

INTELLIGENT COMPUTING

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REVIEWED

NOKIA N8, BLACKBERRY TORCH 9800,
ZOTAC GTX 580, ALIENWARE AURORA ALX,
CANON IXUS 300HS, ACER ASPIRE ONE D255,
NEW APPLE IPOD TOUCH & NANO,
SONY ERICSSON XPERIA X8

Engineering/Computer Science is preferred from an academic qualification perspective. If one is looking to make a career from an art perspective, a BFA or similar degree from a reputed art institute is preferred.

Q Is there any specialization required in terms of the OS?

A While it is important to understand and know about the core OS from a technology perspective, having a strong fundamental base of core programming languages helps as a starting point. Developers can adapt and understand finer aspects of developing for the native OS if they have a strong programming foundation.

Q How evolved is this field in India?

A The field of mobile application development is evolving rapidly as the mobile industry is growing. And with newer platforms and emerging technologies gaining popularity, the field is only poised to evolve and expand in a significant manner. India is emerging as a leading global player in the mobile industry, so there is immense scope of growth in this field.

Q What is the salary like, fresher to experienced?

A Salaries in this field are at par with industry standards, with freshers starting off at a range of Rs 15,000 to Rs 20,000 per month, with experienced professionals who are proficient in their field getting salaries in accordance with their skills.

Q Which kind of application is most popular?

A Entertainment applications like games and social networking applications are amongst the popular mobile applications. The success of an application depends on various factors, including parameters like production quality, application accessibility and availability across all mobile devices, user experience, and also how effectively the application addresses the market requirement. 📱

- priyanka.tilve@infomedia18.in



SPECC India

The mobile handsets now have extremely smart entertainment and communication applications. With a promise to suffice the maximum needs of an individual and corporations, the mobile application development industry is growing exponentially, India being a substantial IT hub understands that the worldwide requirement of mobile applications is greater than that of traditional Web applications. Having the most potential talents for application development, India serves globally with the most integrated and advanced mobile applications. With platforms like Android, Windows 7, BlackBerry and Symbian, the connectivity, accessibility and functionality have raised consistently to a great height. The opportunities are being best explored by System Architects, User Interface Designers, Application Developers and above all the Consultants. With the IT industry getting larger than life in India, mobile application development as a career is also flooding with opulent gains.

- PRAMOD SINHA

Head - Business Development
HiddenBrains Infotech Pvt. Ltd.

Mobile Apps Development: Empowering SmartPhones

Mobile computing is now a reality. People are today opting for smarter portable devices with greater capabilities and making this possible are the many mobile applications.

BY PRIYANKA TILVE

The mobile phone has evolved from being a simple communication device to a smart computing device. You can perform the most basic computing tasks, surf the Internet, pay bills, shop, watch videos, and much more. The introduction of the 3G spectrum, coupled with the popularity of social networking, has further fueled the sales of smartphones in India.

What makes these phones really smart is the operating system or the OS that determines the performance of the device. Boosting it further are the ever increasing numbers of mobile applications. These applications not only improve the performance of your phone, but also provide added functionality, accessibility and entertainment. Apart from this, the vast majority of enterprises are adapting their offerings for smartphones in order to stay in tandem with current trends. As a result, there is a growing need for mobile phone application developers, and the field offers a lucrative career opportunity.

We spoke with Salil Bhargava, CEO, Jump Games, which is India's premier mobile gaming and publishing firm,

to gain an insight into mobile phone application development in India.

Q What is the scope for mobile phone applications in India?

A The mobile phone application segment has immense potential in India. With over 600 million mobile subscribers and 3G services rolling out across India, there is a lot of demand for interactive mobile applications across different segments like gaming, social networking, lifestyle, etc.

Q Which are the different OSs and what are the differences between them?

A Broadly, the mobile OS can be differentiated in:

- ▶ iOS (for devices like iPhone, iPod Touch, iPad and other Apple devices)
- ▶ Android (Google's OS for mobile phones)
- ▶ Symbian OS (for mid to high-end Symbian based phones)
- ▶ BREW (Qualcomm's platform for

CDMA devices)

- ▶ J2ME (for GSM and CDMA devices which support Java)
 - ▶ Blackberry OS (for RIM devices)
- Each OS has certain advantages and limitations, which need to be considered while developing for that particular OS.

Q What are the qualifications required for the job?

A If someone is looking to join as a mobile application developer on the technology side, a B.E. in Computer

