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BlackBerry 9000 officially launches as "Bold"

High-end smartphone for "power users" on sale in the summer

by Amy-Mae Elliott published on 12 May 2008

RIM has finally officially launched their latest, much rumoured BlackBerry known as the 9000 but launched under the "Bold" moniker.

The new "top of the line" BlackBerry smartphone is aimed at business professionals and "power users".

Made of "premium materials", RIM says the Bold is designed to give business professionals and power users "unprecedented functionality and performance".

It is the first BlackBerry smartphone to support tri-band HSDPA high-speed networks around the world and comes with integrated GPS and Wi-Fi, as well as a multimedia capabilities.

"The new BlackBerry Bold represents a tremendous step forward in business-grade smartphones and lives up to its name with incredible speed, power and functionality, all wrapped in a beautiful and confident design", said Mike Lazaridis, president and co-CEO, Research In Motion.

The BlackBerry Bold smartphone is due to be available from wireless carriers around the world beginning this summer.

After all the speculation, here's an official run-down, in RIM's words, of the full feature set for the device:

SUPERIOR PERFORMANCE

The BlackBerry Bold smartphone's support for tri-band HSDPA and enterprise-grade Wi-Fi (802.11 a/b/g) networks and its next-generation 624MHz mobile processor make short work of downloading email attachments, streaming video



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or rendering web pages. The BlackBerry Bold also includes 128MB Flash memory plus 1GB on-board storage memory, as well as a microSD/SDHC memory card slot that is conveniently accessible from a side door. It comes with the renowned BlackBerry productivity applications, including phone, email, messaging, organiser and browser, and works with thousands of mobile business and lifestyle applications, making it easier than ever to stay connected, productive and entertained. With this powerful new smartphone, users can even talk on the phone while sending and receiving email or accessing the web, and download Word, Excel or PowerPoint files and edit them directly on the handset using the preloaded DataViz Documents to Go suite.

STUNNING DISPLAY

The BlackBerry Bold smartphone comes with the most vivid and bold display ever introduced on a BlackBerry smartphone. Its half-VGA (480 x 320 resolution) colour LCD is fused to the undersurface of the lens, making images leap out with stunning definition and clarity. Pictures are vibrant and razor sharp, while videos play smoothly and web pages, documents, presentations and messages snap with exceptional quality and contrast.

DESKTOP-STYLE WEB PAGES

With its newly enhanced, high performance browser and high-resolution, ultra-bright display, the BlackBerry Bold smartphone gives users an on-the-go web browsing experience with desktop-style depiction. The trackball mimics a mouse, making it easy to navigate sites in "Page View" or "Column View" or to zoom in on specific parts of a web page, while various emulation settings allow users to choose between the full desktop-style HTML content and layout or the mobile version. Attachments can also now be downloaded from within the browser and there is support for watching streaming videos (RTSP - real-time streaming protocol).

RICH MULTIMEDIA

While it is designed to meet the extensive requirements of the business professional during the day, the BlackBerry Bold smartphone also caters to the business person's consumer side during evenings and weekends. It features a 2 megapixel camera with video recording capability, built-in flash and 5x digital zoom. The enhanced media player can display pictures and slideshows quickly, play movies smoothly in full screen mode, and manage an entire music collection. Audio can be played over the handset's dual speakers in rich, stereo sound, and when using wired headphones or external speakers, the media player gives the user an equalizer with 11 preset filters - like "Lounge", "Jazz" and "Hip Hop" - that boost or soften audio ranges to create the perfect ambiance.

For managing music and video, the BlackBerry Desktop Manager software includes Roxio Media Manager for BlackBerry as well as Roxio Photosuite 9 LE, which makes it easy to enhance pictures and create photo albums on the computer. For users that manage their collection with iTunes, the new BlackBerry Media Sync application provides a simple way to sync iTunes digital music collections with the smartphone. Support for High Speed USB 2.0 allows all files to be transferred quickly from a desktop computer to the BlackBerry Bold smartphone.

POWERFUL WI-FI & GPS

For even broader high-speed network coverage, the BlackBerry Bold smartphone supports the 802.11 a/b/g Wi-Fi standards, ideal for use in enterprise or campus wireless LAN deployments, over Wi-Fi hotspots and on wireless home networks. A new "Push Button Setup" is included, making it faster for users to connect to protected wireless networks that require a sign on process.

Through its integrated GPS, the BlackBerry Bold smartphone can pinpoint its exact location, supporting applications like BlackBerry Maps and other location-based applications or services. With its improved rendering capabilities, faster download speeds and ability to support

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simultaneous voice and data, the BlackBerry Bold smartphone even allows users to navigate while on a call.

that come in a range of colors. The removable / rechargeable 1500mAh battery provides multi-hour usage with a target talk time of approximately 5 hours and 13 days standby time.

FIRST CLASS PHONE

The BlackBerry Bold smartphone features a new acoustic design that increases the size of the phone's audio sweet spot, improving listening quality and clarity. It also comes with numerous premium phone features including Speaker Independent Voice Recognition (SIVR) for Voice Activated Dialing (VAD), Bluetooth 2.0, with support for hands-free headsets, stereo headsets, car kits (including car kits that adhere to the Bluetooth Remote SIM Access Profile) and other Bluetooth peripherals. It is a quad-band EDGE and tri-band HSDPA handset that supports global roaming and features dedicated "send", "end", and "mute" keys, smart dialing, speed dialing, conference calling and call forwarding. It also features noise cancellation technology that offsets background noise, a powerful speaker phone and support for polyphonic, MP3 and MIDI ring tones.

ROBUST EMAIL & MESSAGING

Like all BlackBerry smartphones, the BlackBerry Bold gives users the industry's leading mobile messaging solution. It works with BlackBerry Enterprise Server, which enables advanced security and IT administration within IBM Lotus Domino, Microsoft Exchange and Novell GroupWise environments, as well as BlackBerry Professional Software for small businesses. It also works with BlackBerry Internet Service, which gives users access to up to 10 work or personal email accounts (including most popular ISP email accounts), and the BlackBerry Unite! software for SOHO and home users.

CONVENIENT ACCESSORIES

The BlackBerry Bold smartphone comes with a variety of convenient accessories including a stereo headset, travel charger, carrying case or sleeve and USB cable. Users will also be able to personalise their BlackBerry Bold smartphone by purchasing replaceable leather-like backplates