Article Side

BlackBerry world has no fresh smart phones by Andy Thomson

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BlackBerry is known for its style, features and extraordinary outlooks. A person feels very confident on handling this smart gadget. RIM launches a BlackBerry Curve 9320 at the Blackberry World this week which was amongst the magnificent launch of a smart phone. But now the company has change its strategy as BlackBerry would not going to launch any handset at the BlackBerry show which sounds very strange and different.

RIM is planning of stepping along lasting approach like they would use an event for displaying its latest and fresh operating systems Blackberry 10. A company representative also told to CNET that the company would not do any promotion of BlackBerry 10 hardware. If looking at the back history of RIM, the company has faced many ups and down and even now is facing some rocky time period.

The results of RIM shows that the company has earned a loss of Â£78 m quarterly and nearly about 21% of the Blackberry smart phones are shipped in the last quarter as compare to the gadgets shipped last year. Itâ€™s really a very bad report for the company as every company tries to maximize their turnover every year. Bout the company has not loosened their strength as there are still hopes for BlackBerry 10 which is yet to be launches. BlackBerry 10 would be a rocking platform for both the tablets as well as the smart gadgetsâ€™. This smart phone would bring a complete break from the present BlackBerry operating system 7.1. Moreover it would be a flexible platform too like iOS and Android. According to the rumors the developerâ€™s kit as well as the smart phone may be launched for testing.

People are eagerly waiting for getting a real glimpse BlackBerry 10 device at the Blackberry London. But the launching date of this smart phone is still awaited and yet to be confirmed. So it would be a long wait for the BlackBerry admirers to get this handset on their hands. As the BlackBerry suffers from massive losses so they had assure to go back to the fundamentals. The gigantic popularity of Android cell phone and Apple iphone has forced the company to ship just 21% of the handsets. Moreover the shares of the company fall down badly within 12 months.

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