RIM

BlackBerry

"Always On…

Always Connected"

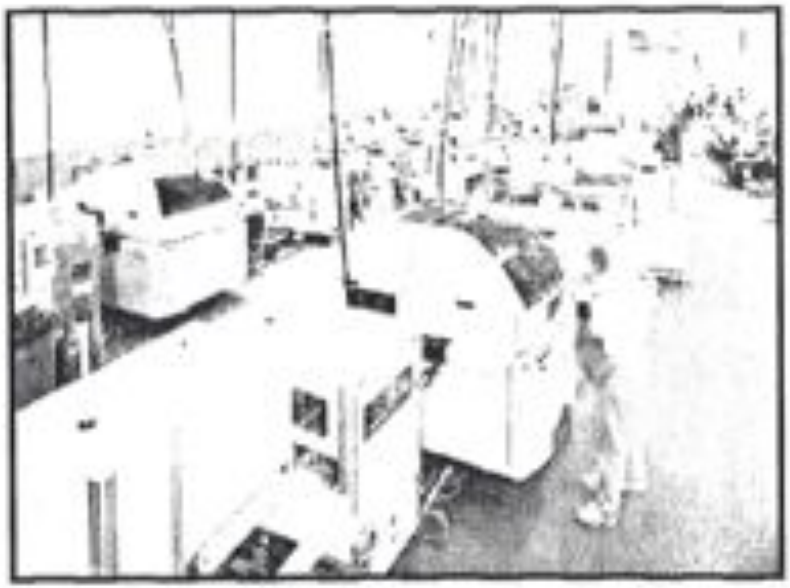
~~2006~~
1998

Part I

- About Research In Motion
- RIM and Aether
- The Email Revolution
- BlackBerry Mobile Email Solution
- Target Market
- Benefits to Customer
- Points of Distinction
- What Customers are saying

Research In Motion

- **Founded in 1984, NASDAQ:RIMM**
  - First wide-area wireless product in 1988
  - Intel equity investment in 1997
  - Nortel equity investment in 2000
  - >700 employees (~250 in R&D)



- **Our sole focus is on *wireless technology***
  - World leader in OEM and Type II modems
- **Manufacturing excellence**
  - We ***design*** and ***manufacture*** all of our own products
  - 100% automatic inspection

Why Aether?

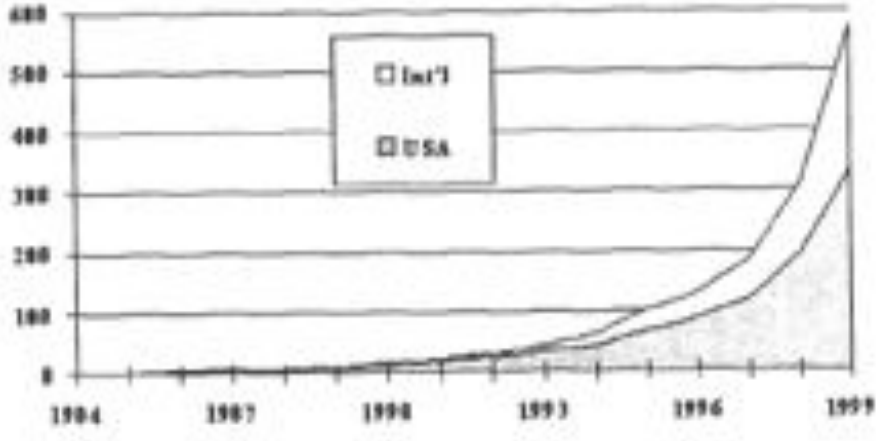
Only Aether can provide an end-to-end wireless messaging solution, featuring:

- **Installation and support services**
- **BlackBerry Enterprise Server Software**
- **RIM 950/850 & 957 form factors**
- **Airtime on the BellSouth and Motient wireless networks**
- **Volume pricing on airtime**
- **Industry leading expertise in wireless data systems and development integration**

The Email Revolution

- **2/3'rds of the American workforce uses email (89 million users)** 1999 Messaging Online
- **569 million email mailboxes in the world** 1999 Messaging Online

Millions of Mailboxes Worldwide 1984 - 1999



- **Email usage grew by 84% in** Source: Messaging Online
- **Office workers now receive an average of 30 emails and 22 voice-mails per day** Pitney Bowes Workplace Messaging Study
- **Email is the Internet's "Killer App"**
  - **74% of Internet user's report that "Email is Essential"**
  - **Email is the most frequently used application for 96% of Internet users**

Jupiter Communications Attitudes, Behaviour and Demographics of the Online Population

The Email Revolution

The benefits driving the "Email Revolution"

- **Communicate intuitively**
- **Share information timely and accurately**
  - "push" information
- **Manage information more effectively**
  - organized information store
  - threaded discussions provide an audit trail
- **Better control of your communications**
  - time shifted/asynchronous communication

The Email Revolution

Email and the Mobile Professional

- **Email is used extensively by 2/3 of all business travellers** American Express Road Warrior Study
- **50% of travellers "always or almost always" use email, to communicate with the office** American Express Road Warrior Study
- **72% mobile laptop users frequently dial in for email** ResearchPortal.com
  - **1999 - email is #1 application used by mobile laptop users**
  - **1996 - only 21% of mobile laptop users "dial in" for email**

The Email Revolution

The Communication Challenge: Checking Email when out of the office

- **Dial-in to your Corporation**
  - **cumbersome and time consuming**
  - **time-sensitive email can be missed**
- **Wireless Email Services**
  - **another email address to manage**
- **Palm Pilot™ and other Personal Organizers**
  - **effective for contacts and appointments**
  - **lacks an effective email solution**

Managing Mobile Computing

Laptops and Handhelds in the Enterprise

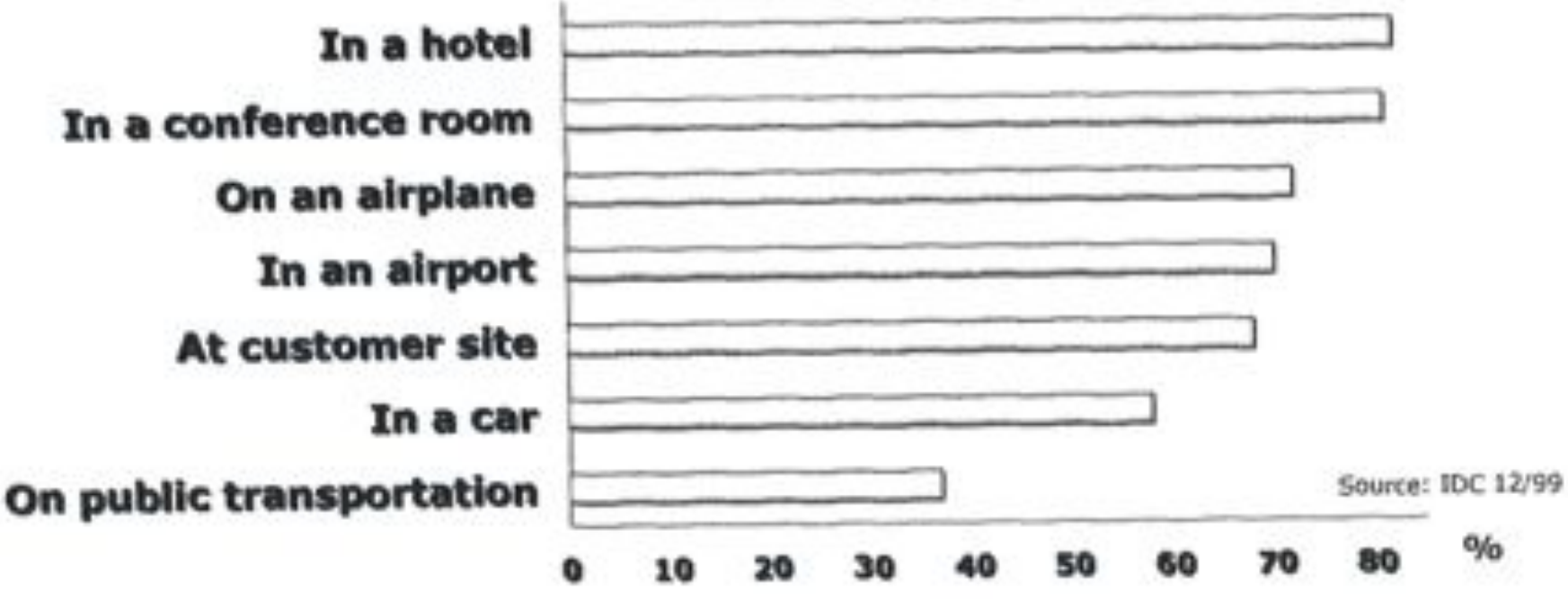
Powerful laptops have emerged as desktop replacements for mobile professionals

- **Mobile Usage:**
  - **2-3 sessions per day**
  - **20+ minutes average session length**
- **Office productivity and client-server applications, remote access**
- **Purchased, managed and fully supported by IT**

Handheld devices are emerging as tools for anytime, anywhere access to information

- **Mobile Usage:**
  - **20+ sessions per day**
  - **1-2 minutes average session length**
- **Limited functionality - primarily PIM and messaging app's, PC synchronization, wireless connectivity**
- **Purchased by end users, not officially managed or supported by IT**

Managing Mobile Computing
Mobile Workforce... Work Locations



- 80% of all organizations will have 50% of their staff in some remote access/telecommuting by end of 2000 Gartner 12/99
- Mobile Computing....Working Everywhere!

RIM Wireless Handhelds

RIM 950 Wireless Handheld

RIM 957 Wireless Handheld

RIM Wireless Handhelds

- **Ergonomics**
  - QWERTY keyboard
  - Efficient "track wheel" navigation
- **Wireless**
  - RIM wireless modem
- **Messaging and PIM apps**
  - Tone, vibrating and visual notification
- **Superior Battery Life**
- **Powerful**
  - 32 Bit Intel 386 Processor
  - MB's of Memory
- **Mobility/Ultra-Portable**
  - Wearable; belt clip

Easy to Use

Always On, Always Connected

Minimize Downtime

Quick Searches,
Store Thousands Items

Unconscious Carry

RIM Wireless Handhelds
Synchronizing PIM Applications

RIM 950 Wireless Handheld
Docking Cradle

- **Access to full suite of PIM applications**
  - Contacts, calendar, tasks and notes
- **PC Synchronization**
  - Docking cradle
  - Puma Intellisync software
- **Synchronize with popular desktop applications**
  - MS Outlook, MS Schedule+, ACT!, etc.

RIM 957 Wireless Handheld
Docking/Charging Cradle

RIM Wireless Handhelds

RIM 950 Wireless Handheld

- **Wearable "pager size" form factor**
- **LCD Display**
  - **6 or 8 lines**
  - **Backlight**
- **Single AA alkaline battery**
  - **Weeks of battery life**
- **4MB of memory**
  - **Extra memory for data intensive users, third party and future applications**

RIM Wireless Handhelds

RIM 957 Wireless Handheld

- **Wear/Carry "palm size" form factor**
  - **worn on belt or fit in purse or pocket**
  - **includes holster with belt clip**
  - **approx. 5oz**
- **Larger 160x160 LCD**
  - **16 or 20 lines**
  - **Ideal for displaying content**
  - **Reverse backlight**
- **Internal rechargeable lithium battery**
  - **1 week life on a charge (2.5 hours)**
  - **Recharging 10-15 minutes allows one day of use**
  - **Docking and charging cradle**
- **5MB memory**

RIM Wireless Handhelds

RIM 950 Wireless Handheld

- Wearable "pager size" Form Factor
- RIM 950-4 Wireless Handheld
  - 4MB of memory

RIM 957 Wireless Handheld

- Wear/Carry "palm size" Form Factor
- 5MB of memory

BLACKBERRY

Access your email, calendar, address book and task list wherever you go !

- Always On, Always Connected
- Real-time link to your email
- Single mailbox integration
- Receive and reply easily
- Full-featured PIM suite
- PC Synchronization
- Email filter controls

Exchange Edition

- Integration with Exchange mailbox
- Enhanced security and IT controls
- Desktop filters
- Paging

Internet Edition

- Integration with Internet mailbox
- Easy set-up
- Web-based filters

BlackBerry Internet Edition: Target Market

- **Primary Market**
  - **Small Office / Home Office users (>25 employees)**
  - **Moderate to heavy email users (<15 messages per day)**
  - **Mobile Workers**
- **Secondary Market**
  - **Consumer, Early Adopters**

BlackBerry Exchange Edition: Target Market

- **Primary Market**
  - **Large enterprise accounts that utilize MS Exchange as their email platform.**
  - **Email is considered a mission critical application.**
  - **Highly mobile workforce.**

Net Benefits Delivered

- **Time Savings**
- **Enhanced Productivity**
- **Improved Responsiveness**
- **Increased Mobility**
- **Less Stress**

The Core Benefit of BlackBerry

- **With BlackBerry, the average email user will add at least 30 minutes of extra productivity to each day**
- **If the individual travels throughout NA on a regular basis, the end productivity could be several hours!**

What Customers Say . . .

- **"We think BlackBerry's ability to deliver secure real-time access to business information will help us better serve our clients, provide greater flexibility to our workforce and enhance productivity." John McKinley, Chief Technology Officer**

- **"It's one of the few devices that can add time back to my day." John McKinley, Chief Technology Officer** (Business Week, November 15, 1999 issue)

- **"I can knock off a couple of emails anytime--during dead time in the car or waiting for a meeting." John McKinley, Chief Technology Officer** (Business Week, November 15, 1999 issue)

Points of Distinction

- **Always On, Always Connected**
- **Single Mail Box Integration**
- **Advanced Email Filtering**
- **End to End Security (Exchange Edition)**
- **Flat Rate Air Time**
- **Exceptional Battery Life**
- **Push Architecture**

What Customers say . . .

Technology you can't live without?

"The Blackberry (portable e-mail and pager). It does everything. I spend all day running around, and I just love it. I can answer e-mail from a cab in New York. It lets me access the Web, so I can check stock quotes and scores on the road.

"I was in Napa with my wife and wanted to get the number for Train Town. I challenged her to see who could get it first. She was going to use 411, I was going to use Blackberry. And I beat her."

CNET.com

The source for computers and technology.

CNET CEO Halsey Minor,
San Francisco Examiner, October 30, 1999

Gibson, Dunn & Crutcher L.L.P.

International Law Firm

"If an attorney saves half an hour a month in time, then BlackBerry more than pays for itself." - Adam Bendell, Chair of Gibson, Dunn & Crutcher's Technology Committee (The National Law Journal, September 27th, 1999)

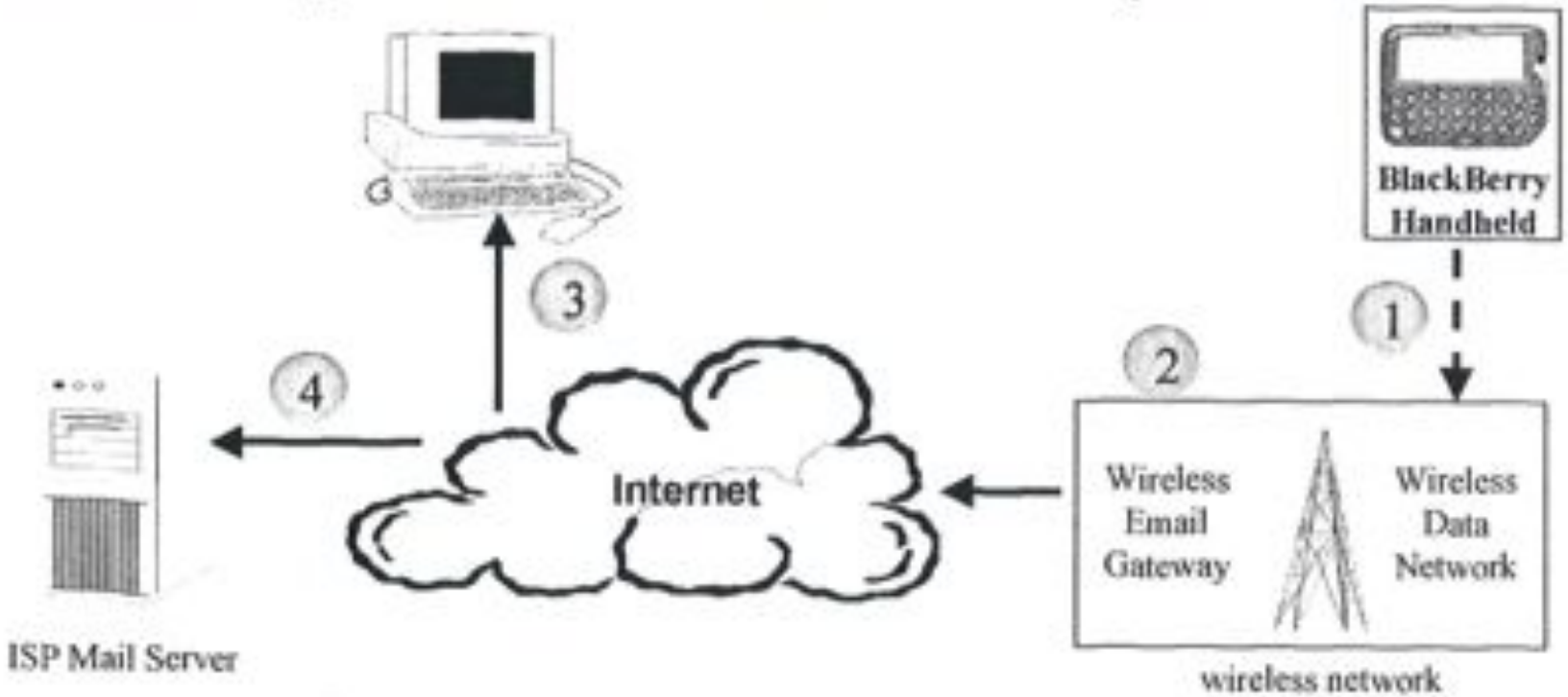
"The speed of business transactions is ever accelerating...either you play at that speed, or you get left behind."

-- Adam Bendell

What customers say . . .

- **"A simple, elegant and convenient way to stay on top of information."**
- ***"BlackBerry was by far the best solution"***
- **"My dead time becomes more productive with BlackBerry"**
- **"Do not take my BlackBerry away!"**
- **"BlackBerry more than pays for itself"**
- **"It does everything. I spend all day running around, and I just love it"**
- **"[BlackBerry] will help us better serve our clients, provide greater flexibility to our workforce and enhance productivity"**

BlackBerry Internet Edition Explained



1) Message composed on handheld is scrambled, compressed and transmitted over the Wireless Data Network.

2) Wireless Email Gateway unscrambles and decompresses the message.

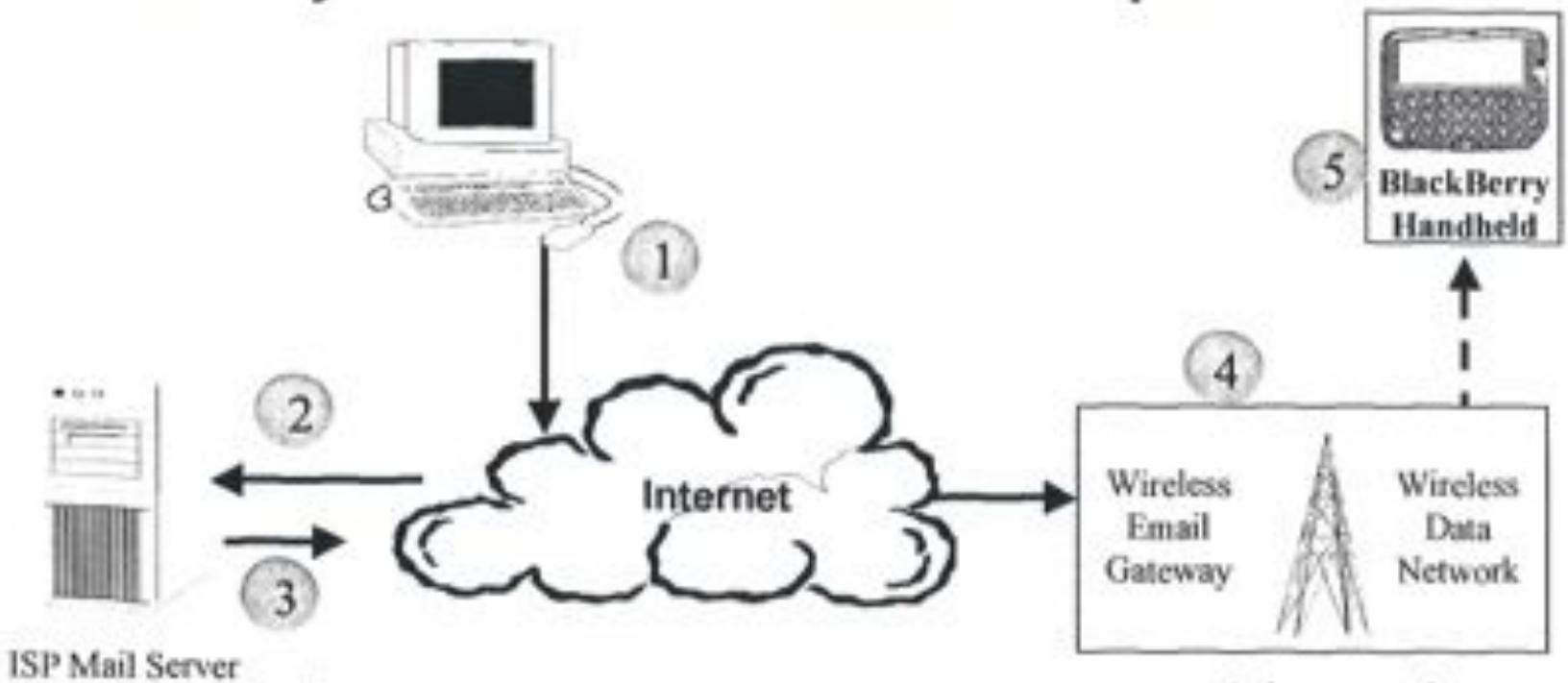
3) Message is sent to Recipient via the Internet.

4) A copy of the message is placed in the user's mailbox.

Part II

- **BlackBerry Mobile Email Explained**
- **Competitive products**

BlackBerry Internet Edition Explained



1) An Email is sent to your email address.

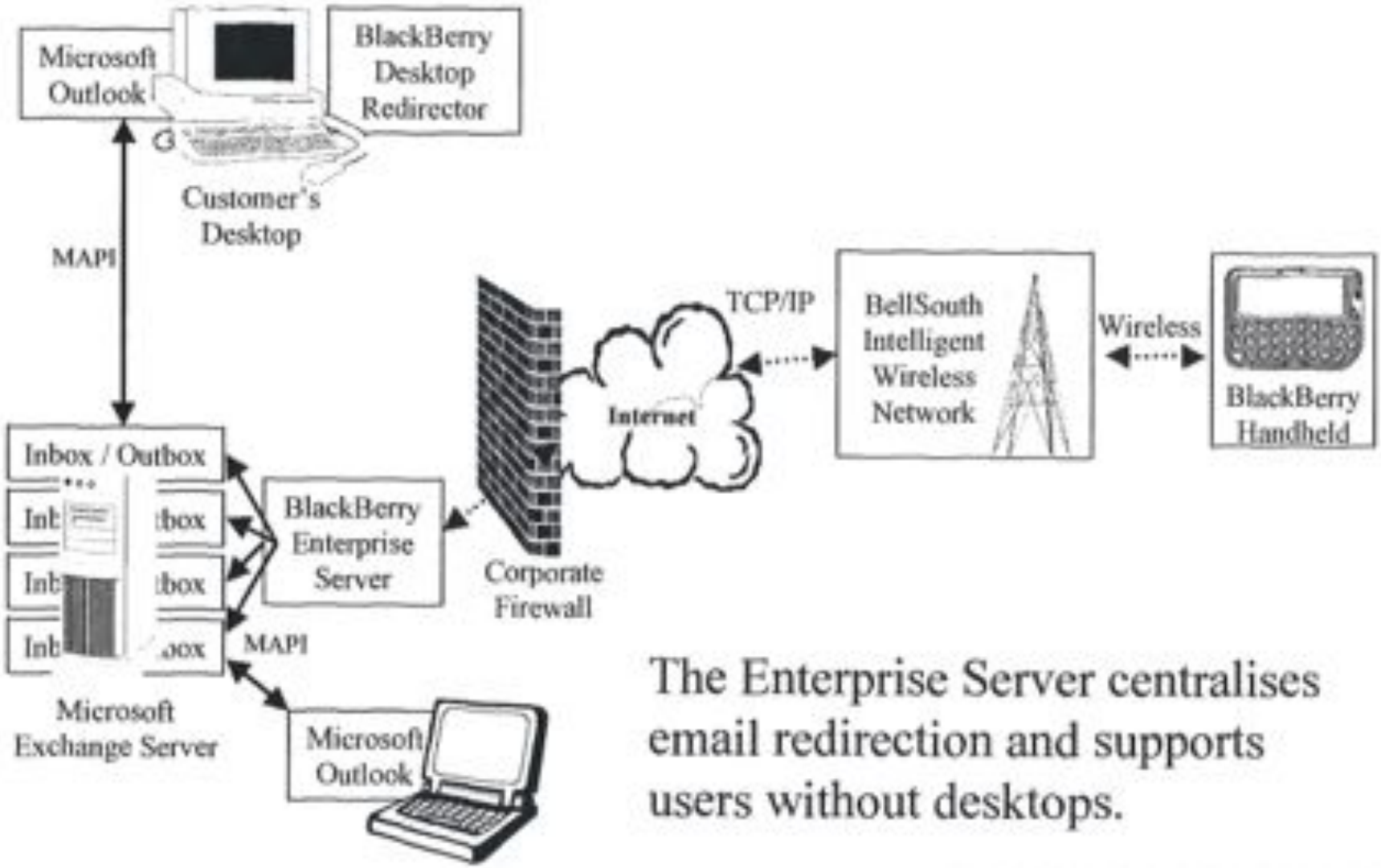
2) Email arrives at the mail server.

3) Email is forwarded to the wireless network.

4) Email is scrambled, compressed and filtered by the Wireless Email Gateway and sent through the Wireless Data Network.

5) The handheld unscrambles and decompresses the Email. User can respond to the Email with their BlackBerry Handheld.

BlackBerry MS Exchange Edition Explained



The Enterprise Server centralises email redirection and supports users without desktops.

The Competition

Feature	BlackBerry	Palm VII	Two-way Paging
E-mail	✓	✓	✓
"Push" Model Always On, Always Connected	✓	NO	✓
Single Mail Box	✓	NO	NO
PIM	✓	✓	NO

Internet Edition

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