



# Accelerating Information Technology Innovation

<http://aiti.mit.edu>

Cali, Colombia  
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Lesson 1 – Android Introduction

# Agenda

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- Overview of Android smartphone capabilities
- Monetization
- Hardware capabilities
- Work through “Hello World” Android application

# What is Android?

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- Google's operating system for mobile devices
  - Open-source
  - Free
  - International
  - Java-based
  - Hardware cross-compatible (HTC, Motorola, LG, Samsung, Huawei, ...)

# WHAT ANDROID CAN DO...

# Example applications

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- GPS based weather
- Barcode scanner
- Google maps
- Games – Angry Birds
- gmote – media remote control for computer



Angry Birds™

# Hardware capabilities

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- GPS
- Wifi + 3G, Bluetooth (Comms)
- Gyroscopes and accelerometers
- Sensors (e.g. light)
- Still and video cameras
- External Storage (SD card)

# Software Capabilities

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- 2D/3D Graphics
- Built-in SQLite Database
- Gesture detection, Multi-touch
- Text-to-speech, speech recognition

# Opportunities

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- Opportunity to develop and **monetize** applications for Android Market
- Opportunity for **social impact** through smartphone apps
- Timing: You are going to be some of the first in Colombia to develop Android apps!



# Monetization

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- Three ways to make money with Android Apps:
  - Sell the application on the Android Markets (Google Play, Amazon Market, ...)
  - Offer the application for free on the Android Market and include small ads
  - Sell through your own website, outside of the Android Market

# Areas of Potential Impact

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- Health
- E-Government
- Transportation
- Environment
- Education / Learning
- Finance / Money
- Productivity (make things easier/faster)

# Potential Customers

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- Individuals (with Android phones)
- Government
- Businesses

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Enough said... let's start having  
some fun!