- Introduced in 2008
  - Google Play (formerly Android Marketplace)
    - ($3.5 million/day – Today)
The App Economy

- 2007 to 2012
  - Really just five years old
  - Total of $20 billion in revenue in 2011 (technet.org)

Table 4: Top Ten States for App Economy Jobs

<table>
<thead>
<tr>
<th>STATE</th>
<th>PERCENTAGE OF APP ECONOMY JOBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>23.8%</td>
</tr>
<tr>
<td>New York</td>
<td>6.9%</td>
</tr>
<tr>
<td>Washington</td>
<td>6.4%</td>
</tr>
<tr>
<td>Texas</td>
<td>5.4%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>4.2%</td>
</tr>
<tr>
<td>Illinois</td>
<td>4.0%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>3.9%</td>
</tr>
<tr>
<td>Georgia</td>
<td>3.7%</td>
</tr>
<tr>
<td>Virginia</td>
<td>3.5%</td>
</tr>
<tr>
<td>Florida</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

Data: The Conference Board, South Mountain Economics LLC.
Useful Apps

- Productivity
  - Apple iOS apps
    - Pages, Keynote, Numbers
  - QuickOffice
  - Notability
...and the cloud

- Dropbox
- Google Drive
Mobile Security

- Backup
- Remote wipe
- Apple
  - Find my iphone
  - Icloud.com
  - Backup
- Android
  - Where’s my Droid app
- Lost device?
  - Gulp