



## **Swisscom launches new BlackBerry Bold 9700**

**The new BlackBerry Bold 9700 combines the functions and ease of use of its predecessor with considerably smaller dimensions. The most noticeable change is the optical trackpad which replaces the trackball used in the past and enables quick, simple menu navigation. HSDPA and WLAN provide the new BlackBerry with high transmission speeds and make it an ideal companion for private and business users in their interconnected lives, whether at work, at home or on the road. The BlackBerry Bold 9700 will be available in all Swisscom Shops and in the Swisscom Online Shop from 18 January.**

Besides the usual business functions, such as automatic synchronisation of e-mails, calendars, contacts and notes via Microsoft Outlook, the BlackBerry Bold 9700 offers private users the option of keeping up-to-date at all times: If desired, the new Bold automatically updates all Facebook messages. Flickr and MySpace fans can upload their pictures straight to the desired Internet portal. Instant messages can also be exchanged via Windows Live and the BlackBerry Messenger Service.

### **High-tech in a pretty package**

The Bold now features a sensitive trackpad: a gentle touch of the fingertip is all that is needed to navigate through menus, text and images. The large HVGA colour display offers a resolution of 480 x 360 pixels for a clear, bright image. Other highlights include the 3.2 megapixel autofocus camera with image stabilisation and flash, the Bluetooth interface with a stereo audio profile and fast 256 MB flash memory. Important for Mac users: The BlackBerry Bold 9700 can synchronise data directly with an Apple computer. This smartphone has exceptionally long battery life with a standby time of up to 21 days and talk time of up to 350 minutes.

From 18 January 2010 the BlackBerry Bold 9700 will be available in all Swisscom Shops as well as the Swisscom Online Shop and will cost CHF 299 in combination with the NATEL liberty grande subscription. As with all BlackBerry devices, the corresponding BlackBerry option costs CHF 10 per month. Without a subscription, the handset costs CHF 799.

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