MAD (Mobile Application Development) is becoming more demanding because of their varied platform and software development tools. To reduce the cost and in order to reach the application to maximum users across various platforms, the developers are emigrating towards the cross platform application development tools. In this paper, we provide distinct benchmark beyond the portability for choosing appropriate cross platform tools for application development. Cross platform mobile app development is mobile based apps development. So, mobile application development for this type of application can be made platform independent. An analysis has been made in this topic while thinking about IDE is being offered which will help a software developer to develop an application in a single code. Deploy that single code to multiple operating systems, i.e. if the developer can write code in java for android, same code can be deploy to ios system. A review has been made in this paper for comparison and contrast about two frameworks PhoneGap and Titanium for cross platform application development.

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Index Terms

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