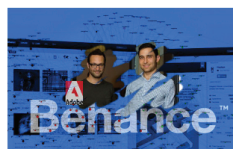




An Open Letter from Android to iOS 7

 **Ewan Spence**
Contributor



Adobe's Behance: The Creative Graph Lets Your Work Do The Networking

 **Anthony Wing Kosner**
Contributor



Will Jony Ive Let A Flat Design For iOS 7 Fall Flat?

 **Anthony Wing Kosner**
Contributor

78% of respondents described themselves as “Very Excited” with the new design of iOS 7. For developers working in the current “flat” style, the new OS will be easier to integrate with. “Standard iOS controls such as buttons and alerts will be much less likely to clash with beautifully designed apps,” wrote developer [Christopher Garrett](#). “In iOS6, if I am developing an app that uses a flat design, then I will typically have to create custom alerts and navigation elements to make it look good. This will be less necessary with iOS7.”

82% of respondents reported being “Very Excited” by multitasking. The ability to fetch new content for users while they are away from the app and use it to drive them back to the app and boost engagement will prove very powerful for developers.

Less encouraging for Apple is the 71% of game developer respondents who reported being “Disappointed” about the new Game Center. Getting rid of the green felt is great and all, but what developers really want is the ability to drive more downloads.

There are as well things that developers wanted to see that did not make it into this release. 61 respondents want better App Store discoverability, a problem that was not really addressed beyond the grouping of age related games for kids. Increasing the find-ability of niche or “long tail” apps should be job #1 for Apple as far as independent developers are concerned. 57 people want more access into Siri and Maps. A choice of genders for Siri’s voice is great, but being able to do more with those voices is better. And 34 respondents brought up the problem of organizing lots of apps, which has not been thoroughly re-imagined in iOS 7 beyond making the

contents of folders easier to swipe through.

Finally, the TapFame developers do not seem overly troubled by Apple’s incursion into some of their turf. Yes, there will be a thousand useless flashlight apps on the App Store once iOS 7 comes out, but as developer Daniel Amitay explains, “Apple integrating a flashlight feature into iOS7 is a significant net gain for consumers. A few developers will lose a revenue stream, but it wasn’t an innovation that was suddenly stolen from them.”

iOS 7 is partially a curation of successful UI elements, features and built-in apps that debuted elsewhere, and developers accept that the best of their ideas may someday be incorporated into the mothership. Growing a large user base or writing hard to imitate code are the ways to make it more likely that you will be acquired rather than stepped on, but developers work that into their calculations of the benefits of dealing with a colossus like Apple. Still, Bump must feel bumped by AirDrop, Pandora may well be in a panic about iTunes Radio and panoramic apps just had their aspect ratio trimmed by the new built-in Panorama feature in the iOS Camera.

The bottom line for developers is that iOS gives them new tools for innovation of the mobile experience, an updated set of user interface elements, a “wow” factor for iPhone users and more means to monetize their labors. The case that Tim Cook made at WWDC about iOS users’ outsize shopping and browsing activities relative to Android users (in particular) is a compelling reason for developers to stay on board.

For diehard Android developers, though, this refresh is probably not enough to make them jump ship. “iOS 7 was mostly a front-end overhaul for end



Who Just Made a Billion Dollars?



Our Real-Time Billionaires scoreboard tracks the biggest holdings for 50 of the world’s wealthiest people.

[See who's up & who's down right now »](#)

users,” says [Devendra Laulkar](#), co-founder at Vessel.io (and formerly Android Developer at Pulse.) “As an Android developer there some changes that bring feature parity to iOS. True multitasking and rich notifications will be greatly appreciated.”

TapFame will win either way, since it connects companies and “app directors” to experienced developers on both iOS and Android platforms who have the chops to get apps built, tested and deployed on the app stores. CEO Sawhney refers to TapFame as the “IMDB for mobile apps—a place where developers and designers get credit for the apps they’ve worked on.” In this way, it is similar to what [Behance](#) does for designers, illustrators, videographers and photographers. But where Behance works the dual benefits of informal discovery through searchable portfolios on the one hand and [full-time job listings](#) on the other, TapFame is focused squarely on the freelance project business, which corresponds more closely with the realities of app development.

It continues to be a good time to be a developer, particularly for native mobile apps. If everyone is not universally thrilled with iOS 7, it is undeniable that Apple’s core developers just got a needed shot of mojo to carry on—despite the growing numbers of Android users. In the end, they respopnd to [Bill Clinton](#)’s immortal words, “It’s the economy, stupid!”

To keep up with [Quantum of Content](#), please subscribe to my updates on [Facebook](#), follow me on [Twitter](#) and [App.net](#) or add me on [Google+](#).

Related on Forbes:

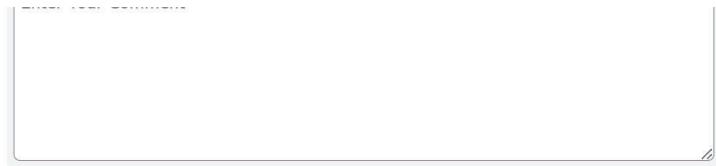
[+ Comment Now](#) [+ Follow Comments](#)

 [Email](#)  [Print](#)  [Report Corrections](#)  [Reprints & Permissions](#)

Post Your Comment

Please [log in](#) or [sign up](#) to comment.





Forbes writers have the ability to call out member comments they find particularly interesting. Called-out comments are highlighted across the Forbes network. You'll be notified if your comment is called out.

Comments

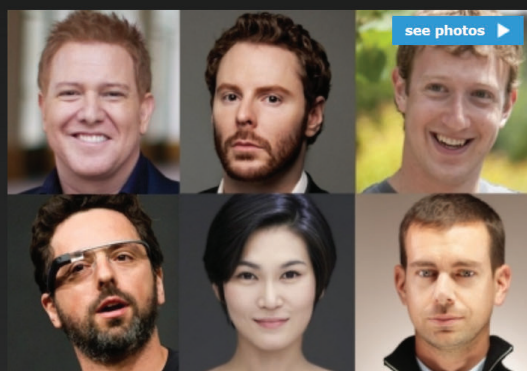
CALLLED-OUT

[Expand All Comments](#)

[+ Follow Comments](#)

+ expand 4 comments

Inside Forbes



The 29 Youngest Billionaires: World's Richest Under 40

With \$119 billion between them, these 29 billionaires under 40 years old have it made.



LeBron James Gets Set To Slam-Dunk Mark Cuban



How To Save The Planet From New Ikea Patrons



The Fastest-Growing Cities In The United States



Real-Time Billionaires

Channels

Business
Investing
Technology
Entrepreneurs
Op/Ed
Leadership
Lifestyle
Lists

Company Info

Forbes Careers
Advertising Information
Forbes Conferences
Investment Newsletters
Reprints & Permissions
Terms and Conditions
Privacy Statement
Contact Us
Sitemap
Help

Affiliate Sites

Forbes China
Forbes India
Forbes Israel
Forbes Mexico
Forbes Middle East
Forbes Poland
Forbes Romania
Forbes Russia
Forbes Ukraine
RealClear Politics
RealClear Markets
RealClear World
RealClear Sports

Forbes Conferences

How to Safely Grow Your Wealth
Forbes Asia's Power Business Women
Forbes Women's Summit
Global CEO Conference
Forbes Healthcare Summit
Forbes 9th Annual CMO Summit
Techonomy

Publications



Free Trial Issue
Subscriber Services
Buy Back Issues

Data Partners

Market Data by Morningstar
Thomson Reuters
AdChoices

<https://web.archive.org/web/20130917204418/http://www.theguardian.com/technology/2013/sep/17/google-bump-smartphone-apple-airdrop>

Google buys smartphone file-swapping app Bump as sharing grows

Impending launch of Apple's AirDrop on iOS 7 could make Bump unnecessary on its own platform, while Google beefs up file-transfer capabilities for Android

Share

Tweet this

Pin it

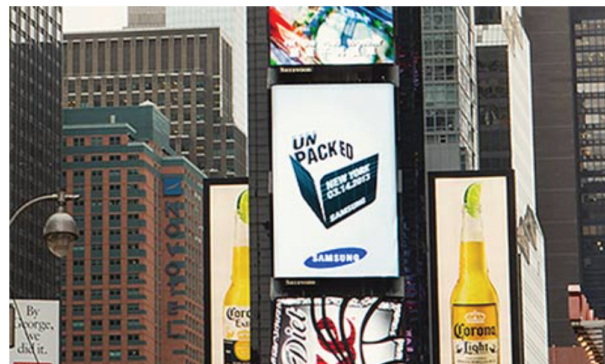
Email

Article history

Charles Arthur

theguardian.com, Tuesday 17 September 2013 02.21 EDT

Jump to comments (19)



A Samsung Galaxy S4 ad in New York: its phones already include a Bump-style capability. Photograph: youngsam Yoon/Samsung/Young Sam-yoon

Google is buying Bump, an app which allows smartphone users to send pictures, contacts or other files to each other by bumping them together.

Bump was initially made available on Apple's iPhone as a substitute for NFC - Near Field Communications - technology which enables the same functionality on Android and other NFC-equipped smartphones.

The decision to buy Bump seems to have been partly driven by the impending release of Apple's iOS 7, the latest version of its iPhone software. That introduces a technology called AirDrop which could be used to transfer similar data types - including photos or web addresses - using a combination of Wi-Fi and Bluetooth to multiple devices at once without requiring the phones to touch. "There's no bumping your phone," said Apple's iOS software chief Craig Federighi when he showed the feature off to developers in June at Apple's Worldwide Developer Conference. Apple already implements AirDrop on its desktop and laptop computers.

For Bump, that could mean that its biggest platform, iOS, would become less useful if people begin using AirDrop instead of its app.

Google also has its own NFC project, called Beam, announced in October 2011. And Samsung has implemented its own "bump" technology using NFC to move files between devices.

The price of the sale hasn't been disclosed, though AllThingsDigital reported sources putting the price at between \$30m and \$60m, compared to venture capital investment of \$20m.

Bump was founded in 2008 and first released its app on Apple's App Store in March 2009. It has had a total of more than 125m downloads for both iPhone and Android, and been used to send more than 1bn photos. The company had 25 staff in March. The app was seeing fast growth among users, and had recently implemented a system which let users "bump"

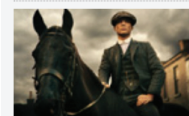
Today's best video



Grand Theft Auto V: first playthrough

Keith Stuart and Nick Cowen play through one of the earliest heists in the latest title in the 100m-selling series and discover the astonishing depth of the game world

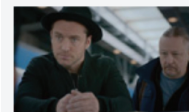
132 comments



The week in TV

Telly addict Andrew Collins reviews his highlights, including Peaky Blinders (left)

110 comments



Connection: a short film starring Jude Law

Exclusive film: Two actors with very different concerns meet at an airport.



Raising Costa

Concordia - timelapse video

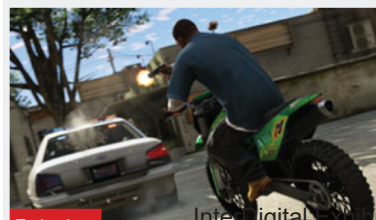
See the sunken cruise ship raised off the coast of Tuscany

On the Guardian today



Football

Manchester United v Bayer Leverkusen - live!



Technology

GTA 5 review: a dazzling but

files to desktop or laptop computers.

Writing on the [Bump blog](#), its chief executive and cofounder David Lieb said that

Our mission at Bump has always been to build the simplest tools for sharing the information you care about with other people and devices. We strive to create experiences that feel like magic, enabled behind the scene with innovations in math, data processing, and algorithms. So we couldn't be more thrilled to join Google, a company that shares our belief that the application of computing to difficult problems can fundamentally change the way that we interact with one another and the world.

He said that Bump and the Flock app, which allows people to create shared photo albums, "will continue to work as they always have for now".

Bump uses a combination of [apps](#) running on the devices which "bump", and the company's own servers. In an [FAQ](#), the company explains that "The app on your phone uses the phone's sensors to literally "feel" the bump, and it sends that info up to the cloud. The matching algorithm listens to the bumps from phones around the world and pairs up phones that felt the same bump. Then we just route information between the two phones in each pair." The app uses location information and sensor detail to determine which two devices which have sent a "bump" are in direct contact.

By contrast, Apple's Airdrop is an ad-hoc peer-to-peer Wi-Fi network with encrypted file transfers, which does not route through outside servers, and so doesn't need an internet connection.

[Share](#) [Tweet this](#) [Email](#)

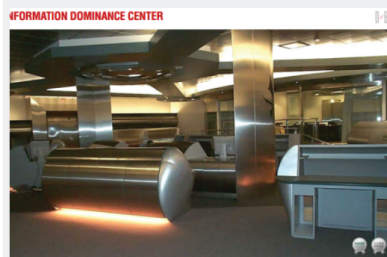
monstrous parody of modern life



World news
Nina Davuluri brushes off racist criticism after Miss America victory



Football
Viktoria Plzen v Manchester City – live!



Comment is free [graph: DBI Architects, Inc.](#)
Inside the mind of NSA chief Gen Keith Alexander



World news
Costa Concordia righted after 'perfect' salvage operation

Key topics [Apple](#) [Google](#) [Facebook](#) [Games blog](#) [Game reviews](#)

[License/buy our content](#) | [Privacy policy](#) | [Terms of service](#) | [US advertising](#) | [A - Z index](#) | [About us](#)
© 2013 Guardian News and Media Limited or its affiliated companies. All rights reserved.

<https://web.archive.org/web/20130919075544/https://www.forbes.com/sites/tomiogeron/2013/09/16/google-acquires-bump-mobile-app/>



Tomio Geron, Forbes Staff
Covering start-ups, social and venture capital.

TECH | 9/16/2013 @ 1:59PM | 2,528 views

Google Acquires Bump Mobile App

Google has [acquired Bump](#), a mobile app that was one of the early hit mobile apps but never became a big business.

Financial terms of the deal were not disclosed.

Founded in 2008, the company raised about \$20 million from top investors including Sequoia Capital, SV Angel, Felicis Ventures and Andreessen Horowitz after going through the Y Combinator incubator.

The app was designed to let people share contact information by just bumping their phones together. The company also evolved to let people share things like photos through bumps. Later it launched a second app called Flock for group photo sharing.



“We strive to create experiences that feel like magic, enabled behind the scene with innovations in math, data processing, and algorithms,” CEO David Lieb wrote in a blog post. “So we couldn’t be more thrilled to join Google, a company that shares our belief that the application of computing to difficult problems can fundamentally change the way that we interact with one another and the world.”

A Google spokesperson said, “The Bump team has demonstrated a strong ability to quickly build and develop products that users love, and we think they’ll be a great fit at Google.”

Bump’s idea, to [connect the physical world with digital devices](#) and cloud services, was an ambitious goal. It’s also a challenging one. Many people send their contact information to people over email or text. Connecting in the real world with businesses is a big opportunity—many companies are trying to address this through payments and loyalty apps—but the company did not (or could not) make that move.

For now, the Bump and Flock apps will continue to run and be available for consumers.

Most Read on Forbes



Tomio Geron
Forbes Staff

I cover start-ups, social networking, venture capital and other technology topics from San Francisco. I’m interested in disruptive companies and entrepreneurs who want to change the world, or have a point of view or compelling story. Got a news tip? Email me at tgeron_news@gmail.com. I was previously a reporter for Dow Jones, where I covered venture capital and Internet start-ups for VentureWire. My work also appeared often in [Dow Jones Newswires](#) and [the Wall Street Journal](#). I’ve also written for Red Herring, the Long Beach Press-Telegram and other outlets. In a former life I was a web application developer. Follow me on Twitter: [tomiogeron](#), subscribe to me on [Facebook](#) or [circle me on Google+](#).

TOMIO GERON’S POPULAR POSTS

Airbnb And The Unstoppable Rise Of The Share Economy 203,004 views

Do iOS Apps Crash More Than Android Apps? A Data Dive 181,073 views

America’s Fastest Growing Tech Companies 2013 177,721 views

3Jam Acquired + CEO Move To Skype = Acquisition? 131,054 views

Top Startup Incubators And Accelerators: Y Combinator Tops With \$7.8 Billion In Value 121,314 views

MORE FROM TOMIO GERON



Post Your Comment

Please **log in** or **sign up** to comment.



Enter Your Comment

Forbes writers have the ability to call out member comments they find particularly interesting. Called-out comments are highlighted across the Forbes network. You'll be notified if your comment is called out.

Comments

CALLED-OUT

[Expand All Comments](#)

C

+ expand 2 comments

Inside Forbes



FORBES 400: The Ranking Of America's Richest People

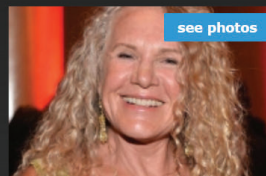
The average net worth of America's 400 richest rose \$800 million to a record \$5 billion



The World Of Walmart Billionaire Alice Walton



Meet Billionaire Stewart Rahr, 'The King Of All Fun'



[see photos](#)

Meet America's Richest Women 2013



Real-Time Billionaires

Channels

Business
Investing
Technology
Entrepreneurs
Op/Ed
Leadership
Lifestyle

Company Info

Forbes Careers
Advertising Information
Forbes Press Room
Forbes Newsfeeds
Investment Newsletters
Reprints & Permissions
Terms and Conditions

Affiliate Sites

Forbes China
Forbes India
Forbes Israel
Forbes Mexico
Forbes Middle East
Forbes Poland
Forbes Romania

Forbes Conferences

Forbes Asia's Power Business Women
Forbes Women's Summit
Forbes 400 Philanthropy Summit
Global CEO Conference
Forbes Healthcare Summit
Forbes CMO Summit

Publications



Free Trial Issue
Subscriber Services
erDigital Exhibit 2055, p. 32
Microsoft v. InterDigital
IPR2024 00005

[Lists](#)

[Privacy Statement](#)

[Contact Us](#)

[Sitemap](#)

[Help](#)

[Forbes Russia](#)

[Forbes Ukraine](#)

[RealClear Politics](#)

[RealClear Markets](#)

[RealClear World](#)

[RealClear Sports](#)

[Forbes Asia's Best Under A Billion](#)

[Techonomy](#)

[Forbes Innovators](#)

[Forbes and NAPFA Advisor
iConference](#)

[Forbes Reinventing America
Summit](#)

[Buy Back Issues](#)

Data Partners

[Market Data by Morningstar](#)

[Thomson Reuters](#)

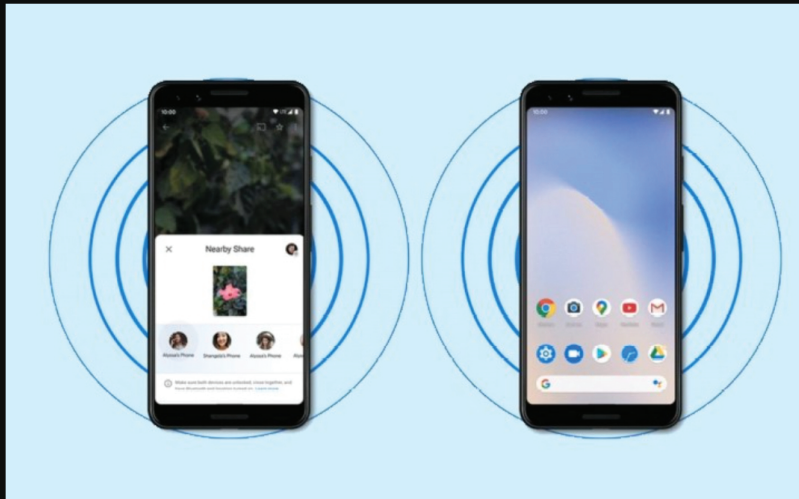
[AdChoices](#)

2013 Forbes.com LLC™ All Rights Reserved

<https://web.archive.org/web/20240604201623/https://www.exhibit.tech/trending-tech-news/how-to-nearby-share-apple-has-airdrop-android-has-nearby-share>

How to Nearby Share? Apple has AirDrop; Android has Nearby Share

By Pratik Ghone - February 20, 2024



Apple's AirDrop is a proprietary ad hoc service allowing Apple machine users to seamlessly transfer and share content among Apple devices, including Macs, iPads and iPhones. This service has been robust and reliable, almost a second nature for sharing content among Apple device users. Google has been experimenting with something similar for decades. Their last known attempt was Android Beam, which was limited to specific devices during nascent years over a decade ago in 2011. Competition has proven to improve the market for everyone involved and thereby was born Nearby Share.

Launched on August 4, 2020, Nearby Share is a service provided by Google that acts similarly to Apple devices but is not limited to Google devices. Nearby Share is not to be mistaken for Nearby Sharing, the service by Microsoft on Windows 10 or later. Google's Nearby Share is available for all Android, ChromeOS and Windows devices. Nearby Share is compatible with devices running Android 6.0 or later, ChromeOS 91 or later, and Windows 10 or later. This service is built into the OS for Android and ChromeOS devices, while Windows devices need a separate installation with permissions for WiFi and Bluetooth.

On Android and ChromeOS, Nearby Share is enabled by going to Connected Devices > Connection preferences > Nearby Share (or Google > Devices & sharing > Nearby Share) in the settings app and enabling "Use Nearby Share." Samsung has banked on the Google partnership and merged this service with what they name "Quick Share". Weirdly, in the tech world, terminologies and technologies have different names on different devices. Vivo also names Nearby Share as Quick Share and so on. The options on display look like - Hidden, Contacts Only and Everyone (time limiter). The criteria are simple: one can simply share content like Apple devices on Android devices; Nearby Share allows for the sharing of files

Subscribe to our newsletter

Please enter your e-mail

SUBSCRIBE



Something Fresh



**18 Wardrobe
Essential for
Summer
(WOMEN)**

May 6, 2024



**Fashion
Explained - The
Met Gala**

May 6, 2024



**18 Cocktails You
Can Make at
Home**

May 4, 2024