



**B L A C K B E R R Y   Z 1 0:  
R A I S I N G   T H E   B A R  
F O R   B U S I N E S S**

BlackBerry 10 is an entirely new mobile computing platform that removes many of the barriers that slow down other devices. Here are just a few of the reasons end users love BlackBerry 10.

 **BlackBerry**

Built to keep you moving

# BlackBerry Z10: Raising the Bar for Business

BlackBerry® 10 is an entirely new mobile computing platform. It raises the bar by allowing you to move through tasks efficiently and effortlessly, reducing many of the ‘ins and outs’ that other mobile devices require today. BlackBerry® Hub, with Peek and Flow, lets you check your conversations with a single swipe – anytime, anywhere.

We’ve built new innovations in BBM™ that take you from real-time chat to real-time engagement. And our new keyboard is completely intuitive, learning how you type to give you the best experience yet. With built-in BlackBerry® Balance™ technology, you get the peace of mind that your personal information is kept private, while IT administrators and CIOs gain the confidence that sensitive corporate information remains secure. When you put these together with all the added features of BlackBerry 10, it’s easy to see why we’re so excited.

Let’s take a look in more detail.

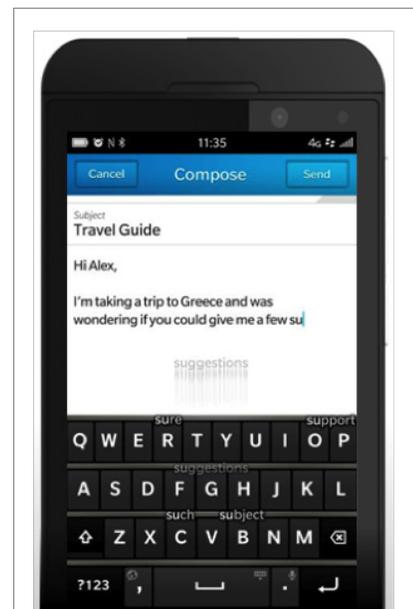
## BlackBerry Hub with Peek and Flow

The BlackBerry Hub is a new way to manage all your conversations as they unfold in real time. With tools to help you sort, prioritize, and take action on all your conversations, BlackBerry Hub helps you stay responsive and in control. And with BlackBerry® Flow, we've eliminated barriers between applications so you don't need to go in and out of multiple apps to complete a single task. Use simple swipes and intuitive gestures to move quickly through the task at hand. What's more, you can respond to key communications from one place, with built-in support for email, Facebook, BBM™, twitter and LinkedIn messaging. Using the Peek gesture, you can glance in at the Hub anytime you like. Just pull aside the task you're working on to see your notifications, and if there's nothing urgent, get right back to what you were doing.



## BlackBerry Keyboard

BlackBerry® has always been known for providing a great keyboard experience that allows you to type with speed, accuracy and confidence. This keyboard goes a step further – it learns how you type, what you say, and accurately tailors next-word suggestions that you can simply flick into place. It even keeps track of where your fingers usually hit the keys to avoid mis-hits, allowing you to motor through your conversations. With the new keyboard on BlackBerry 10, you can carry out conversations with lightning speed and accuracy.



## BlackBerry Balance

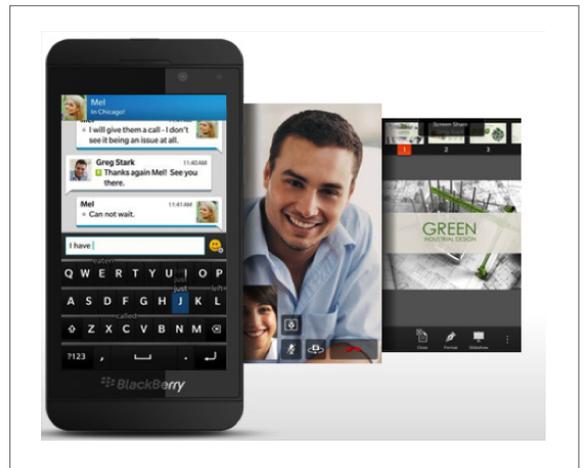
BlackBerry Balance technology offers the most seamless, secure, and user-friendly way to satisfy both personal and corporate needs, without compromising on either. BlackBerry Balance separates the device into two parts: a Personal space and a Work space. The two stay divided – so your Personal space is fully protected and private, and your Work space is fully secured and controlled by your company. And switching between your Personal space and Work space is fast and simple, so you can quickly check on work tasks when you're at home or running errands, and vice versa.

Having one device for work and personal use has never been easier with BlackBerry 10 and BlackBerry Balance. BlackBerry Balance requires that your company be using BlackBerry® Enterprise Service 10. You can find out more by visiting [blackberry.com/bes10](http://blackberry.com/bes10).



## BBM Video with Screen Share

BBM™ Video with Screen Share lets you share experiences as they happen. Turn a BBM chat in to a BBM video call, or share what's on your screen – all with the push of a button. Share videos, webpages, pictures and presentations with your contacts, and get feedback in real time. You can even let your friends see what you're looking at through your camera. With BBM Video and Screen Share, the possibilities are truly endless.



## Time Shift and BlackBerry Story Maker

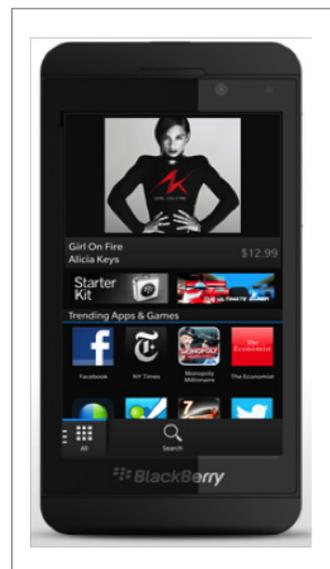
Time Shift is a brand new feature, unique to BlackBerry 10, that lets you create the perfect photo by shifting forwards or backwards in time, pinpointing the best shot of each person down to the millisecond. Open one friend's eyes and catch another smiling – then combine them in the same photo. And with a new feature called BlackBerry Story Maker, you can weave photos and movies together, add music, and build a full 1080p HD video. Share it with your social networks, upload it to your Box or Dropbox account, and share your memories with the people that matter.



## BlackBerry World, and BlackBerry World for Work

Our brand new application storefront, BlackBerry World™, is the place to discover and download all sorts of applications, games, videos, TV shows, and of course, great business and productivity apps. With over 70,000 applications available at launch, and thousands added each week, BlackBerry World is the largest application ecosystem for a first-generation platform. With personal recommendations based on your previous downloads, and the ability to quickly share apps with others by tapping your devices together, it's fast and easy to get the content and applications you want.

And with BlackBerry World™ for Work, companies can easily deploy, manage, and secure mandatory and recommended apps through a corporate app storefront. Accessed through the Work Space on your device, it makes finding and downloading apps that have been recommended or whitelisted by your company simple and fast. Companies can also push applications straight to the Work space on your device, eliminating any effort of your part, and your Personal space isn't affected at all.



## Social Integration

Get the latest info on the people who matter most with the smart and socially integrated BlackBerry Hub, calendar, and contacts. Apps are seamlessly integrated, which puts the latest information at your fingertips, so you can build stronger relationships and make the most of every opportunity. Peek into the BlackBerry Hub from any app to view all your messages organized in one convenient place, then glance at your calendar to see what's on the agenda for the day. Establish instant rapport using the 'People' view to see meeting attendees and their latest social updates.



## BlackBerry Remember

BlackBerry Remember helps you turn ideas into action. Capture content from anywhere on your BlackBerry 10 device – an email, voice note, webpage, or picture – and send it instantly to BlackBerry Remember. Group these items into tasks, projects, or categories, and assign priorities so you'll get things done on time, or sync important tasks with your Microsoft Outlook calendar and the Evernote application. With BlackBerry Remember, you can easily capture, organize, and complete tasks – both in your personal life and your work life.



## Documents To Go

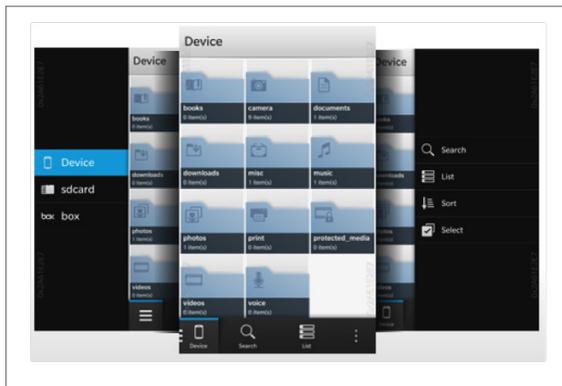
With Documents To Go, you can create, view, edit, present and share documents on the move. It's an all-in-one application that supports Microsoft® Word, Excel®, and PowerPoint®, PDF documents, and other files and attachments. And with Documents To Go InTact™ Technology, 100% of the original file formatting is maintained no matter where you view or edit documents. So you can present PowerPoint slides, mark up a sales contract, or update the latest sales charts – with complete confidence.



## File Manager

File Manager helps you stay organized by managing content and files in an intuitive way. Easily save files and attachments, and instantly access and share your documents, media files, and other information stored in the cloud with Box and Dropbox integration. And, BlackBerry Work Drives lets you remotely access, edit, and manage content located on your enterprise network drives.

We've reached number 10. But there's so much to love about BlackBerry 10, so why stop there? We know you want a smartphone that gives you the ultimate browsing experience – and BlackBerry 10 delivers.



## BlackBerry Browser

The BlackBerry 10 browser has been completely re-invented to help you quickly scan, read, and share online content. Web pages load incredibly fast, render beautifully, and are formatted to your screen. And since the BlackBerry® Browser is integrated with BBM and your social networks, you can instantly share an interesting article or new music video using the service of your choice. Over time, it remembers your preferred sharing method for an even faster experience.



To learn more:

- Visit [blackberry.com/business](http://blackberry.com/business)
- Catch the rest of our [BlackBerry 10 webcast series](#)
- Read the [BlackBerry Biz Blog](#) for the latest news

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