

### **Reasons for Android OS Popularity**

Android is the operating system (OS) for smartphones, tablet computers, e-books, digital players, wrist-watches, netbooks and other devices.

OS is a very important element of the electronic devices. While choosing "smart technics" one should look not only for the hardware, but for the device's OS. Qualitatively made OS optimally uses all of the device's hardware abilities.

Popularity and distribution speed is caused by the following reasons:

- the understandable interface ;
- the work stability and flexible OS settings ;
- the existence of the various quantities fee-based and free programs and utilities ;
- Multitasking - the feature of the operating system that allows parallel processing of multiple processes;
- the wide advertisement strategy ;
- the Android OS new versions developing ;
- the support of the big mobile communication operators and other sponsors ;
- the producers of the mobile equipment give preference to this OS in comparison with others;
- the open OS code, which allows to create an application to the user himself ;
- holding of different competitive tender Android Developer Challenge to encourage Android OS's application developers;
- the source code for a specific version of Android can be adapted to the specific device that will help different manufacturers to produce a new device on the market without spending time on software development;
- the increased demand for mobile devices;
- the devices using Android OS Do have a wider price category;
- last year this OS started to plug-in not only in the smartphones and tablets, but in the netbooks, car navigators, wrist-watches, readers and photo frames. .

Analytic companies "Strategy Analytics", IDC inform that in the third quarter of 2013 Android platform has already reached the record share of smartphones (81%) and tablet computers (49%) in the world market. Will the rivals of indisputable leader of OS for mobile gadgets appear in the market in the nearest future?