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# Blackberry 10 aims for a perfect 10

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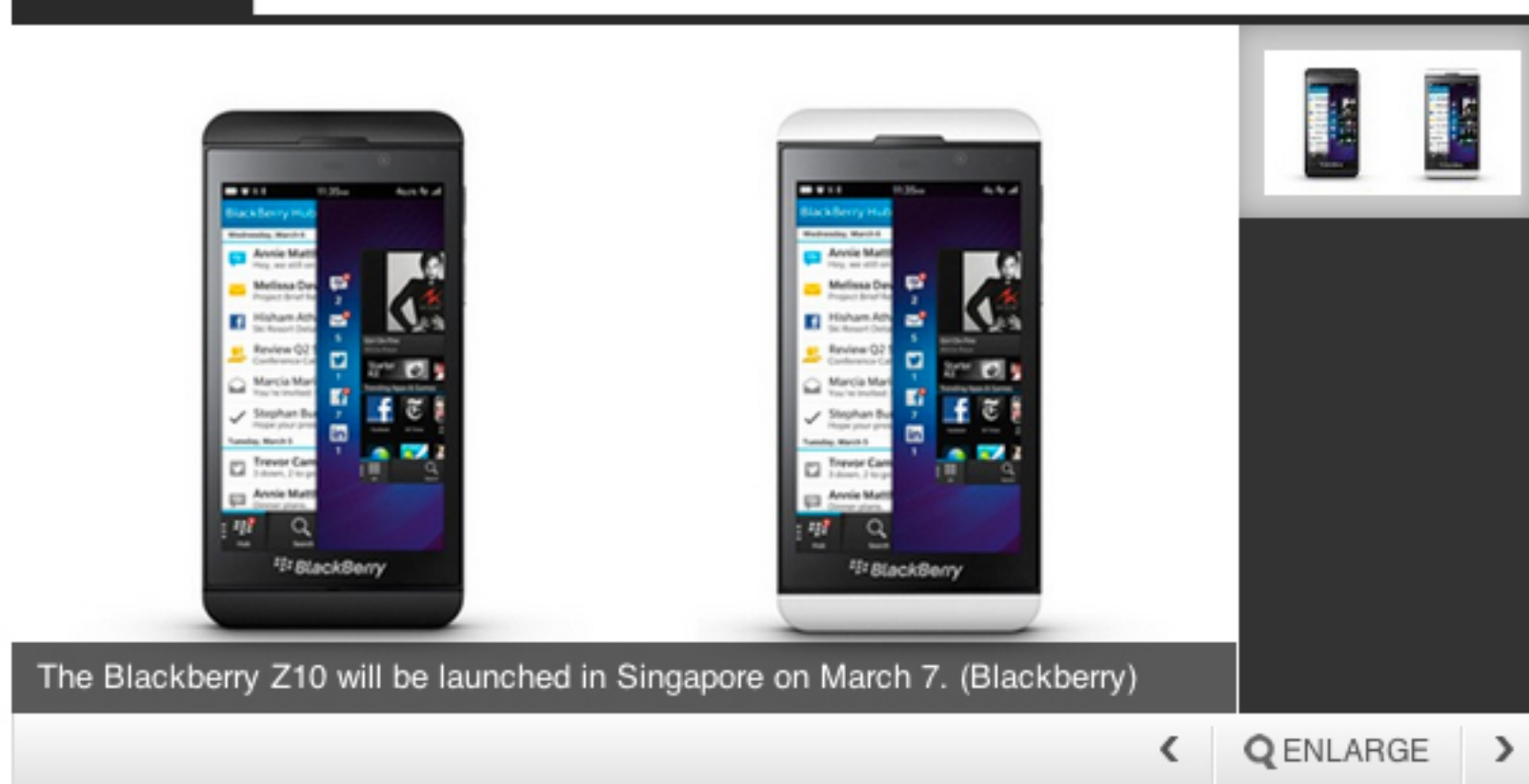
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The new Blackberry Z10 makes its debut 7 March, with all the "right apps" and a two-in-one interface, but is it enough to convince non-Blackberry users to jump ship?

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When Charles Dufourcq, the Blackberry Singapore director made the remark at the recent coming-out party for the Blackberry Z10 -- it probably was part jest and part brave hope on the 7 March debut of the long-awaited device.

With Blackberry enjoying less than eight per cent of the Singapore smartphone market, the brand might not be able to match Samsung's might any time soon.

Still, the Blackberry10 could be just what the phone-maker needs in its back-pocket, to be in the pockets of more smartphone users.

The new Blackberry will now be offered through telcos under more simple subscription plans, making it attractive to those always looking out for new smartphones and also those who have a soft spot for the Blackberry.

And then, there are the array of apps from the Blackberry World, described as "key apps" as they will be those that are most wanted and used by the Blackberry user.

"If you tell everybody that you have 70,000 apps, first, it doesn't mean anything. The key is to have the right apps," said Dufourcq.

Available at launch on Blackberry World for Singapore users will be apps such as HungryGoWhere, Popcorn and ComfortDelGro Taxi [Booking](#).

But Blackberry is not all work and no play with its new device and apps line-up.

The star is Blackberry's very own video-making Story Maker app.

The simple, user-friendly app allows users to create a short movie complete with music and transition effects, to upload and share immediately on social networks.

Blackberry is also going after the gaming crowd.

According to Dufourcq, users will be able to play "really 3D, high-resolution graphics games" on the new operating system with early buyers in Singapore and across Asia getting freebies from game developer Gameloft.

While all that is going to make current Blackberry users very happy, is it enough to convince non-Blackberry users to jump ship?

Maybe not, as most of the apps offered on the Blackberry World can be found on other app stores as well.

That's why Blackberry has an ace up its sleeve -- a new technology called Blackberry Balance.

"When you look at the device, actually [it] has two personas: there's my personal device -- that's my day-to-day life -- but I also have my work device here," said Dufourcq as he toggled the interface of the gleaming black Blackberry10.

It's the two-in-one that people love.

Users will be able to securely flip between work and personal accounts without having to worry about mixing the two.

While in work mode, users won't be able to accidentally cut and paste sensitive information from work to personal accounts.

There are even separate app stores for each profile, so users can only [download](#) apps that CIOs will approve, right down to apps in Blackberry World for Work that have been put in by the user's IT administrator.

Busy business users who are always on the go will also be able to connect to network drives from their phone on the Blackberry Work Drive, and [manage](#), edit and save their work content wherever they are.

With all that to make Blackberry a household name and a fun side to add, the Blackberry10 could just score a perfect 10 for smartphone users looking for a change.

- CNA/gn