

# Mobile technology evolution and its influence on the society

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Mobile phones have long ago ceased being mere means of communication. Nowadays they quite successfully perform a much greater number of functions and as they evolutionize their impact on the society grows.

Over the past few years mobile technology has shown steady and significant improvement. Mobile evolution has introduced new revolutionary features, some of which were unimaginable not too long ago. Driven by the slogan "If you can dream it, you can do it", the 3G mobile phone manufacturers strive to make their products as sophisticated as possible, constantly updating the software, features and multimedia services (Take, Sopan). At this point it seems that there's always way to perfection. The fact that mobile phones at this point are already saturated with impressive features makes further improvement challenging, and therefore even more desirable.

The fact that one can get seamless and fast Internet connection on his phone is very appealing and much appreciated by the mobile phone users. GPS service is also among the latest and the most popular features available in 3G mobile phones (Willison, Simon). Another feature which seems to be a must for any phone is built-in camera.

The quality of the pictures and video taken with the help of a tiny camera integrated in the mobile phone seems truly extraordinary and at times can even beat the quality provided by bigger cameras. As mobile evolution continues, the phones become more and more compact at the same time providing an increasing number of fascinating features. Constant struggle for improvement manifests the desire of mobile phone manufacturers to keep

up with the relentless progress, which brings under the spotlight the most revolutionary and innovative products.

There's no denying the fact that such impressive improvements in mobile technology infallibly evoke acute interest not only in those, who closely monitor every technological invention, but also in the general public.

Efficient marketing programs and overall popularity of certain mobile phone manufacturers, such as Nokia, lead to strong enthusiasm among the people when a new model is about to be released.

An illustrative example of the ultimate excitement over a new mobile phone model is the release of the Apple iPhone (Barylick, Chris, Honan, Matthew). The fact that hundreds of people spent days and nights in the street led by the desire to be among the first to get the dream-phone is very telling of the great place mobile phones have secured for themselves in our hearts and minds. Nowadays, a mobile phone is far more than a way to stay in touch. It is a symbol of status, taste and fashion consciousness of its owner. A new impressive mobile phone evokes respect while an obsolete one may call status into question.

In conclusion, as mobile phones become more and more complex, their influence increases. People depend on their mobile phones for much more than just calls and text messages. One can hardly deny the importance of mobile phones, which have become an inseparable part of our everyday lives. They have even gone as far as to define their owner as a person.

## Works Cited

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