

[BlackBerry demise premature](#)

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In this file photo, an attendee at the BlackBerry 10 Jam World Tour holds one of the company's DevAlpha devices at their stop in Waterloo, Ontario, Thursday, August 23, 2012. (THE CANADIAN PRESS/ Geoff Robins)



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When it comes to the new BlackBerry 10, think rebuilt from the ground up.

That's how Nick Dawson, director of enterprise sales for RIM, described the latest version which is expected to be launched in the first quarter of next year. Dawson, speaking Tuesday at an innovation and technology conference at the Caboto Club, said the BlackBerry 10 will be unrecognizable from previous models.

"We've completely rebuilt all we've done in the past and there isn't a single line of code in the BlackBerry 10 that has been in any of our other devices," Dawson said. "I would liken it to starting off from Windsor in your car and replacing every single piece of it so that by the time you reach Ottawa, you're driving an entirely new vehicle."



Nick Dawson, director of enterprise sales for RIM, is shown in this file photo. (Windsor Star files)

Countering complaints that BlackBerry devices don't offer enough applications, Dawson said the new version will offer access to about 110,000 applications. While the "fruit company says it has more," he said, "I've never met anyone who has more than 100,000 applications on their phone."

The new BlackBerry will be launched with both a touch-screen version and a full keyboard model.

The keyboard will have an intuitive feature which will assist the user by popping up words most often used in past messages. So, for instance 'Bla...' quickly becomes BlackBerry and if a user often hits R on the keyboard in error instead of the neighboring T, the keyboard will adjust the touch-point to compensate for the error and display the correct letter.

Email access and BlackBerry Messenger will remain features on the new device with email accessible by a simple sideways thumb swipe which allows other applications to remain open while messages are checked.

Dawson said the company builds the most secure corporate system in the IT world and they want "to be just as successful on the personal side."

The conference was organized by the Windsor Essex Regional Chamber of Commerce to help improve Windsor's image as a high-tech hub, according to president Matt Marchand.

"This is already a burgeoning sector in this region and with the entire global economy morphing into high-tech industries, Windsor needs to show it's in the game," said Marchand. "Windsor already has companies spending millions of dollars on research and development in sectors such as automotive and pharmaceuticals and this is a perfect complement.

"There are ample examples of companies which started in someone's dorm room or garage and became much larger and there's no reason to think that can't happen here as

well,” said Matchand. “We’re trying to create a critical mass of companies in this sector so we can keep our best and brightest minds at home.”



Steve Hatzinikou, product sales specialist with Cisco Systems Canada, at the technology forum and tradeshow at the Caboto Club in Windsor, Ont. on Tuesday, October 30, 2012. (TYLER BROWNBRIDGE / The Windsor Star)



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Alex Tsiampas, left, talks to Howard Gabert at the technology forum and tradeshow at the Caboto Club in Windsor, Ont. on Tuesday, October 30, 2012. (TYLER BROWNBRIDGE / The Windsor Star)



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