# \*\*\*\* BlackBerry PlayBook...

## **FAQs**

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#### Q: Who is the BlackBerry PlayBook Tablet designed for?

Perfect for either large organizations or an individual, the professional-grade BlackBerry PlayBook is designed to give users what they want, including uncompromised web browsing, true multitasking and high performance multimedia. The BlackBerry PlayBook also provides advanced security features, out-of-the-box enterprise support and a breakthrough development platform for IT departments and developers.

#### Q: What are the key features of the BlackBerry PlayBook?

- 1. Ultra-portable, ultra-thin, and super convenient for both work and play- Measuring less than half an inch thick and weighing less than a pound, the BlackBerry PlayBook features a vivid 7" high resolution display that looks and feels great in your hand.
- 2. Multitasking Powerhouse Its groundbreaking performance is jointly fueled by a 1 GHz dual-core processor and the new BlackBerry Tablet OS which supports symmetric multiprocessing, to provide users with true multitasking and a highly-responsive and fluid touch screen experience for apps and content services.
- 3. Uncompromised Web Browsing With support for Adobe® Flash® Player 10, Adobe® Mobile AIR® and HTML-5, the BlackBerry PlayBook provides customers with an uncompromised, high-fidelity web experience and offers them the ability to enjoy all of the sites, games, and media on the web.
- 4. High Performance Multimedia- Includes dual HD cameras for video capture and video conferencing, an HDMI-out port for presenting one's creations on external displays, rich stereo sound and a media player that rivals the best in the industry.
- 5. BlackBerry Integration- It will also be possible to pair the BlackBerry PlayBook tablet and BlackBerry smartphone using a secure Bluetooth® connection (BlackBerry Bridge) to allow users to seamlessly and securely view email, PIM and BBM™ content that resides on (or is accessible through) their smartphone.
- 6. Enterprise Ready- BlackBerry PlayBook is enterprise ready and compatible (out-of-the-box) with BlackBerry® Enterprise Server via BlackBerry Bridge for secure Bluetooth pairing and VPN support. When connected via BlackBerry Bridge, the smartphone's email and PIM content (BIS and BES) is viewable on the tablet. Users can also respond to messages, etc. The content actually remains stored on the BlackBerry smartphone and is only temporarily cached on the tablet (and subject to IT policy controls if the smartphone is on a BES). When the BlackBerry Bridge connection is broken all that data is wiped off the BlackBerry PlayBook.
- 7. QNX Neutrino Reliability- the BlackBerry Tablet OS is built upon the QNX® Neutrino® microkernel architecture, one of the most reliable, secure and robust operating system architectures in the world.
- 8. An OS Built for Developers- the Neutrino based microkernel architecture in the BlackBerry Tablet OS delivers exceptional performance, high scalability, Common Criteria EAL 4+ security, and support for industry standard tools that are already familiar to hundreds of thousands of developers.

#### Q: What are the specifications of the BlackBerry PlayBook?

Dimensions: 5.1"x7.6"x0.4" (130mm x 194mm x 10 mm)
 Weight: Weighs less than a pound (approximately 0.9 lb or 425g)

<sup>\*</sup>Bluetooth support required.

- **Display:** 7.0" LCD, 1024 x 600, WSVGA: Touch screen: Full Multi touch capacitive and gesture support
- OS: BlackBerry Tablet OS Platform based on QNX® Technology with support for symmetric multiprocessing
- CPU: 1Ghz Dual Core processor (TI OMAP4430 Processor)
- System Memory: 1GB RAMStorage: 16, 32 or 64 GB Flash
- Audio: MP3, AAC 5.1, WMA 5.1 audio playback
- Wi-Fi: 802.11 a/b/g/n
- Camera: Dual 1080p HD cameras (3 MP front facing, 5 MP rear facing), can capture HD video
- Video: Support for high resolution video playback(H.264, MPEG4, WMV) (1080p HDMI output)
- GPS, Orientation Sensor (Accelerometer), 6-Axis Motion Sensor (Gyroscope), Digital Compass (Magnetometer)
- Stereo speakers and stereo microphones
- Bluetooth: 2.1 + EDRBattery: 5300 mAhr
- Connectors: microHDMI (HDMI out), microUSB, charging contacts
  Development platform: Open, flexible application platform with support for WebKit/HTML-5,
  Adobe Flash Player, Adobe Mobile AIR, Adobe Reader, POSIX, OpenGL, Java

#### Q: What is QNX?

The BlackBerry Tablet OS is built upon the QNX® Neutrino® Real-Time OS (RTOS), one of the most reliable, secure and robust operating systems in the world. Neutrino has been field hardened for years and is being used to support mission-critical applications in everything from planes, trains and automobiles to medical equipment and the largest core routers that run the Internet. The new BlackBerry Tablet OS leverages and builds upon the many proven strengths of QNX Neutrino to support the BlackBerry PlayBook tablet to provide an unparalleled user experience and to redefine the possibilities for mobile computing.

(Additional features and specifications of the BlackBerry PlayBook will be shared on or before the date this product is launched in retail outlets.)

#### Q: Do I have to have a BlackBerry smartphone for the PlayBook to work?

No, the BlackBerry is a value-add to the PlayBook. If you don't have a BlackBerry smartphone, you still get all the powerful features of the PlayBook Tablet.

#### Q: What is BlackBerry Bridge?

BlackBerry Bridge will allow users to wirelessly connect their BlackBerry PlayBook tablet to their BlackBerry® smartphone for a secure, enhanced view of core BlackBerry services on the tablet's large, high-resolution display. This includes a full email inbox (BIS and BES), PIM and BBM™. Customers can view a video of BlackBerry Bridge in action online at:

http://www.youtube.com/blackberry#p/c/1DF8A7155497D9FA/8/ekQNkl6gAOE

#### Q: Can I watch streaming content from my PlayBook on my HD TV at home?

Sure. The PlayBook comes with an HDMI output, so you can connect it to your HD TV at home for a cinematic viewing experience.

#### Q: How can I charge my PlayBook while I'm traveling?

Use the small, lightweight BlackBerry Folding Blade Charger for safe, reliable charging on the go.

#### Q: Will apps such as email, contacts, calendar etc. be available natively on BlackBerry PlayBook?

The BlackBerry PlayBook can be used in conjunction with a BlackBerry smartphone or it can be used on its own (i.e. standalone).

The BlackBerry Bridge feature creates a secure Bluetooth link between a BlackBerry PlayBook tablet and BlackBerry smartphone allowing BlackBerry smartphone users to view and interact with the email, BBM and PIM apps on their BlackBerry smartphone using the larger BlackBerry PlayBook screen.

In addition, users can access their email via the BlackBerry PlayBook's web browser without any need for a BlackBerry smartphone.

In a future software update for the BlackBerry PlayBook, we will also provide native e-mail, calendar, and contact apps for those customers who prefer to have these apps directly on the tablet.

#### Q: Can I access BlackBerry App World™ from the PlayBook?

Yes. Customers can access the BlackBerry App World storefront from the PlayBook.

#### Q: What is the price?

The SDKs are free. The BlackBerry PlayBook with Wi-Fi will be available in three models and will feature a Manufacturer's Suggested Retail Price (MSRP) starting at \$499 in the United States and Canada. Information on pricing and availability for other regions will be shared at a later date.

#### Q: Can I pre-order it?

Customers in the US and Canada can place their orders by visiting their local Best Buy, Best Buy Mobile or Future Shop store or by ordering on-line at:

- U.S. www.bestbuy.com/playbook
- Canada www.bestbuy.ca/blackberry or www.futureshop.ca/blackberry

Customers in other regions can sign up to be notified of product updates at: <a href="https://www.blackberry.com/playbook">www.blackberry.com/playbook</a>

#### Q: What retailers in the US and Canada will offer PlayBook?

The lineup of retailers and wireless carriers currently expected to carry the BlackBerry PlayBook with Wi-Fi in the United States and Canada includes the following companies\*:

#### **United States**

- AT&T
- Best Buy
- Cbeyond
- Cellular South
- Cincinnati Bell
- Office Depot
- RadioShack
- ShopBlackBerry.com
- Staples

- Sprint
- Verizon
- BlackBerry from Wireless Giant

#### <u>Canada</u>

- Bell
- Best Buy
- Chapters / Indigo
- Costco
- Future Shop
- Mobilicity
- MTS Allstream
- Rogers
- Sasktel
- Sears
- ShopBlackBerry.com
- Staples
- Telus
- Tbooth Wireless
- The Source
- Videotron
- Walmart
- WIND Mobile
- WIRELESS etc.
- WIRELESSWAVE

Please check with each retailer to confirm pricing and availability.

#### Q: Where can I find the YouTube videos on BlackBerry PlayBook?

All videos are posted at: <a href="http://www.youtube.com/BlackBerry">http://www.youtube.com/InsideBlackBerry</a> and

#### Some specific videos include:

- BlackBerry PlayBook Preview Video http://www.youtube.com/watch?v=eAaez 4m9mQ
- BlackBerry PlayBook Demo Highlights from Adobe MAX http://www.youtube.com/watch?v=zyJVNK7aSW4
- BlackBerry PlayBook and iPad Comparison: Web Fidelity http://www.youtube.com/watch?v=s72rGDUn2uo&feature=channel
- BlackBerry PlayBook Web Fidelity Video (Multimedia, Games and Social Networking) http://www.youtube.com/watch?v=vI1VgedbMUY
- BlackBerry PlayBook for Business http://www.youtube.com/blackberry#p/c/1DF8A7155497D9FA/8/ekQNkl6gAOE
- BlackBerry Tablet OS SDK Overview http://www.youtube.com/watch?v=DG3SYonasVw&feature=channel
- BlackBerry Tablet FAQ with Product Manager
  <a href="http://www.youtube.com/watch?v=NnBS9Wnv0kg&feature">http://www.youtube.com/watch?v=NnBS9Wnv0kg&feature</a>=related

- BlackBerry PlayBook CES 2011 Attendee Testimonials http://www.youtube.com/watch?v=sETaMK0qOp4
- CES 2011: BlackBerry PlayBook Apps http://www.youtube.com/user/InsideBlackBerry#p/a/u/1/ZC-vsj9WZmM

#### Q: How do I find out more?

For more information about BlackBerry PlayBook, and to sign up to receive product updates, visit <a href="https://www.blackberry.com/playbook">www.blackberry.com/playbook</a>.

#### **Qualifying questions:**

#### Retail

- What interests you most about a tablet?
- What websites do you visit most frequently?
- How often do you play games on the web?
- How often do you have multiple windows open on your home PC?
- When was the last time you took a video with your phone?
- What books or magazines do you wish you could have with you on the go?
- What personal media do you like to have with you all the time? (Photos, Video, Music)
- What do you already know about BlackBerry Smartphones?

#### Enterprise

- What data do your users need while they're away from their desks?
- What types of applications do your users depend on?
- How many of your mobile workers currently use a smartphone or tablet to access corporate email and PIM, or corporate applications?
- For which of your corporate applications have you enabled mobile access?
- While out of the office, how do you access your corporate Wi-Fi network?
- How security conscious is your organization?
- What kind of groups and content are you required to manage?
- What strategies do you have in place to improve the productivity and responsiveness of your employees?
- What would influence you to choose one vendor over another?