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GRIN Verlag GmbH Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 209x144x13 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2011 im Fachbereich Sozialwissenschaften allgemein, Note: sehr gut, Johannes Kepler Universität Linz, Sprache: Deutsch, Abstract: Seit Jahren versuchen verschiedenste Hersteller den Tablet-PC auf dem Markt zu etablieren, jedoch erst mit dem Erfolg von Apples iPad sieht es aus, als könnte dieser sein Dasein als Nischenprodukt, vornehmlich als Gerät für Businesskunden bzw. die Industrie, beenden. Nebst dem eben erwähnten iPad drängen seit kurzer Zeit auch vergleichbare Tablets auf Androidbasis auf den Markt. In dieser Arbeit sollen die beiden Plattformen iPad und Android-Tablets aus der Perspektive der Entwickler von mobilen Applikationen betrachtet werden. Die Akzeptanz eines Systems und somit dessen Markterfolg wird maßgeblich, nebst dem Bedienkomfort, vom wahrgenommenen Nutzen bestimmt. Dieser wird vor allem durch die Anzahl und Qualität der verfügbaren Applikationen bestimmt, womit die Third-Party-Entwickler maßgeblich zum Erfolg oder Scheitern beitragen können 24 pp. Deutsch.



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