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# Mobile Applications - Gold Mine?

Mobile applications date back to the first cellphones nearly twenty years ago. However, it is in recent years that they have really been put front and centre with the release of advanced smartphones such as the iPhone and Blackberry. In short, mobile applications are programs, often downloadable, that allow phones to serve an extraordinary range of functions. Amongst other things, they come in the form of productivity assistants, communicative and social networking agents, or just straight entertainment in the way of games and music players. The thing about mobile applications is that there is no limit to what they can be and what they can do. With the rapid development of mobile phone technology and dramatically improved infrastructure, there are very few constraints on what applications can do.

Mobile applications first came about around the same time as mobile phones. In particular, SMS messaging was one of the first applications to be incorporated into handsets and is still the most widely used today. However, early mobile applications were constrained by the phones of the time and their limited capacity to access the Internet.

The introduction of Apple's iPhone effectively turned the mobile phone industry on its head. It brought about the rapid development of thousands of different downloadable applications serving to facilitate communication and social networking, productivity and entertainment. Some of the most popular of these applications include Facebook for iPhone and a GPS navigation assistant from TomTom. As Apple's competitors have moved quickly to launch their own smartphones that can compete with the iPhone, an incredible array of applications have emerged in very little time.

Currently, most mobile applications are downloadable and for offline use. Google though is hard at work on developing web-based applications. While this means users will require a reliable internet connection, wireless networks are quickly becoming more dependable and far reaching. Offering applications that don't need to be downloaded allows developers a far greater scope to be creative and push the limits of what is possible. Along with the development of 4G networks capable of handling far greater quantities of information, it is clear that both the quality and complexity of applications will continue to develop substantially.

Because mobile applications are so widely used, they represent a largely untapped medium through which businesses can advertise. Through sponsoring the development of applications to inserting a company logo into an applications title card, mobile applications have enormous potential as an effective marketing tool.

To find out more on how you can use mobile applications to increase the success of your [mobile marketing](#) campaigns, visit [www.txt2get.com](http://www.txt2get.com) today.

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