

## Boosting Blackberry Appeal via Android?

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Bloomberg reports RIM plans to boost Blackberry device appeal (and sales) with new models running Android apps, to launch "early 2012."



The news comes from 3 people supposedly familiar with the project.

RIM is currently working on a QNX-based device refresh, with features aiming at customers tired of the aging Blackberry portfolio and its limited app selection. The Blackberry App World carries 42000 apps-- far less than the 250000-strong Android Market.

RIM's QNX-based PlayBook will be able to Android apps (via an Android app player upgrade), but Bloomberg's sources say the QNX smartphones will come with the Android player built-in.

The Playbook will also get a software upgrade come September-- with an email client and BBM.

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