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BlackBerry fame regaining strategy works in mobile market by [Nick Willis](#)

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BlackBerry has always been considered to be most expensive high price tag holding smartphone. However, this time the presenter of the handset, Research In Motion Ltd. (RIM) has launched its cheapest-ever version, BlackBerry Curve 9220. This model is being sold out with great demand in mobile market, which is around \$210 in US and Â£130 in UK mobile markets. The price is just at its entry-level.

Although, BlackBerry had lost its fame a long time back when smartphones of the much renowned companies like Samsung and Apple came into play. Market value of the brand had declined up to such extent that BlackBerry has been started to be known as CrackBerry. Nevertheless, the phone is still much-desired by the mobile market populaces. Hence, RIM has embattled the country and youngsters in particular. BlackBerry Curves 9220 is the cheapest handset released by RIM till date, said Sunil Dutt, RIM's Managing Director. The move was binding as the company has been struggling to regain its revenue and value in market again, added the managing director.

TechWireAsia, to this, commented that the new handset contains all the desired features that youngsters of mobile market will definitely love to have. These interesting offers and features include free apps over every purchase of the phone. Additionally, the unmatched facets of Curve 9220 count on Pencil Camera, Photo Studio Pro, Ultimate Cricket as well as Horoscope Oracle applications. BlackBerry Curve 9220 phone is equipped with 800MHz processor along with 2.44-inch QVGA (Quarter Video Graphic Array) plus 2 megapixel of rear camera, RAM of 512 MB above 512 MB of internal storage which can be extended using MicroSD. These are not it; the Canadian handset is running Operating System 7 (OS 7).

But, a drawback is yet present and it's the matter of 3G. The phone is devoid of 3G feature. BlackBerry maker RIM looked ahead to users and guessed that users will prefer to get Wi-Fi connection over Packet Data. Battery of the phone is quite decent providing 7 hours of talk-time or 28 hours for music running at the background. Social facets are also equipped in the phone including BBM key in supplement with Social Tend. Promotion of newly introducing BlackBerry Curve 9220 also includes video bearing ads.

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Nick Willis is expert telecom adviser and he writes articles on mobile. Get the right information for mobile technology and we provides the best deals offers a [blackberry torch 9810 contract](#) and a [blackberry torch 9810 deals](#)

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