

MOBILE OPERATING SYSTEMS – ANDROID VS APPLE¹

Android OS is a Linux-based mobile operating system that primarily runs on smartphones and tablets. The Android platform includes an operating system based upon the **Linux kernel**, a **GUI**, a web browser and **end-user applications** that can be downloaded.

The Android operating system is a mobile operating system that was developed by Google to be primarily used for touchscreen devices, cell phones, and tablets. Its design lets users manipulate the mobile devices intuitively, with finger movements that mirror common motions, such as **pinching, swiping, and tapping**. Google also employs Android software in televisions, cars, and wristwatches—each of which is fitted with a unique user interface. This operating system was first developed by Android Inc., a software company located in Silicon Valley before it was acquired by Google in 2005.

While the Android source code is released in **an open-source format** to help advance open standards across mobile devices, it is still packaged with **proprietary software** when sold on handset devices.

On the other hand, Apple iOS is a proprietary mobile operating system that runs on mobile devices such as the iPhone and iPad. Apple iOS stands for iPhone operating system and is designed for use with **Apple's multitouch devices**. iOS (formerly iPhone OS) is a mobile operating system developed by Apple Inc. exclusively for its hardware. It is based on **Mac OS**, the operating system which runs Apple's line of Mac desktop and laptop computers, Apple iOS is designed for easy, seamless networking between a range of Apple products.

Apple iOS is the second-most popular mobile operating system. As of June 2021, Apple iOS held a 26.3 percent share of the mobile phone market, second only to Android which held a 73.3 percent market share.

The first version of iOS was released in June 2007, introducing the culture to **the touch-screen smartphone**, a significant cultural shift away from **flip phones** and **Blackberry-style devices**. The iPhone combined many functions within a single device, including a camera, internet browser, and media player alongside the phone and messaging, and the world would never be the same.

The popularity of the iPhone is often attributed to the user-centric design and effectiveness of iOS. Nearly 218 million iPhones were sold by the end of 2018, making the device the single most successful product ever released into the market. Some estimates show that since their launch in 2007, iOS products have been responsible for more than \$1 trillion in revenue for Apple.

Android Operating System vs. Apple iOS

The emergence of Android created a new rivalry between smartphone manufacturers, with Apple serving as Google's chief competitor. To some, this competitive dynamic mirrors that of the **“cola wars”** between Coca-Cola and Pepsi over the past 40 years, where no clear winner or loser has emerged. Android was the most popular operating system on mobile devices as of Q1 2022, with 23.7% of the global market share while Apple's iOS was in second place with 18%, according to International Data Corporation.

¹ <https://www.investopedia.com/terms/a/android-operating-system.asp> , <https://www.investopedia.com/terms/a/apple-ios.asp>

ANSWER THESE QUESTIONS:

1. What is the main difference between Android and Apple OS?

2. Which mobile OS is older?

3. Which mobile OS is more popular, according to the text?

4. What is the difference between open-source and proprietary software?

5. How is the battle between Android and Apple similar to the “Cola wars”?

6. Which mobile OS do you prefer and why?
