

BlackBerry World: RIM announces Wireless Achievement Award recipients

ORLANDO, US: Research In Motion (RIM) has announced the recipients of this year's Wireless Achievement Awards at BlackBerry World 2012.



The Wireless Achievement Awards are presented to customers who are doing business in new and innovative ways with BlackBerry products and services. These customers have mobilised corporate systems to help increase performance, impact the bottom line and simplify life for their employees.

A list of all finalists follows below, along with a brief summary of information and results provided by each winning recipient. The awards are classified into four categories: Attendee Choice, Business Impact, Innovation in Private Sector, and Innovation in Public Sector.

Attendee Choice Award

The Attendee Choice Award allowed BlackBerry World attendees to vote for one of the three finalists for applications developed by a business for its customers.

Winner:

Cines Unidos - Venezuelan moviegoers can now buy tickets and get news on upcoming features with the click of a button, thanks to Cines Unidos' app for BlackBerry smartphones. As well as buying tickets and obtaining receipts and confirmations, the easy-to-use app, developed in partnership with Mobile Media Networks, gives users a 40-minute show-time warning and the ability to share movie schedules with friends and book dates over BlackBerry Messenger (BBM). Cines Unidos makes the app - which now has about 1.5 million users - available for download on BlackBerry App World, and by scanning QR codes in theatre lobbies, on posters and popcorn dispensers.

Finalists:

- Banesco Banco Universal, C.A. - in partnership with Synergy Global Business C.A.
- OK! Magazine UK - in partnership with Refresh Mobile Ltd. (Mippin)

Business Impact

This award recognises organisations that have deployed a wireless solution that has made a significant impact to their business.

Winner:

Nomura International plc - Nomura International plc (Nomura) is a leading financial services group. Mobile users based in the London, UK office represented 14% of the workforce but accounted for two-thirds of the telecommunications spend. Mobile call costs were rising by 18% annually. Also, Nomura needed to comply with the UK's Financial Services Authority's (FSA) Policy Statement 10/17, which made call recording mandatory on mobile devices. Nomura implemented BlackBerry Mobile Voice System (BlackBerry MVS), to assist with its regulatory compliance. It also helped reduce the call spend among BlackBerry MVS users by nearly 36%. 50% of all mobile calls at Nomura's UK office now go out over BlackBerry MVS.

Finalist:

- Eversheds LLP - in partnership with Polaris Financial Technology Limited.

Innovation in Private Sector

This award recognises organisations that have deployed new, innovative wireless solutions to drive business productivity.

Winner:

Cablevisión S.A. Argentina - Cablevisión S.A. Argentina (Cablevisión) provides cable TV and broadband Internet service for more than 3.5 million customers in Argentina, Uruguay, and Paraguay. In the past, Cablevisión's 5000 field technicians had difficulty staying connected with their support teams and had to log their work and inventory of supplies used by hand. Needing a reliable solution, the company deployed BlackBerry smartphones and the Mobile II application, developed by Sensebyte Mobile. The solution allows technicians to confirm work orders, report on service in near real-time and enter inventory updates even if offline. Cablevisión has significantly decreased calls to the support centre while improving productivity and service.

Finalist:

- IA Clarington Investments, Inc.

Innovation in Public Sector

This award recognises organisations that have used wireless solutions in innovative ways in healthcare, public safety and government.

Winner:

Ministerio de Desarrollo Social - To help meet its mission of providing humanitarian aid and social assistance, Argentina's Ministerio de Desarrollo Social, or Ministry of Social Development, turned to BlackBerry smartphones and BlackBerry PlayBook tablets. The organisation equipped 400 of its field operators and personnel in regions across the country with the devices in order to better capture and share information on situations, including natural disasters and health and food - related crises. Replacing the need for projectors, computers, and photo and video cameras, the solution allows the Minister and senior ministry officials to quickly respond to community needs, speeding up decision-making while improving information accuracy.

Finalist:

- Gwent Frailty Consortium - in partnership with DevelopIQ Ltd. and LAN2LAN Ltd.

For more information on the Wireless Achievement Awards program, go to <http://www.blackberryworld.com/special-programs/waa>

About Research In Motion

Research In Motion (RIM), a global leader in wireless innovation, introduced the BlackBerry solution in 1999. Today, BlackBerry products and services are used by millions of customers around the world to stay connected to the people and content that matter most throughout their day. Founded in 1984 and based in Waterloo, Ontario, RIM operates offices in North America, Europe, Asia Pacific and Latin America. RIM is listed on the NASDAQ Stock Market (NASDAQ: RIMM) and the Toronto Stock Exchange (TSX: RIM). For more information, visit www.rim.com or www.blackberry.com.

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