

# Mobile Device Basics



*Presented by:*

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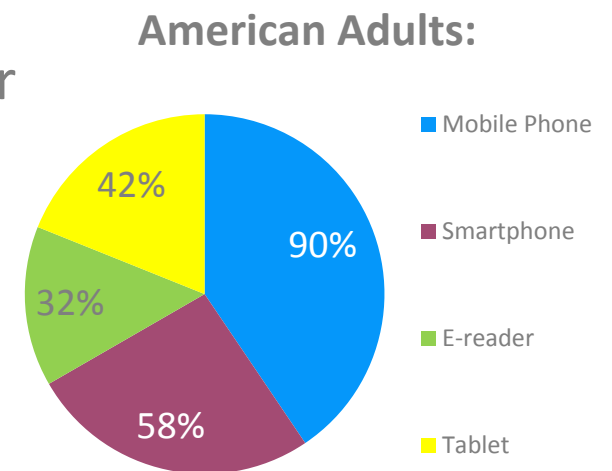
# Objectives

- Defining mobile devices
- Tablets and E-Readers
- Smartphones
- Device features
- Operating Systems
- Mobile Networks
- Security
- Cloud services
- Popular apps



# What is a Mobile Device?

- Essentially: a pocket computer that *may* also make phone calls.
- Portable, powerful, mobile computers including Tablets, E-Readers, and Smartphones.
- Today, your cell phone has more computer power than all of NASA in 1969, when it sent two astronauts to the moon.
- 80% of the world's population now has a mobile phone; and 20% of those are smart phones

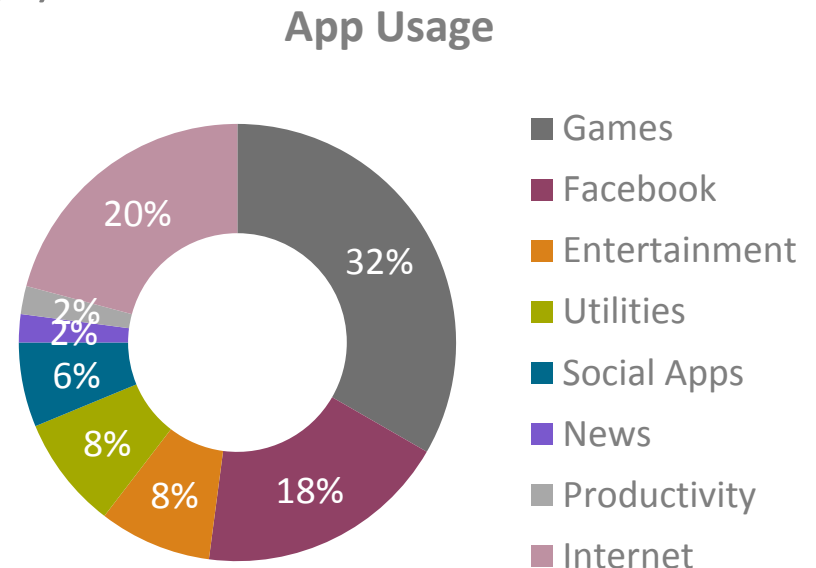


# Tablets and E-Readers

- Computers, minus the mouse and keyboard
- Can do essentially everything a traditional computer can do
- Typically used to consume information
- Advancements in E-Readers have rendered them as tablet-equivalent
- Larger screen results in more website page visits, video streaming, and reading compared to smartphones
- 3<sup>rd</sup> most popular device for internet searches (after PC/Laptop and Smartphones)
- Most commonly used during the evening hours

# Smartphones

- Very small computers that you can carry in your pocket
- Reliant on the usage of Apps (80% of usage)
- 33% of all age groups use smartphones
- The most common activities are texting, taking photos, and reading email
- Cameras have better pixel density than high-end DSLR cameras from 3 years ago
- Device streamlining (cameras, music players, phones, GPS...)



## Device Features

- Mobile Operating Systems – allow you to do almost everything on a Device that you can on a Laptop
- Solid State Drives – no moving parts, no mechanical wear and tear, faster operation, faster startup, more durable than hard drives
- Communications – optimized for internet use, devices use Wi-Fi, Cellular Networks, or a combination of the two to get online or make calls
- Bluetooth – tablets have few ports to connect items like a mouse or keyboard, printer, etc. External peripherals connect via Bluetooth.
- Apps – a mobile-optimized, self-contained application

# Operating Systems

## Android

- Developed by Google; used by multiple manufacturers

## Blackberry

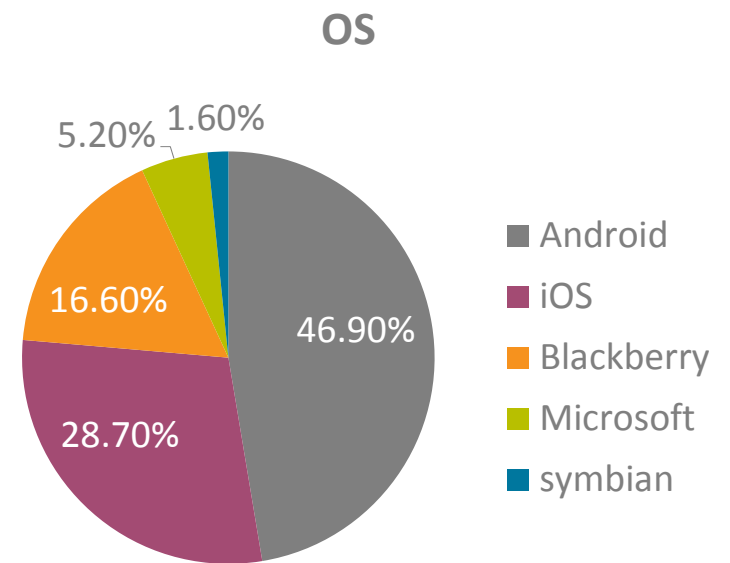
- Developed by Research in Motion (RIM), runs only on Blackberry devices

## iOS

- Developed by Apple, only runs on Apple devices

## Windows

- Developed by Microsoft, runs on Windows Phones, used by multiple manufacturers



# Mobile Networks

Applies to Smartphones and some Tablets

- 3G: “Third Generation” data network, supports almost broadband-like speeds of 2 Mbps downlink.
- 4G: “Fourth Generation”, should support 1 Gbps downlink, except on networks where carriers have only improved existing 3G (with LTE, WiMax, etc).
- Mobile Hotspot: feature allowing you to use your smartphone as a wireless access point
- Tethering: connecting a laptop to your mobile phone/hotspot.



# Security

- Keep devices with you at all times
- Password protect them
- Enable a 'remote wipe' or auto-lock
- Delete data from devices before selling or giving away
- Use an anti-virus app
- Turn off blue-tooth accessibility when not in use
- Don't use sensitive data on open networks
- Select apps from reputable sources

# Cloud Services

- iPhone users: iCloud
  - iWork (beta): Pages, Numbers, and Keynote
- Android users: Google Drive
  - Google Docs, Sheets, Slides
- Windows users: OneDrive
  - Office Mobile includes Word, Excel, PowerPoint
- Internet browsers: “browser” or Opera / Chrome / Internet Explorer
  - Allows you to see and use the same bookmarks you use on your home computer

# Most Popular Free Apps by Platform

## iPhone users:

- Messenger
- Snapchat
- YouTube
- Facebook
- Instagram
- Games
- Google Maps

## Android users:

- Gmail
- Messenger
- Facebook
- Pandora
- Instagram
- Games
- Netflix

# Types of Apps available:

Biggest categories on iTunes and Google Play:

- Business
- Communication
- Education
- Finance
- Health/Fitness
- Lifestyle
- Music
- News
- Photography
- Productivity
- Shopping
- Social
- Sports
- Travel
- Weather