Vasavi College of Engineering

Ibrahimbagh -31

Department of Computer Science & Engineering

A Report on a Seminar on **"Mobility and its Impact"** by Mr. Jason D. Williams conducted on Nov 22nd, 2013

(Conducted under – Co-curricular Activity)

A Seminar on ”**Mobility and its Impact**” was delivered by Mr. Jason D. Williams, IT Manager, Microsoft, Hyderabad on Nov 22nd, 2013 for the student of M. Tech (CSE) I year, I Sem.

The main **objectives** of the seminar were to convey reasons for changes witnessed in enterprises due to Mobility and to convey the various opportunities being generated as a result of mobility.

Mr. Jason began the session discussing the importance of apps in mobile devices where in they play a major role in getting the device handier.

According to the narrations of speaker mobility can be more successfully defined if it provides facilities to the user in more defined way where these apps come in to picture.

To emphasize on existing market leaders in mobile apps speaker compared the Android and Windows Phone apps during the seminar and has also conveyed that Microsoft has a team to validate the apps before they go on to store whereas it is not the same with Android.

Speaker Mr. Jason has given the clear distinction between different Apps and has also conveyed the various reasons for apps to be popular, gave few examples of Apps developed with low budget and still succeeded in generating high revenues.

The speaker has stressed that brain storming can aids in idealization of innovative app and various funding opportunities by the organization in developing their ideas to a real time application which are new and useful to the society.

The session's most interesting part of the seminar was regarding an app developed by him titled as "**WIFI IN THE BUS**" which is a big hit and now every organization have started adapting the "WIFI in their Transport Facilities" for employee of their organization.

Speaker concluded the session conveying that "**An App Developed by you should have a part of you** (the main moto you thought to develop) that is what adds wowness to it".