

BlackBerry Takes on Wearables, IoT

Written by Marco Attard
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BlackBerry announces an Android Wear version of the BBM application at CES 2015-- allowing users of a wide range of Google-powered smartwatches to access the popular communications software.



In other words, BlackBerry expects its (mostly) business customers to start buying smartwatches to quickly access notifications without need for digging into their pockets or purses. As well as alerts and message navigations, the Android Wear BBM app also allows users to respond to messages either hands-free via Google Now or pre-defined messages, as well as accept BBM invites from their wrists.

Devices compatible with the app include the Moto 360 and the Samsung Galaxy Gear S.

"The smartwatch is great for me if I'm in a meeting and get a notice on my wrist, then I can swipe right and hit a pre-set to send back a response, 'Why don't we connect once we're done?'" BlackBerry director of enterprise products Jeff Gadway said during a brief CES demo.

BlackBerry also used CES to launch a cloud-based internet-of-things (IoT) platform. Simply dubbed the BlackBerry IoT Platform, it uses QNX technology to create a message bus for data exchanges and data collection between sensors and other devices.

The platform is aimed at industries such as shipping and the automotive markets, as well as smart energy and healthcare.

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“By combining the BlackBerry global network and device lifecycle management proficiency with the embedded software experience of QNX, we have built a modular, cloud-based platform that gives customers the chance to build IoT applications in a secure, efficient and scalable way,” the company says. “Looking ahead, we will extend the platform with other BlackBerry technologies to give developers additional control over the flow of information to devices on the network’s edge.”

Go [BlackBerry Announces BBM Support for Wearable Technology](#)

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