

RIM Introduced BlackBerry 8800 Smartphone

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BlackBerry 8800 Smartphone.

Research In Motion introduced the thinnest BlackBerry handset yet. The quad-band GSM/GPRS and EDGE-enabled BlackBerry 8800 is equipped with a full, highly tactile QWERTY keyboard and RIM's user-friendly trackball navigation system, it also includes built-in GPS and a microSD memory slot.

The BlackBerry 8800 offers best-in-class performance with smoothly

integrated support for voice and data applications, including phone, email, text messaging, web browser, organizer, multimedia and more. Powering its robust performance is an ultra-thin, high-capacity battery that further extends the uncompromising battery life for which BlackBerry handsets are renowned.

Through its built-in GPS, the BlackBerry 8800 can pinpoint its location and provide "out-of-the-box" support for a wide variety of location based applications and services, including BlackBerry Maps. BlackBerry Maps provides driving directions -- with the ability to track the route via GPS -- and integrates with other BlackBerry applications, so users can generate a map from an address in their BlackBerry Address Book and send maps via email from their BlackBerry 8800.

The BlackBerry 8800 is a mobile phone with advanced and easy-to-use phone features including noise cancellation for enhanced audio performance, Speaker Independent Voice Recognition for Voice Activated Dialing (VAD), intuitive call management functions such as smart dialing, conference calling, speed dialing and call forwarding, as well as dedicated "send", "end" and "mute" keys. It also features a high quality, low-distortion speakerphone and Bluetooth 2.0 for use with hands-free headsets, car kits and other Bluetooth peripherals. Support for polyphonic, mp3 and MIDI ringtones is included.

With the bright 320 x 240 landscape display, images appear vivid and crisp for viewing emails, attachments, pictures, videos, web pages, business applications and games. Built-in light sensing technology automatically adjusts the screen, keyboard and trackball brightness for optimized visibility in various lighting environments. The vibrant display, coupled with the BlackBerry 8800's innovative trackball navigation, delivers a user experience that is dynamic and intuitive.

The BlackBerry 8800 also comes with a media player and stereo headset

jack. Its expandable memory capability allows users to store their favorite music and videos on a microSD card to enjoy while on the go. Music and video are delivered with rich sound and vivid color.

The BlackBerry 8800 can operate with BlackBerry Internet Service, giving users the ability to manage up to 10 supported personal and corporate email accounts, as well as BlackBerry Enterprise Server, which includes IT policy controls for managing the handset's features and usage.

The BlackBerry wireless platform gives customers the capability to deploy a variety of applications. Hundreds of business solutions from third party software providers can further extend the BlackBerry platform to support various business needs.

The BlackBerry 8800 will be available from a variety of carriers worldwide beginning in February 2007.

Source: RIM

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