



# "Notions of BlackBerry's demise are completely unfounded," says visiongain's latest report

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*San Francisco, CA and London, UK; 17 October 2005: The wireless email market is about to come of age and RIM's BlackBerry handheld remains the device to beat. This is the finding from a new study, "The BlackBerry: Still No 1 as wireless email market reaches inflection point", published by industry research company visiongain.*

PR9.NET October 19, 2005 - RIM's BlackBerry remains the dominant wireless e-mail solution and the BlackBerry brand has become a by-word for wireless e-mail in general. RIM added 620,000 BlackBerry subscribers in its fiscal Q2 2005, putting it on course to surpass the 4 million users mark by the end of 2005, by which time the BlackBerry will be available from 200 mobile operators in over 40 countries.

"Beginning with a prescient logic that defined an enterprise need before it materialised, RIM has successfully and consistently adapted both hardware and software ahead of market-shaping forces, and a clear focus," comments report author Pam Duffey. "We think there are new uses for BlackBerry in customised - and converged - applications."

After several years of false hope, wireless email is finally set for more significant market traction. The potential of wireless e-mail remains largely untapped, resulting in a number of companies that have emerged to take the BlackBerry head on. Ericsson, Nokia, Motorola and Microsoft are among those to have made announcements recently of products and services directed squarely at toppling RIM.

Despite its current legal difficulties and intensifying competition, RIM remains best positioned for further success if it identifies and embraces the opportunities that exist. This latest report from visiongain analyses RIM's end-to-end solution, compared to offerings from Good Technology, Seven, Visto and others.

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## About visiongain

Visiongain is one of the fastest growing and most innovative independent media companies in Europe today. visiongain produce a host of business-2-business conferences, newsletters, management reports and e-zines focusing on the Financial markets, the Pharmaceutical, Telecoms industries and the Defence sector.

**Phone:** +44 020 8767 6711  
**Website:** <http://www.visiongain.com>  
**E-Mail:** [senh.ip@visiongain.com](mailto:senh.ip@visiongain.com)