

mobile app publishing:

Native Apps

vs.

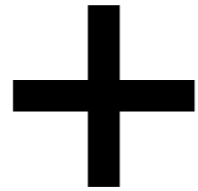
Web Apps

vs.

Hybrid Apps

# Native Apps

developed with specific device SDK  
(software development kit)



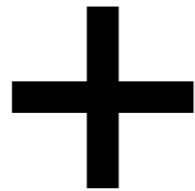
local storage  
geolocation  
device hardware  
beautiful UI effects  
access to app stores  
fast



slow development  
limited to single platform  
expensive

# Web Apps

website optimized  
for mobile devices



fast development

html5, css3 & javascript

geolocation (limited)

local storage (limited)

multiple platforms



limited UI effects

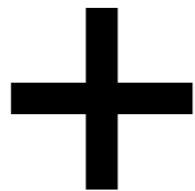
no device hardware

no access to app stores

not as fast as native

# Hybrid Apps

developed with web tools,  
wrapped as native app



fast development

html5, css3 & javascript

geolocation (limited)

device hardware

local storage (limited)

access to app stores



limited UI effects  
(getting better)

not as fast as native