

A look at RIM's much-delayed BlackBerry 10

July 10 2012, by The Associated Press

Research in Motion Ltd. <u>faced disgruntled investors Tuesday</u>, less than two weeks after announcing yet another delay to its upcoming BlackBerry 10 system, which the company considers crucial to its future. It's now expected in the first quarter of next year, rather than late this year.

The delay means the phones will miss the <u>holiday shopping</u> season and come months after the expected launch of a new iPhone. The delay could make it even harder for RIM to regain market share lost to Apple's <u>iPhone</u> and devices running <u>Google</u>'s Android <u>operating software</u>.

Here's a look at developments surrounding the BlackBerry 10 in recent months:

Oct. 18, 2011: RIM unveils a new operating system, combining existing BlackBerry elements with RIM's previously announced QNX operating system for phones and <u>tablet computers</u>. RIM gives few details and offers no timetable, though analysts come to expect it in early 2012.

Dec. 6: RIM says "BlackBerry 10" will be the new name for its nextgeneration system after the company loses a trademark ruling on its previous name, BBX.

Dec. 15: RIM says new phones running BlackBerry 10 won't be out until late 2012. The company says the phones will need a highly integrated chipset that won't be available until mid-2012, so the company can now expect the new phones to ship late in the year.



May 1: RIM unveils a newly designed smartphone prototype powered by BlackBerry 10. The prototype BlackBerry has a touch screen, but no physical keyboard like most BlackBerry models. No update was given on the new system's launch date.

May 2: Company stresses that while the prototype has no physical keyboard, RIM will continue to make some models with one.

June 21: Company says the first BlackBerry device running BlackBerry 10 will not have a <u>physical keyboard</u>, only a touch-screen one. Ones with hard keyboards will eventually be made, but the company declines to say when.

June 28: RIM says it's delaying the launch of BlackBerry 10 yet again, to the first quarter of next year. CEO Thorsten Heins says RIM's top priority is a successful launch of the new BlackBerrys. He adds, "I will not deliver a product to the market that is not ready to meet the needs of our customers. There will be no compromise on this issue."

Tuesday: At its annual shareholders meeting, Heins asks disgruntled investors for patience as it develops BlackBerry 10. He says the product's quality is more important than rushing out the software, and he argues that some telecom carriers prefer a 2013 <u>launch</u> because next-generation wireless networks will be more widely operational by then.

Copyright 2012 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: A look at RIM's much-delayed BlackBerry 10 (2012, July 10) retrieved 24 April 2024 from <u>https://phys.org/news/2012-07-rim-much-delayed-blackberry.html</u>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is



provided for information purposes only.