

Mobile development opportunities are at an all-time high with over 6.8 billion smartphones out there

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From company to client, the growing rate of accessibility and quality on mobile devices has become the go-to platform to easily and reliably stay connected with customers, while also reaching an unparalleled increase in boosting fresh business. Whether your focus is on heightened productivity, a quicker turn-around time or simply customer satisfaction, the advantages that await by implementing a mobile-based point of attack can become truly unlimited. Smartphone? Try genius-phone.

With the 'bricks' and WAP browsing that came with the birth of cellphones gracefully resigned to the technological history books, having a world of information right at your fingertips is no longer a mere luxury (or clichéd catchphrase), but in fact a critical cog in your business wheel which could help drive every aspect of any industry. In fact, over the past 12 months in the United States alone, smartphone usage amongst adults has climbed from around 45% of the population to well over 90%, and considering that more than half of that demographic primarily use their devices to download apps, it's enough to get any business bells ringing.

That exponential growth and development of mobile devices - be they smartphones, tablets or most recently 'gear' - has reached such staggering proportions that there are now almost as many cellphones in the world (6.8 billion) as there are human beings (7 billion). Opportunity is well and truly knocking.

Right off the bat, the development of mobile apps can give you a huge leg-up in any market sector. Gone is the need for cultivating new coding languages, which often prove huge stumbling blocks when it comes to desktop applications, while requirements for tools are largely limited and optional at best. And, with Realm Digital already at the forefront of development and execution, a fast, reliable, accurate and unparalleled portal is now, more than ever, within immediate reach, no matter what level your point of entry is tailored to. From a basic approach to the absolute upper echelons of mobile implementation, the options we can provide are truly limited only to imagination - something on which the very foundations of [Digital.co.za/ Realm Digital](#) are firmly built.

It is not only the devices themselves that are fast becoming the preferred choice for web browsing, with 'mobi sites' having already overtaken standard HTML browsing during 2014, while in the first two months of 2015 alone, around 1.8 billion users opted for mobile over desktop, which sits some 200 million users off the pace of its portable rival, coming as a huge slice of the internet pie. However, even such platforms are not immune to the ferocious expansion of the mobile galaxy, with responsive design rapidly developing right alongside the evolution of the product it serves. With the proliferation of devices comes the need to adapt to all platforms, and this is where the unparalleled responsive design comes into its own, tailoring sites to seamlessly adapt and reconfigure to any mobile platform to ensure flawless integration of your content, meaning your potential reach is truly unlimited.

Once you get into it, the advantages of solid mobile strategies are stunningly clear to see, with faster download speeds one of the biggest positives to consumers thanks to the specifically tailored optimisation, which can easily link companies to companies and your business directly to clients. The bottom line, then, means you simply cannot afford to be left behind - and with mobile, you'll never have to be again.

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