

The Short, Happy Life of Chrome OS

Written by Bob Snyder
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Born 2010. Died 2012.

Life is so fragile, even for those born to rich parents.

The creator of Gmail (and founder of FriendFeed) says **Chrome OS will perish or be merged with Android next year.**

The fact he now works for Facebook makes this look like sour apples (a New York way of saying he is motivated to make negative comments).

But Sergey Brin, Google co-founder, actually says Chrome and Android will merge over time. We're thinking Chrome OS will live through 2011, but not much longer...

Wickedly Brin told this to reporters immediately after the big Chrome OS roll-out. "Wickedly" because Google is not giving baby Chrome OS a fair chance at living long enough to enjoy its teen-age years. Wickedly because it was not part of the formal presentation, but an informal remark, made off-stage...you sense some snideness in his action.

It's hard to understand Google's thinking here, unless you ascribe this to their subconscious actions, to their own untapped corporate feelings, to an awkwardness about having two OS.

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And oddly enough, Android is the adopted one. Google bought Android in 2005. It was opened up to a consortium of 78 mobile companies to develop a standard mobile OS. Whereas Chrome was home-grown from computing roots. It was a "How to Make a Better Browser" experiment, even before they realized the cloud could make the browser a legitimate OS.

Unlike other parents who enjoy twins, Google seems to want to throw the baby out with the bathwater. For example, the company released the unfinished **Cr-48 Chrome OS notebook** into the wild, into the hands of journalists.

"We want your feedback," says Google. Careful what you wish for...from your mouth to God's ear.

Many of the journalists, of course, now write about the failings of the prototype (instead of the advantages of the OS). And the press language for Chrome, once positive from the fact Chrome has tripled from 40 to 120 million users, now turns sour for Chrome OS. Press are attacking Chrome OS and predicting its demise.

This didn't happen with the favoured one, the child known as Android. Google, it seems, is playing favorites.

There is little doubt the two will be merged, let's call it Chromdroid. (But I am sure Google will use something less fair, a final insult to Chrome, something like "Android C.")

It will be a short life.

But it will be a happy life.

Speed is what people love most about Chrome as a browser. Chrome OS brings this to the netbook. It serves to underline the shift we face, from computer to cloud. It's simple, it's fast, it serves a real purpose for some users, for some businesses.

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Cr-48 Chrome Notebook



[Chrome OS, Google's thinking](#)