

RIM Launches BlackBerry, Changes Name

Written by Marco Attard
30 January 2013

"BlackBerry" is now more than just a smartphone name-- on the BlackBerry 10 launch Research In Motion renames itself to BlackBerry in a move to consolidate the company brand.



"As we launch BlackBerry 10 around the world, now is the right time to adopt the iconic BlackBerry name" CEO Thorsten Heins says.

Now the hopes of a renamed RIM (sorry, BlackBerry) lie in not one, but two smartphones running on the latest BlackBerry OS version-- the Z10 and the Q10.

The Z10 is the BlackBerry take on the iPhone concept, with a 4.2-inch 1280 x 768 resolution touchscreen, 1.5GHz dual-core CPU, 2GB RAM and 16GB internal storage (expandable via microSD slot).

Cameras come in 8MP rear- and 2MP front-facing flavours while connections include GPS, Bluetooth, wifi, NFC, USB and microHDMI.

Written by Marco Attard
30 January 2013

BlackBerry Changes Name to BlackBerry