

BlackBerry PlayBook™

FAQs



Q: Who is the BlackBerry® PlayBook™ Tablet designed for?

The BlackBerry® PlayBook™ tablet is aimed at a mindset, not a demographic. This mindset is captured by idea that:

People who mean business want to perform at the highest possible level and seek every advantage to help them reach their goals. People who mean business come from all walks of life but share characteristics like confidence, inspiration, ambition and optimism.

In this spirit, “*professional grade*” does not refer to the audience for the device, but rather to the professional quality and performance of the BlackBerry PlayBook tablet.

The BlackBerry PlayBook tablet will be respected by professionals, blessed by CIOs and used by anyone who wants the best.

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

Ultra-portable, ultra-thin, and super convenient for both work and play-

- Less than half an inch thick , weighs less than a pound
 - 5.1"x7.6"x0.4" (130mm x 194mm x 10 mm) and approximately 0.9 lbs or 425g
- Vivid 7" high resolution display that looks and feels great in your hand
 - 7.0" LCD, 1024 x 600, WSVGA: Touch screen: Full Multi touch capacitive and gesture support

Uncompromised Web Browsing

- With the BlackBerry® PlayBook™ tablet, you get access to the full web, not a scaled down mobile version
- Support for Adobe® Flash® Player 10.2, Adobe® Mobile AIR® and HTML-5
- High-fidelity web experience offers the ability to enjoy all of the sites, games, and media on the web

Multitasking Powerhouse

- Effortlessly move between applications without losing your place
- Apps run simultaneously and in real time it allows people to work on PlayBook the way they do in their day to day lives
- Enabled by powerful hardware like a 1GHz dual core processor, and an elegant OS powered by QNX technology

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Key Features Continued...

Stunning Multimedia

- 1024 x 600 WSVGA display with 180 pixels per inch (ppi)
- Stereo speakers and stereo microphones
- HDMI output supporting 1080p HD
- Audio: MP3, AAC 5.1, WMA 5.1 audio playback
- Camera: Dual 1080p HD cameras (3 MP front facing, 5 MP rear facing), can capture 1080p HD video
- Video: Support for high resolution video playback(H.264, MPEG4, WMV) (1080p HDMI output)
- Music Store by 7 Digital
- BlackBerry® Podcast app

BlackBerry® Bridge™

- On its own, your BlackBerry PlayBook is a high performance tablet. But for BlackBerry smartphone users there are additional benefits added to your PlayBook experience, like access to:
 - BBM™
 - Email
 - Calendar
 - Contacts
 - Memo pad
 - Tasks
- You can even use your BlackBerry smartphone's existing data plan to browse the web in all its glory, complete with Flash enabled content
- One-time setup is fast, and when it's complete, the connection is automatically restored every time the two devices come into range

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Key Features Continued...

Voice Chat

- An easy and fun way for friends and family to place and receive video calls between BlackBerry PlayBook tablets over an internet connected Wi-Fi network.
 - One-Click Video and Voice over Wi-Fi Calls
 - Incoming Call Notifications
 - Powerful In-Call Functions
 - Picture-in-picture preview function.
 - Switch cameras from front to rear
 - Make or take calls using voice only
 - Friends List to help organize your video chat friends

Facebook for PlayBook (coming May 2011)

- Facebook for BlackBerry PlayBook offers users a highly engaging experience by integrating popular features and functionality of Facebook including.
 - View and add Friends - Users can interact with friends quickly and easily: find friends by scanning the new grid view of their profile pictures
 - Enjoy seamless photo and video viewing
 - Connect to an HD TV to display photos and videos at a whole new level in full 1080p HD
 - Connect with friends using Facebook Chat - Notifications of new Chat messages are displayed on the Notifications Bar
 - View and interact with the News Feed - Users will be able to browse highlights such as photo uploads and status updates and seamlessly view links in the BlackBerry PlayBook browser

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Key Features Continued...

Business Ready

- Don't just do business, mean business. While other tablets are content with being frivolous, the BlackBerry PlayBook tablet is designed to empower those who want tools to power achievement. PlayBook enhances personal productivity and offers businesses a straight forward, no hassle way to quickly embrace tablet technology.

Right out of the box you get:

- BlackBerry® Bridge™ technology
- DocsToGo - document editing and viewing,
- Adobe Reader
- Enterprise VPN
- Corporate intranet browsing
- Field proven, certified operating system technology from QNX software systems

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

If you don't have a BlackBerry smartphone, you still get all the powerful features of the BlackBerry PlayBook tablet like the uncompromised web, true multitasking, stunning multimedia, and tons of apps. If you do own a BlackBerry smartphone you can realize additional benefits delivered by BlackBerry Bridge like access to your BlackBerry email and the ability to browse files found on your BlackBerry SD card – all right from your 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 – including full email inbox (BIS and BES), address book, calendar, memo pad, task list, and even, BBM™.

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Q: What is necessary to download attachments to my PlayBook via Bridge?

- Micro SD card in the BlackBerry Smartphone that is bridged
- Room on the Micro SD card for the content being downloaded
- The attachment has to be under 3mb in size for it to download

Q: Which apps does Bridge work with?

BlackBerry Bridge is a feature that allows BlackBerry smartphone owners to interact with core BlackBerry applications including email (BIS and BES), calendar, contacts, on the PlayBook's large 7" high resolution screen. BlackBerry Bridge links the two devices notification systems so you are alerted of new emails, BBMs, and calendar reminders right on the PlayBook's display. Through this same relationship, businesses running BlackBerry Enterprise Software can allow their employees to securely access information found on corporate internet sites using PlayBook. You also have access to your Smartphone browser so you can get on the web from virtually anywhere.

Q: What smartphone software version is required to use Bridge?

All BlackBerry smartphones with OS 5.0 or above will be able to leverage BlackBerry Bridge, which accounts for approximately 60% of BlackBerry smartphone users today.

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

Sure. The BlackBerry PlayBook comes with an HDMI output, so you can connect it to your HD TV at home for a cinematic viewing experience. You can even output content like a movie or a presentation to your TV through the HDMI port while you browse the web, or do Email on the tablet's display. We call this presenter mode!

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Q: What is the battery life for PlayBook?

Customers can expect to have a full working day of typical/mixed usage (ex. 8-10 hours) including web browsing, watching movies and listening to music. All battery life specs will vary based on the actual usage scenario.

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

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, address book, calendar, memo pad, task list, and BBM™ on their BlackBerry smartphone using the larger BlackBerry PlayBook screen. In addition, users can access their email via the BlackBerry PlayBook tablet's web browser without any need for a BlackBerry smartphone.

Q: How many apps do you expect to have available for the BlackBerry PlayBook?

Some apps will be available at launch and some will become available following launch. It is up to the individual company when they officially launch their app on App World, but we can tell you that over 3000 apps have been submitted so far and, to the best of our knowledge, that means there will be a larger selection of apps available for the BlackBerry PlayBook than any other tablet at the time of its debut. Of course, the selection will continue to grow, especially once the product has launched and more and more developers can get their hands on a PlayBook.

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Q: Is it true that the BlackBerry PlayBook will support Android apps on the PlayBook?

RIM has announced that it will launch an “app player” that provides an application run-time environment for Android v2.3 apps. This new app player will allow users to download Android apps from BlackBerry App World and run them on their BlackBerry PlayBook. The new app players for the BlackBerry PlayBook are expected to be available from BlackBerry App World this summer.

Q: What is the price?

The BlackBerry PlayBook tablet 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: What Accessories will be available and when?

BlackBerry Authentic Accessories -- BlackBerry Convertible Case, Journal Case and Rapid Charging Stand -- will be available through retail outlets and ShopBlackBerry.com.

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

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

Q: How do I find out more?

For more information about BlackBerry PlayBook, and to sign up to receive product updates, visit www.blackberry.com/playbook.

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Q: What needs to be done to set up your PlayBook for the first time?

To get your customer up and running quickly the BlackBerry PlayBook tablet has a built in setup wizard. Here is what your customer will be guided through:

- Wi-Fi Setup
- Create a BlackBerry® ID
- Check for Software Updates

There are also options to:

- Connect a BlackBerry® smartphone via BlackBerry Bridge.
- View tutorial videos on how to use the BlackBerry® PlayBook™ tablet.

Q: What Support can customers expect if they have issues setting up their BlackBerry® PlayBook™ tablet?

With the purchase of your BlackBerry® PlayBook™ tablet, enjoy a 90-Day Complimentary Technical Support. Customers will need to register for this service at: www.blackberry.com/playbookgettingstarted

Additional warranty information will come in the box.

Speak with a BlackBerry expert if you need help, or want to learn more about the unique features of your tablet. A direct line to BlackBerry support can provide answers to your questions and help you get the most out of your BlackBerry PlayBook.

To reach customer support, call:

1-877-644-8410 (US)

1-877-644-8405 (CAN)

Qualifying questions

- 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?