

Why I want to work for Blackberry

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Up until recently being a designer within the VW group was amongst my top aspirational jobs should I get tired of working for my money. The fact that I'm as creative as a rock is immaterial because if you think about it you'll agree that this can't be a prerequisite judging by most cars being churned out from this stable. There are even fancy words to justify this type of design language; amongst them are 'minimalistic' or 'evolutionary'. It's gotten so bad that I can't tell the difference between a 15 year old Porche 911 and a new one, as is the case with the VW Golf Golf 5/ 6/7 and the Audi A3. As I said however this was until recently, when I saw RIM's new Blackberry Buddies!

BlackBerry Buddies are supposed to help you get the most out of your Blackberry, now could there be any job easier than that? All that's required is to show people the on and/ or off button, the BBM app and the reset function because if experience is anything to go by your BB will freeze! If however these buddies were employed by Google to do the same for Android then the opposite would be applicable with the myriad of functions, tons of apps and a variety of hardware all geared to enhance your life through a truly smart phone. I have both a BB and Android devices, the former often gets lost in the stack of papers on my desk since I've found it most useful as a paperweight while I'm lost without the latter (figuratively off course, this does not run on iOS)! I use an Android device to simplify my daily routine; whether it is in the office for real time Google Drive document collaborations, voice guided navigation, searching for the story behind that seemingly famous picture with Google Googles or simply uploading the days bench press weight I've managed in the gym.

I discovered Android a couple of years ago after a bad experience with Windows Mobile and an even worse one with RIM's Blackberry. Fortunately though the Blackberry I owned (albeit for a brief period) was virtually given to me for free by a friend so my parting with it was pain free. While ridding myself of the BB disease I stumbled on a relatively cheap LG Optimus One which was perfect as my start up with Android. After receiving the phone and charging it as per manufacturer's instructions I followed the phone prompts to initially set it up. Fortunately I already had a gmail address which I had been using for some time so setting up was easy. Just from the word go the following had me sold on the Android platform;

Setup

This is really easy, all you do is follow the prompts which include entering you gmail account (or quickly creating one if you're yet to be enlightened).

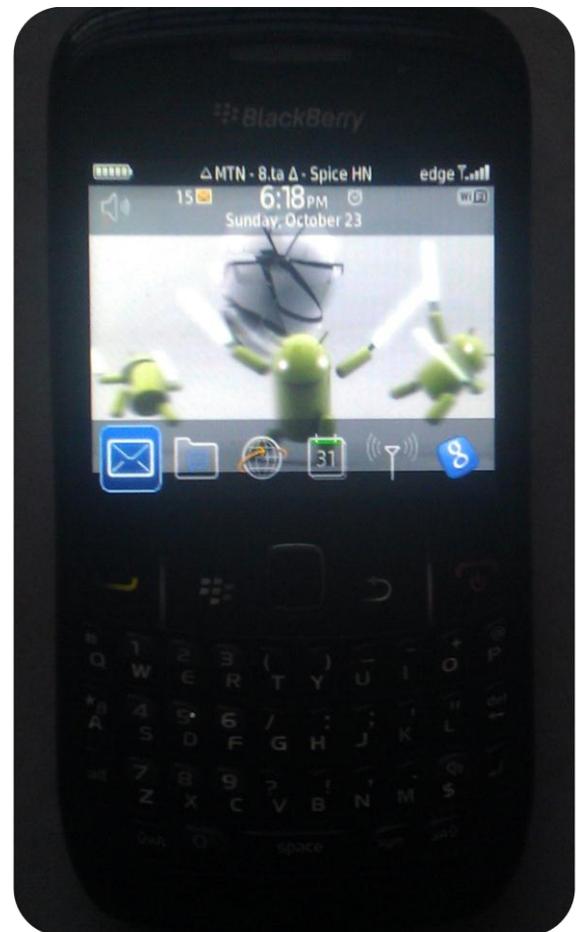
eMails

To my surprise the minute the phone came on and I accessed my gmail app and my mail was already there. With windows and BB this was a functionality that only came to be after I had set up the POP3 access.

Contacts

Both my calendar and contacts from my gmail account were already synced through the cloud with no need to mechanically enter/ sync the contacts from my PC. With windows and Blackberry I had to rely on the Plaxo App (assuming that day it works) for over the air sync or physically connecting the phone to my PC and sync from outlook or the Blackberry desktop software.

The icing in the cake is that you need not be physically connected to a PC! There's no need to be to your PC/ Laptop where this information will be synced from as everything is stored on the cloud which is accessible anywhere! It's all synced wirelessly from Google servers over 3G/ Wifi Connectivity!



Arguably the worst phone I've ever used,
Yes I have used Window's Mobile and Symbian!

www.salatiso.com

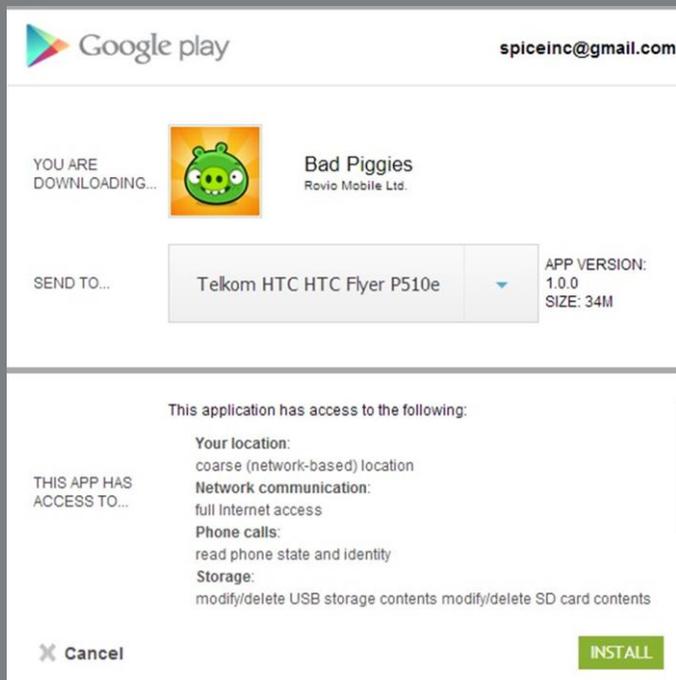
E: info@salatiso.com
GChat: spiceinc@gmail.com
Text (Whatsapp): +27 83-400-3514

After playing with the phone and the new OS for a couple of months and discovering the versatility of Android my appetite soon exceeded my resources. The humble LG could no longer kept up and I had to upgrade. Fortunately by now I knew this would be breeze as I knew all my vital information would effortlessly sync. The first time however the only critical data I lost was my sms's, an inconvenience I wasn't going to allow again. On my upgrade I further discovered the following about the platform;

- **SMS Sync**



SMS Backup+ is an application that ensures that your sms's are not only transferred to your new phone but also backed up with your emails and contacts on Gmail. All you do is you install it on you device, set up the backup schedules and you're set. When you change phones all you'll need is to reinstall the app on your new phone in no time the sms's from your old phone will be synced wirelessly to your new phone.



- **Application Transfer**

The Google Play Store does a sterling job of keeping you installed app profile. Even better is that when you upgrade the Play Store will indicate which ones are compatible with your new device and which ones aren't. If you find the tasking of loading each locally on the mobile device itself you can just log into you Google Play account through any computer and select the apps you want reinstalled on your Mobile device. By the time you get to your smartphone the apps will either be in the progress of installing or installed, all done wirelessly!

- **Independence**

I've heard tales of phones that can only be updated through a local connection to a PC through a cable/ Wifi but as I said tales. I find it hard to believe any phone in this day and age is still locally dependant to a PC when there's cloud computing. With Android updates are pushed over the air and I don't mean just small version updates (i.e. 2.1 to 2.2) no; I later witnessed my HCT Flyer updating from Android 2.2 to Android 3 over the cloud!

- **Peace of Mind**

Contrary to popular belief the biggest stress from losing a smartphone comes from the data lost rather than the hardware because most probably the latter is insured. The beauty with Android is that even if you lose you smartphone/ forget it behind you always have access to your contacts wherever there's a web browser! If you can't stand to be without a smartphone you can afford to buy a cheap one while waiting for the insurance replacement without losing access to the android platform and critical contact/ email information. Best of all is that you have access to all your information as soon as the new device switches on and you enter your Gmail credentials; home PC's/ Laptops/ Macbooks are never a prerequisite for anything on Android!

Needless to say I tried the same with Blackberry only to discover that syncing is only possible with a host PC after the BB desktop app is installed. If you want to try this wirelessly you'll be disappointed because despite using Plaxo I've never had as much issues with it as I did installing/ syncing with it on a BB! Their app market is virtually empty as apps are sparse compared to actual smartphone platforms! That's before you even evaluate the poor to non-existent built quality associated with their devices which ironically are way overpriced versus the Android devices they compete with. One of my friends who owns a higher end Blackberry calls his the 'Freezberry', I don't think there as need to elaborate.

So there you have it, just when you thought being a VW/ Porche designer was the least demanding job BB outdoes them with the BB Buddies concept.

