



Thought Leadership  
The 2 Es (Eco System and Evolution)  
in Android

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## 1 Introduction

In the past 17 years the mobile phones or one can say cellular phones (during earlier times when phones were introduced) have seen a dramatic change in terms of shape, form factor, usage and communication.

When cellular phones were introduced, the screens of the phones were black and white. These phones were extensively used for end to end voice communications and messaging services. As the years went by, the color phones came in to picture with some added advantages. The advantage with these phones was, users were able to install j2me applications (j2me is a miniature version of j2ee). So, the starting point for developing applications was started from the j2me platform. During the same phase, PDAs and Blackberry also started to support the installation of j2me applications even though Blackberry had its own version of application format. The only negative point for j2me applications to reach its millions of consumers was, there were less number of applications, less number of 3rd party application development companies and also there was a lack of application development on j2me because of its restrictive framework.

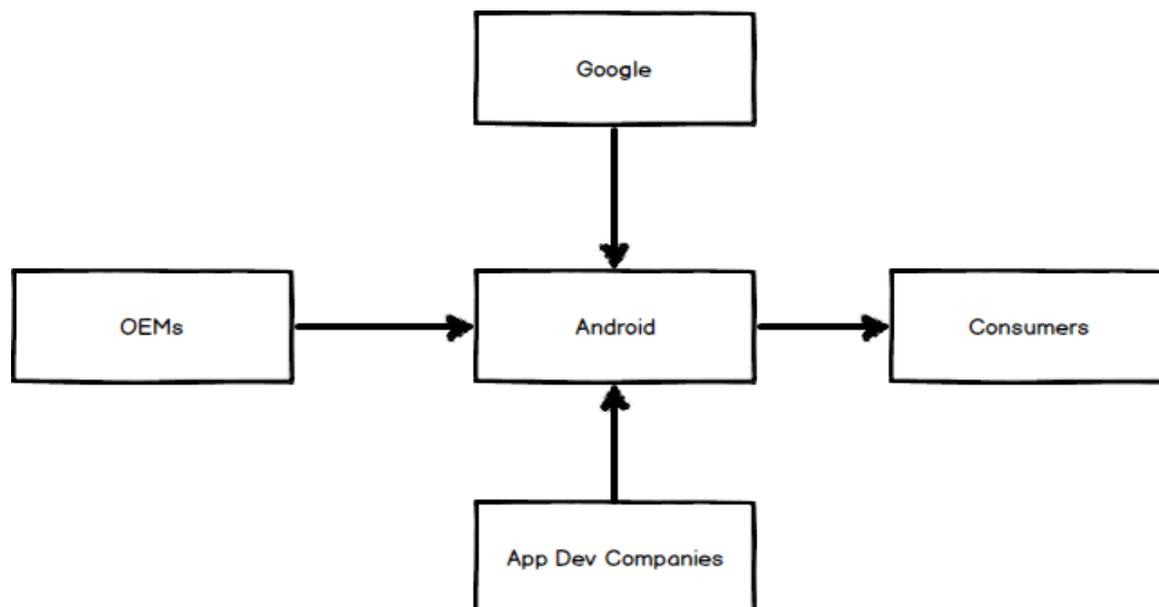
Then came the existence of IOS and Android, which originally began the evolution of smart phones which defined pure rivalry and competitiveness in terms of gaining the market share

### The 2 Es

The 2 Es in Android are its Ecosystem and Evolution. For an Android developer whether he is at beginner's level or at expert level, he must and should know the ecosystem and the evolution of Android.

### EcoSystem

When we talk about the Ecosystem, we/developers should know who are the stakeholders involved in it. To gain a better understanding on Androids Ecosystem, please refer the below pictorial representation:



- ❖ The first and the foremost stakeholders are the consumers because they are the ones who own the android devices and can increase the devices share in the market.
- ❖ The big brother Google, because it develops Android.
- ❖ Next are the OEMs (Original Equipment Manufacturers), the manufacturers play a pivotal role in customizing the android operating system, embedding it in the device and then releasing the device into the market. Samsung, LG, Motorola are some of the manufacturers to name a few.
- ❖ The next biggest contributors to the ecosystem are the Application Development Companies. Because they develop applications and upload it on to the play store.

## Evolution

Initially, Android released two versions in the market. They were named as Android 1.0 and 1.1. These versions became unnoticed and soon faded away. But with the release of Android 1.5 Cupcake, the smartphone market was hit by a storm and soon Android started to gain dominance in the market. It should be noted that all the versions that android has released till date were all named alphabetically.



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## 2 About Raybiztech ([www.raybiztech.com](http://www.raybiztech.com))

Ray Business Technologies Private Limited is a Global Information Technology (IT) Services and Solutions company. They provide cutting-edge IT Solutions to leading enterprises worldwide. Their excellent team of Technology Professionals work with enterprise clients in North America, Latin America, Australia, Europe, Middle East and Asia.

Started in 2009, Raybiztech has grown significantly and current operates from global offices in India, USA, Australia and UK. Raybiztech offers comprehensive end-to-end IT Services for Business Application Development, Enterprise Solutions, Enterprise Collaboration Services, Testing and Quality Assurance Services, Embedded Systems, Cloud Computing and IT Infrastructure Management to organizations in the Banking & Finance, Insurance, Healthcare, Manufacturing, Retail, Media & Entertainment, Leisure & Travel, Telecom and Energy & Utilities verticals as well as Independent Software Vendors.

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