BlackBerry®

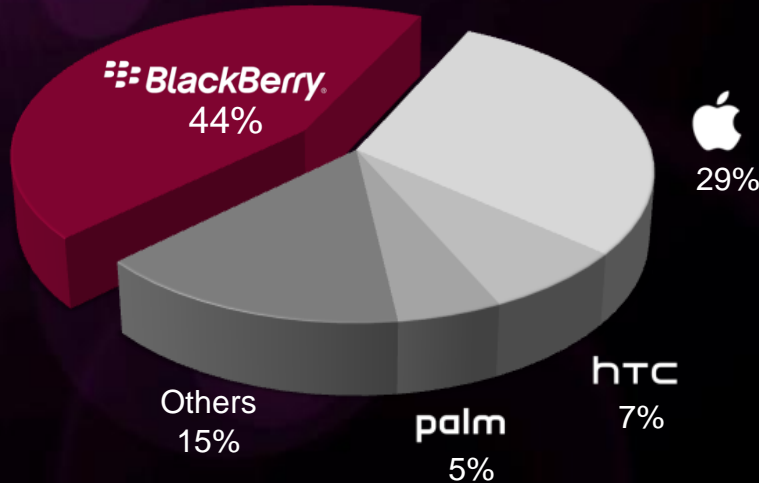## The World's Fastest Growing Company

FORTUNE

August 2009

Why aren't you Developing for BlackBerry?

#1 smartphone USA

BlackBerry 44%

29%

Others 15%

palm 5%

HTC 7%

IDC Converged Device Shipments in North America: Q3 2009

#1 BlackBerry is the fastest growing smartphone brand globally!

#2 smartphone worldwide

75 million+ BlackBerry devices sold

10 million+ devices sold in last fiscal quarter alone

500+ carriers and distribution partners in 170+ countries

200,000+ registered app developers

250,000+ active BlackBerry Enterprise Servers

>50% current subscriber base is non-enterprise

14,000+ employees focused on one thing only: BlackBerry
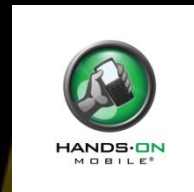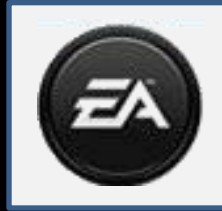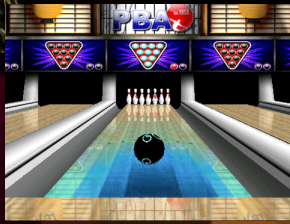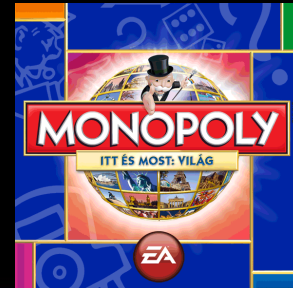
RIM

Our Catalogue Today

A Few of Our Current Game Partners

- EA Games
- Gameloft
- Glu Mobile
- Magmic Games
- THQ
- SEGA
- Real Arcade
- Handson Mobile
- Namco
- Concrete Software
- Nickel Buddy
- Konami
- MTV
- iPlay
- Handmark
- …and many more

Content Catalogue is Growing

Games on BlackBerry Today

- Games is the #1 category in BlackBerry App World
- 39% App World purchases are Games
- Games are typically in the Top 25 Paid Applications list
- Currently 1,189 Games Available are available in BlackBerry App World
- Popular Games on BlackBerry
  1. Puzzles
  2. Cards
  3. Strategy
  4. Arcade
  5. Action
  6. Board Games
  7. Sports
  8. Movie & TV Themes
  9. Combat Movies & TV
  10. Space

Distribution

- Carriers
  - 500+ Carrier & distribution partners
  - Partnerships in over 170 countries
  - Virtual Pre-load
    - Push applications directly to device
    - Agreements already exist with Carrier partners
- Sell Direct
  - Own Website
  - Other App Stores
    - CrackBerry, Handmark, bPlay

Distribution

BlackBerry App World

- Available in 6 languages and +40 countries
- 80/20 Revenue Split for Developers
- Branded icon on main user interface
  - One-click access to App World
- Accommodates current and future devices
- Supports both trackball and touch devices
- 2010 payment methods
  - PayPal, credit card, and carrier billing
- 2010 BlackBerry Web Store
- BlackBerry ID to launch
  - Online record of downloaded applications
  - Quicker re-installation of applications
  - No airtime charges

Get it at **BlackBerry App World**™

A World of Possibilities
BlackBerry App World

RIM

Media API Overview

Know the basics.

BlackBerry®

Media API Overview

- MMAPI (JSR 135)
  - `javax.microedition.media.*` packages
  - Provides both:
    - Protocol handling
    - Content handling
  - High-level objects
    - DataSource
    - Player
    - Control
    - Manager

Media API Overview

- Device support (OS 4.2 and above)
  - BlackBerry® Pearl™ Series
  - BlackBerry® Pearl™ Flip Series
  - BlackBerry® Curve™ 8300 Series
  - BlackBerry® 8800 Series
  - BlackBerry® Bold™ Series
  - BlackBerry® Storm™ Series
  - BlackBerry® Curve™ 8500 Series
  - BlackBerry® Curve™ 8900 smartphone
  - BlackBerry® Tour™ 9630 smartphone

Media API Overview

- Supported audio formats
  - WAV (PCM)
  - MP3
  - AAC (AAC+, **AAC-LC**, eAAC+)
  - MIDI (GM, GM2, **SP-MIDI**)
  - WMA (v9 and v10 Pro)
  - AMR (AMR / AMR-NB)
  - FLAC (FLAC support in new 5.0 devices)
  - SPMID
  - M4A
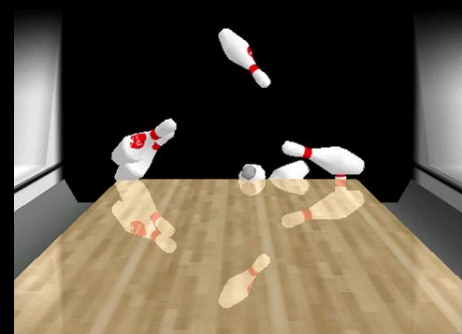 - OGG (Vorbis on most 5.0 devices)

Media API Overview

- Device considerations
  - Built-in speakers & headset
  - Media convenience keys
  - Audio encoding support
  - Audio mixing
    - Simultaneously play 3 audio files (non-CDMA devices only)
      - Loop one MIDI file for music
      - Play 2 audio files for sound effects

OpenGL ES

- **3D Gaming support**
  - Support for OpenGL-based 3D games added in Blackberry Storm2 devices

- **Beta Development Tools**
  - Blackberry Java SDK 5.0 beta support already available
  - Lower testing costs with 3D hardware acceleration in device simulator

What's next?

The future is exciting.

BlackBerry & Adobe

- **Flash Runtime on BlackBerry**
  - Support rich Flash games on the Blackberry

- **BlackBerry optimized graphic assets with Adobe Creative Suite**
  - Make games look richer with easy import for Adobe content

WebKit Browser with Proxy Technology

- Full HTML5 Support
- Fast panning and zooming
- BlackBerry & JIL Widgets
- Built on BlackBerry efficiency model for optimal experience

BlackBerry Services

- BlackBerry Advertising Service
  - Announced at Developer Conference in 2009
  - SDK available
  - Mediation platform (allows to connect multiple ad platforms in one SDK)
  - Supports multiple advertising networks (RIM owns the relationships for you)
- Reduces Barrier to entry for developers
- Single relationship reduces operational costs and increases revenue while providing a single touch point
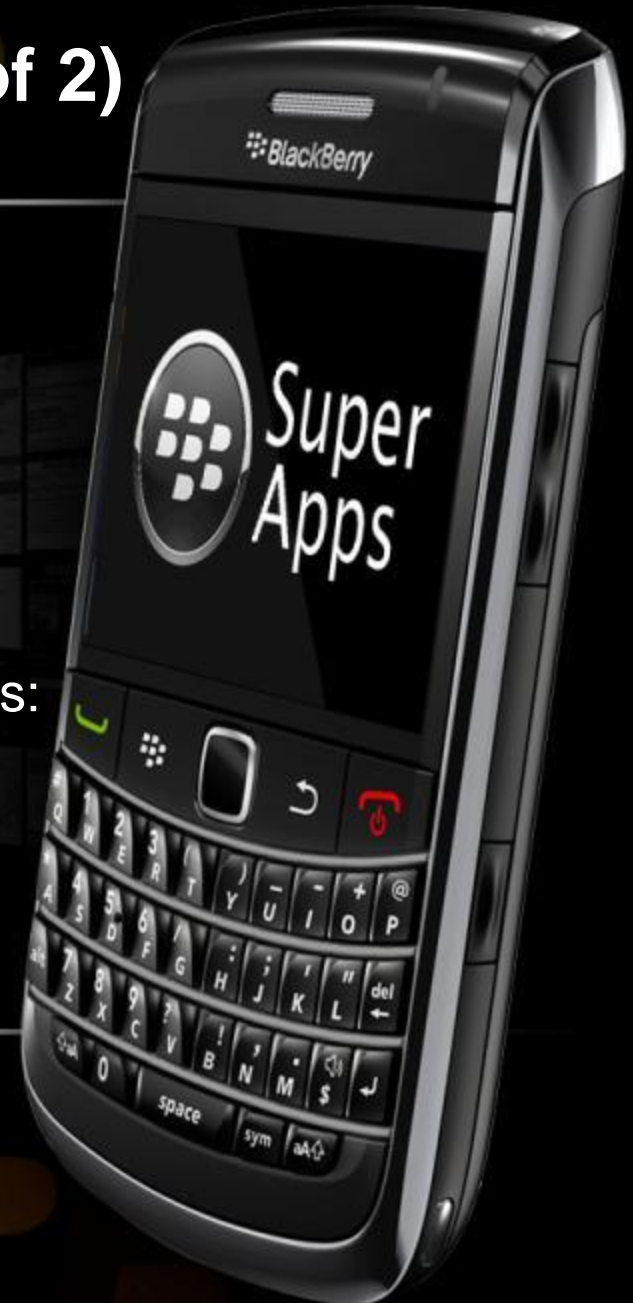- Available first half of 2010.

L##VE what you do.

BlackBerry Services

- BlackBerry Payment Service
  - The mechanism to execute transactions within their BlackBerry applications
- Monetize applications using:
  - One-time purchase
  - Subscriptions
  - Try-n-buy
- Reduce complexity of accepting payments:
  - Support micro-payment transactions
  - Manage backend payment process
  - All sales tax calculation, collection and remit
  - Consistent experience
  - Product/SKU management

LOVE what you do.
:: BlackBerry

Get Started Today

Free Development Tools & Resources
www.blackberry.com/developers

Vendor Registration & Application Submission
www.blackberry.com/submitapps

BlackBerry Alliance Program Information and Registration
www.blackberryalliance.com