

mobile app publishing:

Native Apps

vs.

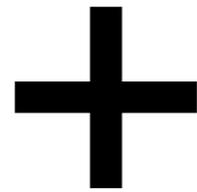
Web Apps

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

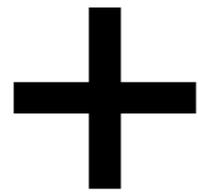
no device hardware

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