

Troubled BlackBerry maker sees Africa potential

September 25 2012

(AP)—The company that makes BlackBerry smartphones is looking to Africa to help its troubled sales.

Officials with Toronto-based [Research In Motion](#) Ltd. told journalists in Lagos on Tuesday that its handsets are the No. 1 choice among those using smartphones in Nigeria and South Africa. Officials say that in Nigeria alone, its phones represent one out of every two phones in the market, an incredible grip on the market of Africa's most populous nation. BlackBerry phones remain such a pop culture fascination in Nigeria that it spawned a popular local film "BlackBerry Babes."

RIM regional managing director Robert Bose said the company hopes to build on that popularity. However, the [phone manufacturer](#) is beginning to face the same competition here that's seen its market share drop in the West.

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 This material may not be published, broadcast, rewritten or redistributed.

Citation: Troubled BlackBerry maker sees Africa potential (2012, September 25) retrieved 23 April 2024 from <https://phys.org/news/2012-09-blackberry-maker-africa-potential.html>

<p>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.</p>
--