MOBILE CLOUD COMPUTING FOR HEALTHY SOCIAL COMMUNICATION- GROWING IMPORTANCE AND DOMAIN BASED APPLICATIONS

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Accepted 25 November, 2016

Cloud Computing is a kind of Technology which is mainly responsible for the virtualization. In Cloud Computing hardware, software, application, and packages are possible with Virtualization Technology. Cloud Computing is actually promotes Mobile Computing and integration of these two creates a new domain called Mobile Cloud Computing. Mobile Cloud Computing is the ability to use Computing services without any specification or predefined place or location. The increasing number of Mobile Cloud Computing creates a new virtualization zone with number of application with the backup of several facilities. This is a conceptual paper which discusses so many aspects of Mobile Cloud Computing with features and advantages. Paper is also discusses about the challenges and issues related to Mobile Cloud Computing.


INTRODUCTION

Mobile Cloud Computing is actually the combination of Cloud Computing and mobile networks to bring several services to the mobile uses including network operations and obviously cloud providers. Today Mobile Cloud Computing is become an important term for all most all sector such as business, industries, education and Governmental practice. Cloud computing in mobile services integrates so many add on or additional features which ultimately helps in better performance, working environment and security (P. K. Paul, K L Dangwal and R.Chettri, 2013 and P. K. Paul, S Govindaraj, D. Chaterjee, 2013). Mobile Cloud Computing services own hardware requirement and additional software and hardware specification. Today various application based on mobile has developed and uses for several purposes; among such application E-Mail, Navigation Map, Voce Search, Remote software and packages uses are most important and valuable. In short, Mobile Cloud Computing is also refer as MCC (Paul, P. K. et.al., 2013, Paul, P. K. 2013).

OBJECTIVE

The main aim and objective of the paper is includes but not limited to as follows—

- To know basic about Mobile Cloud Computing; including its features as well as wider benefits;
- To learn about the Mobile Cloud Computing; its trends and future potentials;
- To know about the current and future possible application and packages with Cloud Computing;
- To learn about the possible application and domain specific application of mobile cloud computing in very brief manner;
- To learn about the emerging challenges and issues related to Mobile Cloud Computing;
- To know about the potentiality of Mobile Cloud Computing to promote Green and Eco friendly infrastructure.

**Mobile Cloud Computing and Features**

In simplify manner we can say that, Cloud Computing is actually a technology that uses the internet and central remote server to maintain data and applications. Cloud Computing is actually provides much more efficient computing with centralize storage, money, processing and bandwidth and hence Mobile Cloud Computing is a kind of form of Cloud Computing (Paul, P. K., 2013, P. K. Paul, et.al, 2014).

**Fig: 1-Depicted Cloud Computing based Mobile Systems and its benefits**

Mobile Cloud Computing is an important domain and industrial buzzword and a major discussion thread in the IT world during some years. According to Mobile Cloud Computing Forum, “Mobile Cloud Computing at its simplest refers to an infrastructure where both the data storage and the data processing happen outside of the mobile device. Mobile Cloud applications move the computing power and data storage away from Mobile phones and into the cloud, bringing applications and mobile computing to not just smart phone user but a much broader range of mobile subscribers (Reichman, F. 1961 and Saracevic, T., 1996). As far as features is concerned, Mobile Cloud Computing deals with following features—

**Higher Performance**-Which ultimately provides heavy battery life as well as storage and bandwidth;

**Healthy Environment**-Which ultimately provides heterogeneity, scalability and complete availability;

**Security**- Which including user, industrial availability and privacy (Saracevic, T. (1975 and 1975b)).

**Mobile Cloud Computing: Advantages**

Mobile Cloud Computing deals with so many advantages and benefits and some of them are illustrated as follows—

- Extending battery service is one of the main benefits of mobile devices powered by the Mobile Cloud Computing. There are so many reasons for which Mobile Cloud Computing is helpful in reduction in power consumption (Reichman, F. 1961). Mobile based services is allows avoiding talking a large application execution time on mobile devices which results heavy power consumption;

- As Mobile Cloud Computing comes with several cloud based facilities and thus it allows several storage facilities and which ultimately helps in remote based content uploading and downloading without own Data storage or Database. Many companies such as Amazon S3, Flickr, Shozu are prime example of such applications;

- Mobile Cloud Computing improves the reliability of data and content including audio, video and information and text. Mobile Cloud Computing is reduces the chance of data and application lost on the mobile devices. Ultimately integrated data integrity model saves power consumption by reducing several security machines;
As Mobile Cloud Computing is comes with so many application and remote based and reduce own broader and software cost thus also promotes cost effective IT policy and service system (Saracevic, T., 1996).

Mobile Cloud Computing: Domain and sector based Application

Mobile Cloud Computing is applicable in so many organization and institutions regardless of types of profit making or non-profit making; Government and Non Government and so on. Sector wise, Mobile Cloud Computing is also important to apply. Today we can see its uses in Commerce, learning and Education, Healthcare and Medicine, Entertainment and so on. And thus so many new domain and fields are increased such as E-Commerce, E-Education, E-Healthcare, E-Entertainment, E-Government and so on powered by Cloud Computing or more clearly, Mobile Cloud Computing (Saracevic, T., 1996 and Saracevic, T. 1979b).

Mobile Commerce is now a day’s most popular business mode powered by IT, Purchasing, selling, supply chain management, ERP and so on. Recently the application of Mobile Cloud Computing rejuvenate commerce and business sector more rapidly; and today Mobile Cloud Computing is responsible for building finance, advertising, and shopping environment creation. Ultimately, Mobile commerce with Cloud Computing comes with so many utilities such as transportation, payment, mobile message, mobile ticketing and so on.
Today Education with support from IT and computing is in an important stage. Today many mobile learning is designed based on Electronic Learning and mobility. The Education with support from IT and computing is in an important stage. Based education deals with potentiality of large storage capacity and variety of content delivery including recorded and live audio, video, faster information and content processing, power consumption and battery life. However, some problem may arise during E-Learning with cloud backup such as—

- Low Network Bandwidth;
- High Complexity of Mobile devices configuration;
- Network Security and so on.

Though, Mobile Learning may deal with some healthy benefit compared to conventional network services such as reducing cost of devices and hardware, low transmission rate and very minimum educational resources (Paul, P. K., 2013).

Mobile based Health System with Cloud Support may offer several new services and old services with new look and benefits. Ultimately Mobile Cloud Computing is helpful in minimizing the limitation of tradition and even IT supported Medical system. Some services such as Patient and user health data management, medical informatics promotion and web 2.0 applications in the context of health and medicine become most valuable example of Mobile Cloud Computing uses in healthcare. Such services are location dependent and one can access the services from anywhere and any time including textual consultation of doctor. Apart from these, Mobile Cloud Computing promotes onsite healthcare administration and hospital management.

Entertainment industries are another important name in Mobile Cloud Computing. Today several applications are directly and indirectly deal with entertainment such as Amazon Simple Storage Service, Flickr, Shozh, Facebook and online Game and so on. Mobile based Game can completely offload game engine requiring large computing resources to the servers in the Cloud (Paul, P. K. 2013a and 2013b).

**FINDINGS**

- Mobile Cloud Computing is comes with the extending battery lifetime, data storage, processing power and improving reliability;
- Some key issues in Mobile Cloud Computing is integrity, authentication, and digital right management;
- Regarding security, it is very much essential that data should be encrypted before sending data on the cloud;
- Education, Government application powered by Cloud is also an important place like- Industrial sector.

**SUGGESTION**

- Mobile Cloud Computing needs to initiated in the common services places like- Health and Government for theirs wider uses;
- Common people, small organization and corporate houses can use Cloud powered data storage and with remote backup;
- Mobile Cloud Computing needs to initiated in the existing IT systems for better reliability, data storage and capacity and power consumption;
- For cost reduction and time saving it is important name and most valuable in several concerns.

**CONCLUSION**

Though, Mobile Cloud Computing is comes with so many advantages and benefits but it deals with so many challenges and issues such as a low network bandwidth, higher complexity of mobile devices configuration and security (Paul, P. K., R Rajesh, D Chatterjee, M K Ghose, 2013 and Paul, P. K., 2013). Today, Mobile Cloud Computing is useful in so many cases and places which includes electronic-healthcare, industries, business and other sector over the last few years, there have been an increased number of applications that have migrated to the cloud and new cloud based application that have become popular. E-Mail, Maps, Navigation systems, voice search, tele-medicine are the prime and emerging...
example of mobile based Cloud Computing.

REFERENCES


