



RIM opens BlackBerry Apps Lab at the University of Pretoria

Research In Motion (RIM) (NASDAQ: RIMM; TSX: RIM), the maker of the BlackBerry® smartphone and BlackBerry® PlayBook™ tablet, has announced that it has formed a partnership with the University of Pretoria and the South African Department of Communications (DoC) to open the BlackBerry Apps Lab at the University of Pretoria.

The lab will provide local developers, including University of Pretoria students, faculty and staff, local start-ups, social entrepreneurs and others, with access to industry-leading resources in development, marketing, sales and training to help them expand their ideas and business opportunities. RIM will work with developers to create locally and regionally relevant applications for BlackBerry® smartphones, the BlackBerry® PlayBook™ tablet and the upcoming BlackBerry® 10 platform.

Prof Stephanie Burton, Vice-Principal: Research and Postgraduate Studies of the University of Pretoria, said: "We

are excited to be partnering with RIM to bring the BlackBerry Apps Lab to our campus. One of our key objectives at the University of Pretoria is to empower our students to develop industry-relevant skills that will accelerate mobile application development in South Africa and help create new economic opportunities and jobs in the mobile space. Our partnership with RIM and the DoC's e-Skills initiative will allow us to deliver on this promise."

Director-General of the DoC, Rosey Sekese said: "The e-Skills initiative aims to address the shortage of critical skills in the ICT sector. During this financial year, several initiatives are planned.



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→ The BlackBerry Apps Lab will provide local developers with access to industry-leading resources.



BlackBerry
BlackBerry Apps Lab
 at
The University of Pretoria
 A BlackBerry Authorised Academic Centre
 ← 4th Floor, Room 55 →



We are excited at the huge potential that this programme offers us in our quest to close the skills gap in the sector.”

Bob Bose, Regional Managing Director for Africa, Benelux and Central and Eastern Europe said: “Through this lab, RIM aims to nurture mobile training and research that will benefit South African application developers and mobile development businesses. Our user community will benefit from an increase in locally relevant apps. This is yet another example of how we are supporting digital entrepreneurs in South Africa and Africa.”

The BlackBerry Apps Lab will become part of RIM’s developer programme that spans Africa and includes the following:

- **Egypt:** RIM has formed a partnership with the Technology Innovation and Entrepreneurship Centre of Egypt (TIEC) to open the BlackBerry innovation lab for application developers in Egypt, based in Cairo’s Smart Village.
- **Kenya:** RIM provided BlackBerry devices to the Kenya iHub for use by local developers in a bid to increase accessibility to and encourage development for the BlackBerry platform.
- **Nigeria:** RIM supported the Mobile Web West Africa event on 2 April 2012; and hosted a mobile Developer Day at the Co-creation Hub in Lagos on 27 April 2012.

RIM also partners with groups like Mobile Mondays and Garage 48

across Africa to engage with African developers and mobile entrepreneurs; hosts BlackBerry developer days and the annual BlackBerry Innovation Forum, where developers are encouraged to share ideas with and hear from key business innovators, technology leaders and BlackBerry customers.

In addition, RIM has been working with over 39 universities, colleagues and schools across Africa through the BlackBerry Academic Programme, which successfully provides material and content to teach and educate students on mobile application development. ➔