

Googles new Mobile Service

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Google never ceases to amaze as they introduce the Gphone

Google to announce G-Phone in the next few hours. Google is to make announcement that will revolutionize the mobile communication world. Ladies and gentleman the G phone has arrived and the mobile phone business will never be the same. Google has a simple plan and has been slowly working on the plan for quite some time. Google wants to make the usage of Cell phones free or almost free. Many people have been obsessed with making sure their mobiles could provide them with e-mail service in real time, hence the popularity of the blackberry. Google has provided for a while its G-mail service to be downloaded to a users mobile device. This would make each phone a virtual blackberry for gmail and the reading of word documents. While trying to make Gphone free Google is the top bidder of 700 MHz spectrum which will open up a new wave of applications for mobile users. These applications will help Google make its mobile service free. This concept is a little mind boggling as the major mobile companies will need to find different avenues for revenue. These different avenues will be in probable partnerships with Google. As always Google plans on generating revenue thru ads on the mobile page of the user. This will work on content analysis and geographic information. Google has taken much flak from groups concerned about privacy issues with its present g-mail pages using info from personnel messages. That Flak seems not to have deterred Google in any way as Gmail is challenging yahoo mail in the online email market.

Googles developers seem to have the midas touch. The G-phone is going to be great.