



UDC 004

THE INFLUENCE OF MOBILE APPLICATIONS ON THE MODERN WORLD

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The only thing that changed in the computer world in last 10 years is everything. Digital technologies have an influence on either everyday life or business. The reason is that the way people get information has dramatically changed. Internet communication devices are in our pockets, therefore the role of Internet has increased.

Mobile technologies are leading today. The world is plunged into different kinds of devices: smartphones, tablets, laptops and some wearable devices as well. People used them to search the Internet, check out social networking and mail and messages and weather; we also take some photos and videos, but, more importantly, view photos and videos. As we can see, mobile operating systems are about consumption content, not creating.

Mobile applications can be some sort of service or information. And the last one is about business and its repositions. Internet sites experience seems to be really familiar – they are all about giving information too. However, internet sites are less suitable for mobile world of 2016. In order to understand this fact clearly, it will be a good idea to quote Ericsson Company's interesting title they've posted via Twitter two month ago: "The consumer is dead. Long live the user". That's how their industry conference was named and they announced it on social networks.

Actually, some managers may guess that it's impossible to make a mobile application for their specific business. They are wrong here. An app is like a web site that introduces a company and allows to have a feedback. If we look at the statistics, for around 98% of 'Fortune 500' companies have their own app.

A few words about smartphones. These devices are the most used during the whole day. We use them because they can give us incredible possibilities. And apps are what make smartphone a real smartphone. Today applications are the sort of business themselves. Shops and players, entertainment and enterprise apps, translators and messengers. They also made the revolution of Internet services. So if you want to run your business in 2016 properly, you should take care of its adaption to the mobile world.

Secondly, tablets. Tablet is an increased in size smartphone. Generally, it can be useful for enterprise people. I'm sure, these devices are going to change the way people work at the enterprise. The list of apps for work, developed by employers for their employees expanding all the time.

And finally, wearable devices. Smart watches trend is new enough, but quiet promising. Smart watches are good at notifications receiving and playing media. But they also do call for some applications. Although watches' screens are small and capacities are minor, they always with their owners and can deliver some information. Those who have taken care of wearable devices support, are the most advanced and cutting-edge companies in business.

Now, let's summarize. All in all, it's amazing to watch mobile technologies changing the world. We need to conclude that computer to user relationship became more advanced than ever. I consider the new generation of internet services, mobile software and updated business conceptions as a natural way of progress, and in many ways a beginning.