

Android's new mobile software dubbed 'KitKat'

SAN FRANCISCO, USA: Google's next version of Android will be called "KitKat" in keeping with its penchant for giving sweet names to its software for mobile devices.



"Since these devices make our lives so sweet, each Android version is named after a dessert," the California-based technology company said in a blog post. KitKat is a chocolate-covered wafer created by British-based Rowntree and now produced worldwide by Nestle.

"As everyone finds it difficult to stay away from chocolate we decided to name the next version of Android after one of our favorite chocolate treats," the company said.

The list of Android software names over the years includes Cupcake, Donut, Ice Cream Sandwich, and Jelly Bean.

In a promotion, Google is enticing people with chances to win Android-powered Nexus 7 tablets or credit at its online Play shop by buying KitKat candy bars featuring Android robot icons on wrappers.

Google claims its Android software powers more than a billion smartphones or tablets worldwide.

Smartphones powered by Google's Android software increased their global market share as iPhones lost ground in the absence of new models being unveiled by Apple, the International Data Corporation (IDC) reported last month.

Android's share of the smartphone market grew to 79.3% in the second quarter while that of iPhone slipped to 13.2% from 16.6% in the same three-month period last year, according to IDC figures.

IDC's Ramon Llamas says Apple is well positioned to recapture market share with the release of a new iPhone and the next-generation iOS mobile operating system.

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