

BlackBerry® Storm™

Talking Points



Take the World by Storm

Rumors, whispers, secrets: bloggers love to speculate and we've got them all buzzing about us. There's a big reason for the buzz: we're launching a groundbreaking device that's unlike anything seen in the market today and it's exclusive in the U.S. to Verizon Wireless.

The BlackBerry® Storm™ is the game changer that will have everyone interested, and we want you to be in the know. Customers will call or visit your store for more details very soon. Here is some information you can share:

Work hard. Play hard.

With the Storm, RIM is shedding its "all business" image to focus on the consumers who want a device that they can still use at work, but also use for play.

- **First ever touch screen.** That's right, it's RIM's first touch screen, but it's not just any touch screen. It's got a "click" touch screen for smooth, precise text input that feels like a keyboard.
- **High resolution screen.** It's so good that its large size and brilliant clarity will provide customers with a brand new experience.
- **Connecting around the world.** Yes – it's a global device, too. The Storm's quad band architecture lets our customers stay connected in over 195 destinations worldwide.
- **Rich multimedia experience.** The Storm will deliver all the things that customers love about their BlackBerry device – email messaging, security and more. And now, customers will enjoy high-speed HTML browsing, a 3.2 MP camera and so much more.
- **It's the Network.** The Storm will be available only on America's Most Reliable Wireless Network, and it runs on America's largest 3G network.

So when customers come in and ask you about the slick new touch BlackBerry® device they read about on a blog, you can tell them, "Yes, we're getting it and yes, I can tell you about it."

- **Stay in the know.** Advise your customers to register at www.verizonwireless.com/storm to receive the latest news and updates on the anticipated release of the BlackBerry® Storm™. Verizon Wireless will send an email reminder with the date on which the BlackBerry® Storm™ will be released.
- **Use around the world.** The Storm™ will support wireless services in more than 195 destinations worldwide. Information on global coverage and pricing can be found online at www.verizonwireless.com/international
- **Stay tuned on pricing.** Pricing on the Storm is not yet being released.
- **Be On the Lookout.** Ongoing internal communications will provide details as they are made available. Check out an approved Q&A to assist in responding to customer questions; it's located on the VZ Web landing page.

Sneak Peek

BlackBerry® Storm™

- RIM's first ever touch screen
- Innovative "click" touch screen for smooth, precise text input
- RIM's highest resolution screen ever
- Quad Band connectivity in over 195 destinations worldwide
- Full HTML Browsing
- 3.2MP camera w/video
- Visual Voice Mail
- VZ NavigatorSM capable
- BlackBerry® dependable email (BES/BIS)



Excited yet? Stay tuned!