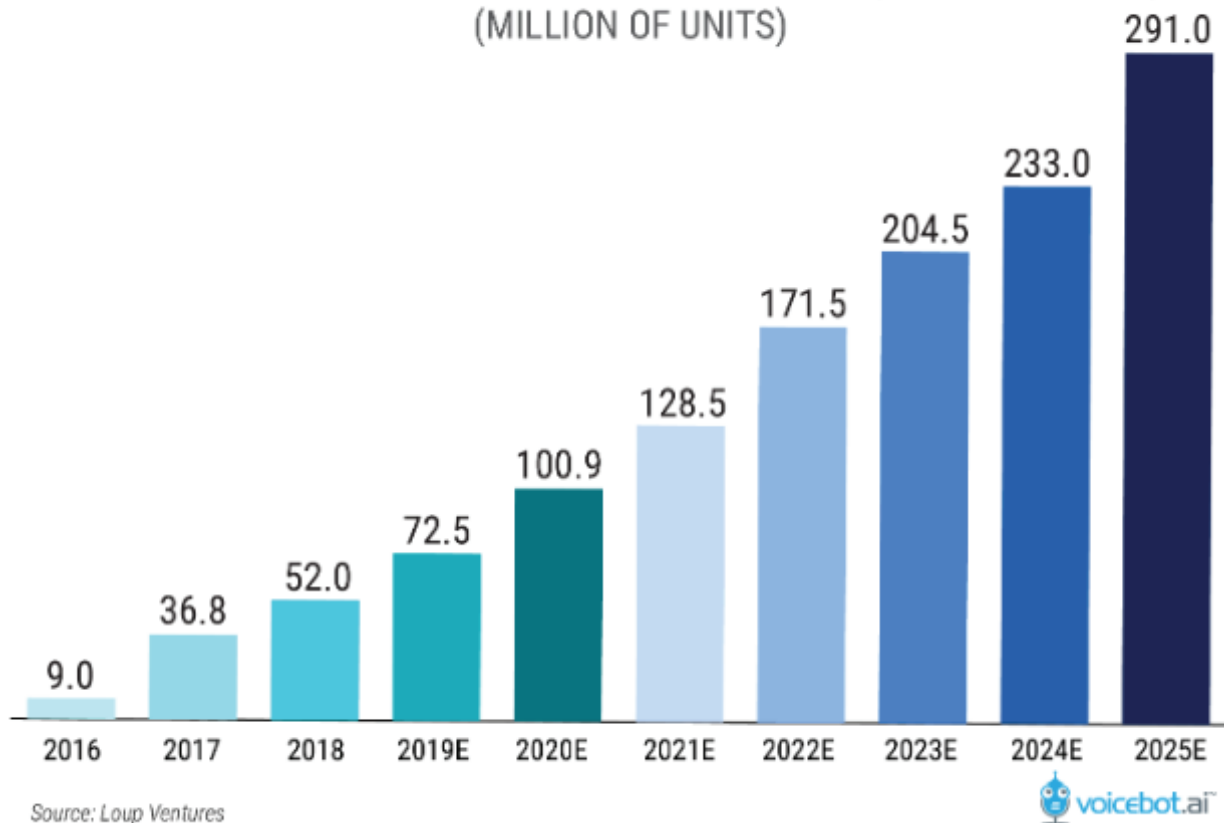




PAST, PRESENT AND FUTURE OF POCKET SIZE WORKSTATION:

It's pretty clear that Mobile phones or rather "Smartphones" are here to stay with us, it's not so long ago when regular candy bar mobiles that were only meant for communication turned into a mini computer that we very much carry close to our heart, literally and figuratively.

Global Smart Speaker Sales Forecast (Except China) (MILLION OF UNITS)



Smartphone sales has been on a rampage, the amount of technology that is being incorporated is many folds high compared to any other electronic devices, it is partly due to the fact that we as a consumer have adopted smartphones as our ally for daily work and much more.

Going back to when it started:

The first smartphone was developed by IBM and BellSouth, which came out to the public in 1993, but this smartphone is unlike the modern phones, it lacked the aesthetics, the form, glamour than the new age smartphones have. Not to forget that the computation power of modern smartphones are comparable to entry level Desktops. Earlier, the computing power of mobile was limited and these days the smartphone is not just a mobile device, it has move beyond single purpose use that was



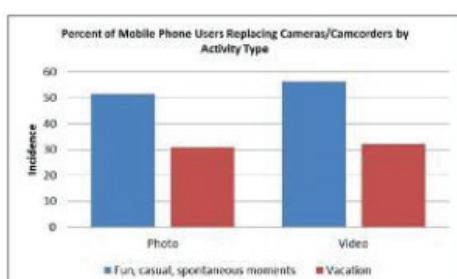
only used for exchange of conversations, it is your camera, your Walkman, your calculator and much more, new possibilities are being explored, innovation beyond expectations, smartphone market is taking over the world.

Apple Vs. Android



The craze for smartphone was initiated by Apple when they launched their first smartphone, iPhone, which revolutionized the mobile phone industry and it was further fuelled by the entry of Android based smartphones, the first smartphone being HTC Dream. The obsession for smartphone since then has been on the rise and market demands never went down.

As Apple came up with iOS, Android which is owned by Google wasn't slacking off, they came up with their own software Cupcake 1.5 which didn't excite many tech enthusiasts, but after rolling out Gingerbread 2.3, Apple had to face a competitive OS war. When modern smartphones came in market, it virtually destroyed point and shoot camera segment, as people are happy to carry mobile as their primary shooter, from 4K video recording to 5X optical zoom, smartphones have made point and shoot camera completely obsolete. Although it's hard for smartphone to replace DSLR but we'll never know as new technologies are coming up at a rapid pace. Smartphone might as well replace DSLR at some point of time.



Source: NPD Group/ Imaging Confluence Study 2011



Chennai Business School
Learning for the real world

Ramp up the power!

Presently we have mobiles that are overclocked to 2.0 Ghz and run octa core CPU with a dedicated GPU's along with copper heat sink pipes, which were unheard of even few years ago, smartphones are starting to replace the workstation at home as all application are now available in palm of your hand along with easy portability. The level of productivity these smartphone offers has made life very easy to the extent that it has begun to create concerns, as we are too very dependent on a 180 grams electronic device.

Future of Smartphones

Virtual Reality:

Virtual Reality is still at testing level in smartphone as it requires high level Graphic input, thus it requires discrete graphics card, but given the size restriction in an smartphone this will require some High tech engineering to be pulled off, currently simple VR videos are accessible, in upcoming future it is expected to include immersive gaming experience.

Flexible screens:

OLED screen are capable of being flexible and many prototypes of flexible OLED surfaced the internet, but if it has to reach the masses, then the price has to come down, since OLED is expensive. In few years flexible screen will reach everyone.

Artificial Intelligence:

Although the whole world is moving towards AI, It is still yet to be implemented in Smartphone, certain basic voice commands are present but Genuine AI features are yet to make mark inside a smartphone, it's just a matter of time that AI will be introduced and it will start doing all the work for us making life even simple and easy.

What other features do you think is expected in a smartphone? Comment below. Share your thoughts.

- Aravind Reddy – PGPM (Class of 2019)