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BlackBerry10 in hope to put up RIM in Future, by Manufacturer by [Tom Broad](#)

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Since Research In Motion Ltd. invention, BlackBerry has been observed to drip the firm down for last few years, expectations from its upcoming model BB10 is obvious. The handset is hoping to put up RIM in its valuable position, as anticipated by the manufacturer. The key strategy of the phone is its HTML5 technology which brilliantly supports the working of the applications giving it a feasible environment.

In year 2010 BlackBerry was introduced with QNX Software Systems and is the essential part of the handset. Taking the same in consideration the BB10 is required with its simplicity because the software is designed to run on standard smartphones like BlackBerry10. QNX based BlackBerry phones' sales had started to decline from the third quarter of 2010 and since then continuous turn-down in the sale has been observed till date.

Over all, RIM managed to sell out over 11M of its Smartphones and around 500K of PlayBooks this quarter. Around 21 per cent of loss was faced in its Smartphones sale as compared to last quarter and 19 per cent less revenue was collected than in third quarter of the business year. Total revenue collected by RIM is reported as £2.6 billion (4.2 billion USD), less by 25 per cent as compared to previous year revenue.

Bygones are bygones. RIM, now, is saying that the firm will be focusing on its future handset, BB10 on BlackBerry World conference, taking place at Orlando next week. Launch of BB10 with HTML5 is said to be the crucial schema for the developer and hence, wide promotions preparations for the rigorous device is going around, though the device has not reached to public's eyes as yet. Releasing BB10 with HTML 5 is a sort of challenge for the company, said former Vice President of RIM and current CMO of Fixmo (mobile security vendor), Tyler Lessard. The reason why he called it a challenge is the negligible compatibility among the new and the old operating systems. Presently available apps on the device are doubtful to be carried over to QNX and BlackBerry10 and also, it is again doubtful if Blackberry will introduce sufficient listings of apps after the introduction of new system in the device, added Lessard.

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[Tom Broad](#) - About Author:

Tom Broad is expert telecom adviser and he writes articles on mobile. Get the right information for mobile technology and we provides the best deals offers with a [blackberry bold 9900 contract](#) and a [Blackberry bold 9900 pay monthly](#)

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