

eToro's OpenBook goes mobile

eToro's OpenBook, which I reviewed here a few months back, is now going mobile. Given its simple twitter like interface I believe it'll fit mobile screens quite well, making it a handy app.

eToro's financial trading platform has gone mobile with the launch of an Android application for eToro's trading platform and OpenBook, its new social trading network. With OpenBook for Android, traders have the freedom and flexibility to trade 'on the go' and participate in social trading on the move using an operating system that, according to Gartner and IDC, will become the second most widely used in the world, (Gartner August 2010, IDC January 2010).

eToro's OpenBook, launched in July this year, provides financial traders with real time feeds of other traders' positions, profits and strategies. The platform enables users to view, share and even copy their chosen trader's moves in real-time. By enabling traders to follow and interact with each other, OpenBook breaks barriers between traders, accelerates knowledge sharing and shortens the learning curve for users that want to bring their trading experience to the next level.

"We predict that given the real time nature of trading, the evolution of technology and the increasing availability of 3G/4G networks and WiFi, mobile based trading can reach as high as 30% of all trading volumes by 2012", said eToro CEO, Johnathan Assia. "To meet this need to trade on the move, we have committed to delivering our unique social trading experience to more mobile platforms, with plans to release iPhone and iPad beta versions as early as Q1 2011."

OpenBook for Android provides traders with real time feeds of expert traders' positions and profits as well as live streaming prices for all supported products (currencies, commodities and indices) and the ability to place market and pending orders, monitor account balances and margins on their mobile. Traders can now follow and interact with each other, anytime, anywhere.

eToro's launch of its trading platform and OpenBook for Android is the latest addition to the eToro trading platform which also provides tools and instructional materials for traders of all levels, from novice to expert. The wide array of features includes an easy to learn user interface, instructional guides, research tools and an online community that caters to the diverse needs of over one million users worldwide.