

BlackBerry Academic Program Overview



December 8, 2011
St. Philip, Barbados

RIM Fast Facts

- Founded in 1984
- First wireless data developer in North America
- Global headquarters: Waterloo, Ontario, Canada
- BlackBerry®: Launched in 1999
- BlackBerry products and services offered in over 175 countries
- BlackBerry subscriber base has surpassed 70 million



Why Develop on BlackBerry?

Leading Smartphone Platform



- Focus and alignment with key customer segments

Social



- **BBM Connected:** Leverage the power of BBM & the social graph to drive discovery, stickiness and utility

Flexible Distribution



- **Connected Ecosystem :** Integration to carrier billing systems, enhanced merchandising
- **Open Distribution:** leverage existing distribution channels and customer relationships.

Flexible Tools



- **Supporting Open Development Tools & Environments**
- Power of developing on smartphone + tablet

Local Market Support



- Marketing support – control AppWorld carousel, social media campaigns

BlackBerry Academic Program Benefits

RIM's BlackBerry Academic Program offers free resources to instructors who wish to integrate mobile application development or other topics into their courses.

Foundational concepts related to computing and mobility such as networking, efficient use of battery life and spectrum, programming in Java or web technologies can be taught using the smartphone or tablet as an educational platform.

Resources available include textbook modules, student labs with sample code, BlackBerry hardware and software, access to development tools and a growing community of academics to share innovative ideas.



 **BlackBerry**

BlackBerry Academic Program Benefits Cont'd

Academic Institutions can gain access to:

- Free BlackBerry smartphones (for eligible institutions)
- BlackBerry Enterprise Server Express Software
- Modules and curriculum resources including topics such as BlackBerry software support, BlackBerry Enterprise Server administration, mobile application development and tablet application development
- Instructor guides, lab manuals and other classroom resources (available by request)
- BlackBerry software development kits and development tools including simulators and discussion forums
- BlackBerry Academic Program newsletter to highlight new content, upcoming events and other news



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Content, Modules, and Resources

The BlackBerry Academic Program offers 4 series of content and resources with a wide range of topics.

Mobile Application Development	Tablet Development
<p>Covers topics such as:</p> <ul style="list-style-type: none">• BlackBerry smartphone features and functionality• Java® application development• Mobile web application development• User Interface (UI) design• Security for mobile applications• Testing and debugging• Java APIs• Multimedia for mobile applications	<p>Covers topics such as:</p> <ul style="list-style-type: none">• User Interface (UI) for tablet design• BlackBerry® WebWorks™ applications for smartphones and tablets• Overview of tools and resources for BlackBerry® Tablet OS• Up to date resources as they come available for Tablet design
BlackBerry Administration	BlackBerry Support
<p>Covers topics such as:</p> <ul style="list-style-type: none">• Introduction to working with the BlackBerry solution• Working with the BlackBerry Enterprise Solution• Securing the BlackBerry Enterprise Solution• BlackBerry® Desktop Manager software• Supporting BlackBerry smartphone	<p>Covers topics such as:</p> <ul style="list-style-type: none">• Installing BlackBerry® Enterprise Server software• Configuring the BlackBerry Enterprise Server• Configuring the BlackBerry smartphone user accounts• Securing the BlackBerry Enterprise Solution• Maintaining and Monitoring the BlackBerry Enterprise Solution• Troubleshooting the BlackBerry Enterprise Server

BlackBerry WebWorks App Platform

New BlackBerry WebWorks app platform merges simplicity of HTML5 with the power of BlackBerry services, true multi-tasking, true Push technology and more Developer community can now access and contribute to the BlackBerry open web application platform and tooling components

- Build apps in days or even hours using existing web development skill sets with no Java
- Developers can take advantage of always-on services and multi-tasking; integrate seamlessly with BBM, Inbox, Calendar, Camera, etc.; use push services and custom notifications; leverage new Ad service or in-app payments to monetize
- All of this functionality can be added entirely in HTML and JavaScript
- Broad appeal to developers – whether dedicated HTML developers, hobbyists or enterprise developers who can leverage HTML skills.
- Supported on BB 5, 6 & 7



BlackBerry



Additional Developer Resources

Developer Webcasts

As newer resources become available, it may be difficult to decide where to start with your students. RIM's series of BlackBerry Developer webcasts is a great place to start learning about how to program for the BlackBerry platform. Some of the most recent webcasts include:

[Develop for the BlackBerry® Tablet OS SDK for Adobe® Air®](#)

[Develop using BlackBerry WebWorks SDK for BlackBerry Tablets](#)

Newer webcasts are frequently made available. You may consider revisiting the [Developer Blog](#) page to view updates as they become available.



Application Design Considerations

- Nature of the Mobile User
 - Anytime, Anywhere Access
 - Immediacy
 - Specific Data Requirements
- Nature of the Mobile Device
 - Limitations
 - Screen Size & Input Paradigm
 - Memory & Processor
 - Wireless Bandwidth & Coverage
 - Battery Life

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Social Networking, Multimedia, Messaging

Messaging



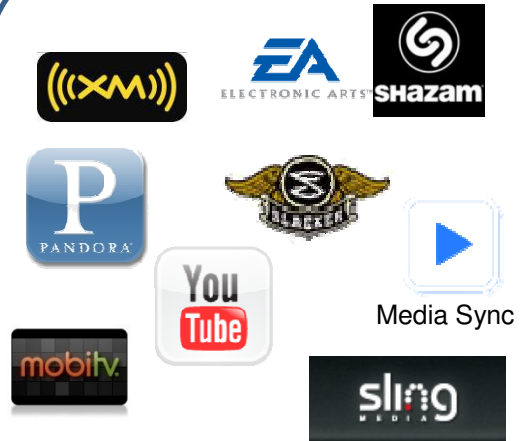
Social Networking



Internet Content



Professional



Multi Media

Notifications, Always On, Push,
Multi-task, Exceptional Battery Life, Real-Time push, Combined Messaging,

Unmatched Security Accreditations

Government Approvals



NATO
NATO RESTRICTED



United Kingdom
RESTRICTED



Netherlands
Not specified



Canada
Protected B



Australia
RESTRICTED



Turkey
Not specified



United States
SBU



New Zealand
RESTRICTED



Austria
Not specified

Common Criteria



Certifications



Contact Information

For more information contact: BlackBerryAcademicProgram@rim.com
or visit our website www.blackberry.com/academic

For BlackBerry Application Development tools and resources go to:
www.blackberry.com/developers

For more information about BlackBerry Support Resources go to:
www.blackberry.com/support



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