

WITH THE RIGHT ANDROID™ TABLET, YOU ALWAYS ENJOY THE LATEST AND GREATEST EXPERIENCE

Tablets built on the Intel® reference design for Android are updated within weeks of an Android update—not months

EXECUTIVE SUMMARY

Google regularly updates the Android™ operating system (OS) to provide new features for better productivity, improved security, and a more enjoyable user experience. Unfortunately, many device manufacturers take months to push out the latest Android updates to your tablet. In fact, in some cases, your tablet might never receive the OS update. You can avoid that frustration by choosing a tablet built on the Intel® reference design for Android platform. Tablets based on the Intel reference design for Android receive new Android OS updates within weeks of release, not months later. This means that you always have the latest features, bug fixes, and user interface (UI) enhancements as soon as possible.

Table 1: Users of Intel® reference design for Android™ tablets enjoy new features and updates weeks or months faster than users of tablets built without the Intel reference design for Android¹

Examples of times to receive an OS update from Android® Kit Kat to Android Lollipop.

TrekStor® SurfTab® xintron i 7.0

(Based on the Intel® reference architecture for Android)



Less than 2 weeks²

Lenovo® TAB 2 A7-30

(Not based on the Intel® reference architecture for Android)



8 Months³

Samsung® Galaxy Tab® 4 7.0

(Not based on the Intel® reference architecture for Android)



Still unavailable after 9 months⁴

Is Your Tablet Obsolete Days after Purchase?

After a week researching tablets, you finally buy that fast, lightweight Android tablet that you have been eyeing. It's perfect for commuting, travelling, and handling some of your basic work tasks, including e-mail. Less than two weeks later, Google releases a major update to the Android OS that adds some compelling new features, improves the UI for accessing settings, and patches a major security hole.

The upgrade improves usability and security, while making tablets more fun to use. There's only one problem: you can't install it. Google announced the new version, but your device's manufacturer has not yet rolled out the update. Weeks pass and you still don't have the new OS. Finally, after several months, your tablet gets an over-the-air update with the new version of Android—a week after Google has shipped an even newer Android update! The cycle of waiting begins again.

Upgrades Take Too Long

Tablet owners look forward to each new OS release so that they can take advantage of new functionality, productivity enhancements, and improved security features. Unfortunately for most users, they won't get those new features for months, if ever. That's because most device makers aren't able to quickly update, test, and ship a customized update for their tablet. You can easily see how significant that delay is by examining the devices accessing the Google Play™ store. In April 2015, only 5.4 percent of those devices were running Android 5.x (Lollipop), even though the OS shipped five months earlier. 40.7 percent of devices were still running Android 4.1–4.3 (Jelly Bean), an OS two full versions older than the current OS (Figure 1).⁵

Android™ devices by operating system, accessing the Google Play™ store on April 6, 2015

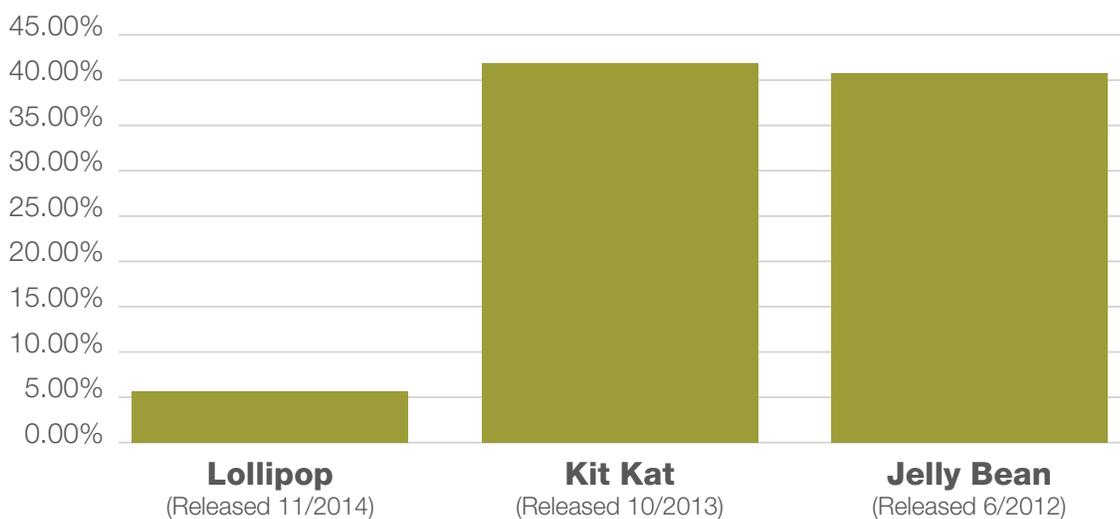


Figure 1. Percentage of tablets and smart phones, by operating system, accessing the Google Play™ store on April 6, 2015⁵

When It Comes to Android Updates, Don't Get Left Behind

Fortunately, there is a simple way to always stay up to date. If you purchase a tablet built on the Intel reference design for Android, you always receive the latest Android OS within weeks of release. That means you're never left struggling with old software bugs, outdated features, or incompatibility issues as apps are updated for the newer OS.

Take another look at Figure 1; all those Kit Kat and Jelly Bean users were left with rapidly aging devices for months after Lollipop users benefited from a significantly overhauled OS. Users with tablets based on the Intel reference design for Android would have been able to upgrade quickly and enjoy the simpler, cleaner UI, in addition to numerous other improvements for increased efficiency, productivity, and security. For example, the Lollipop Android OS includes significant improvements to the UI that allow for a more productive, interactive experience for notifications and app switching.

Table 2. New features in the Android™ Lollipop OS that quickly became available for Intel® reference design for Android tablet users

Owners of Intel® Reference Design for Android™ Tablets Received the Following Features within Weeks of Google Releasing an Update	
Material Design	Clear, simple, and responsive UI design gives users a consistent, intuitive experience across all devices running Android Lollipop OS
Overview	Provides a scrollable view of open screens for easier switching between apps
Notifications on Lock Screen	Users can interact with notifications directly on the lock screen, without needing to log on
Private Notifications	Keeps private information off the lock screen
Mute Notifications	Workers can stay more focused by temporarily hiding less important notifications that might be distracting
Priority Mode	Do-not-disturb mode prevents all but critical notifications from appearing
Guest Mode	Creates a clean, safe, and disposable workspace for a guest user, while keeping confidential files beyond their reach
Pin Apps Mode	Pins a screen to limit access to only the open app, so that all other apps and files are protected
Hand Off Apps	Makes it a breeze to hand off apps, songs, photos, and searches from one Android device to another

Get Android Updates in Weeks, Not Months

Tablets running the Android OS are popular for good reason: they offer great features for productivity and entertainment. However, if your tablet ages prematurely because you can't get timely updates, you lose a lot of that value in exchange for frustration, loss of functionality, and the disappointment of not having the latest UI and features. Fortunately, there's an easy way to avoid that disappointment; when you purchase a tablet built on the Intel reference design for Android, you always have the latest and greatest features at your fingertips.



With the upgrade to Lollipop on an tablet based on the Intel reference design for Android, users experience:

- Notification controls
- Stronger security to control guest access
- More intuitive UI
- Bug fixes

¹ Exact time to update can vary.

² Notebookbilliger.de. "TrekStor Spendiert Dem Günstigen SurfTab Xintron i 7.0 ein Android-5.0-Update." November 2014. <https://blog.notebooksbilliger.de/trekstor-spendiert-dem-guenstigen-surftab-xintron-i-7-0-ein-android-5-0-update/>.

³ Lenovo. "Android Upgrade Matrix." August 2015. <https://support.lenovo.com/us/en/documents/ht101396>.

⁴ YouMobile. "Official Samsung Galaxy Tab 4 7.0 and Galaxy Tab 8.0 Lollipop 5.1.1 Updates to Start in July." June 2015. <http://www.youmobile.org/blogs/entry/Official-Samsung-Galaxy-Tab-4-7-0-and-Galaxy-Tab-4-8-0-Lollipop-5-0-2-Updates-to-Start-in-July>.

⁵ ZDNet. "KitKat and Lollipop Running Almost Half of All Android Devices." April 2015. <http://www.zdnet.com/article/kitkat-and-lollipop-running-almost-half-of-all-android-devices/>.



The analysis in this document was done by Prowess Consulting and commissioned by Intel.

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