

O2 announces BlackBerry Curve 9380 availability in Ireland

All-new touchscreen smartphone comes with a free screen protector and case

Dublin, 4 January, 2012 – O2 has announced the availability of the new BlackBerry® Curve™ 9380 in Ireland, the first-ever BlackBerry Curve smartphone with a touch screen.

The new BlackBerry Curve 9380 continues to deliver the powerful social experiences, ease-of-use and smaller handset size that distinguish the BlackBerry Curve family, while also offering users the choice of a larger display and an all-touch design.

The BlackBerry Curve 9380 is powered by the new BlackBerry® 7 OS, which delivers a faster and richer user experience. It also includes the ability to manage personal content separately from corporate content, and comes with a variety of personal and productivity apps out of the box.

Brendan Moran, Head of Consumer Operations at O2, said: “We are excited to bring the BlackBerry Curve 9380 to Irish consumers. This is the first all-touch BlackBerry Curve to launch in Ireland. It is easy-to-use, has everything you would expect from a modern smartphone, and it is available only with O2. It comes with BBM™ (BlackBerry® Messenger), Facebook and Twitter installed and also boasts a 5MP camera, which puts it up there amongst our super smartphone range.”

The all-touch BlackBerry Curve is fluid and responsive and includes an intuitive virtual keypad and optical trackpad that make navigation a breeze. Add to that a 5MP camera with flash and video recording, built-in GPS, 3G and Wi-Fi® connectivity, as well as new technologies like NFC and support for Augmented Reality, and the BlackBerry Curve 9380 has everything you need to set the pace for your social life.

BlackBerry 7 introduces an enhanced browser that provides a significantly faster, more fluid web browsing experience. The browser includes a new JIT (just in time) JavaScript compiler to improve the load time speed of web pages and it offers optimized HTML5 performance for incredible gaming and video experiences. The popular universal search capability has also been enhanced with support for voice-activated search, so users can simply speak to begin searching their device and the web for information.

The BlackBerry Curve 9380 smartphone is now available from O2 for €279.99 on prepay and from free on postpay.

[Ends]

For further information please contact:

Damian Connon, Telefónica Ireland
087 228 1119

The BlackBerry and RIM families of related marks, images and symbols are the exclusive properties and trademarks of Research In Motion Limited.