

L**B**VE

a bold enhancement.

The New
BlackBerry®
Bold™ 9780

Featuring
BlackBerry® 6 OS



 **BlackBerry®**



Go beyond bold.

The new BlackBerry® Bold™ 9780 Smartphone.

It's the boldest BlackBerry® experience yet. Powered by BlackBerry® 6, it offers a fluid, easy to use design that gets you to all your most-used apps faster. So right away, you can surf and download rich web pages in a snap with the new browser. And find everything you're looking for with universal search. When you want to express yourself, the perfected BlackBerry keyboard lets your fingers fly.

Top it off with the best BlackBerry battery life and BBM™, then wrap it all up in the finest materials and finishes, and you have the ultimate BlackBerry smartphone - one that's as bold and driven as you.!



Make your boldest move yet



Better than ever with BlackBerry® 6

BlackBerry® 6 makes it easier than ever to pursue your passions. With social feeds and views, you get updates from all your social networking and RSS feeds – like Twitter®, Facebook® and Reuters® – in one place. A new web experience includes tabbed browsing, so you can have multiple pages open at once. And all your content is easy to access: universal search combs through everything on your smartphone at once, and even reaches out to the web.^{2,3}

The smartphone that's just as capable as you are

The BlackBerry® Bold™ 9780 smartphone is packed with lots of features to love. Like a 5MP camera for vivid, clear pictures and video, built-in GPS and an optical trackpad that responds to the light touch of a fingertip. Plus there's Wi-Fi® and 3G so you can connect to the Internet almost anywhere. And with 512MB of memory, your BlackBerry Bold 9780 smartphone does everything effortlessly.^{2,3,4}

Chat in real-time with BBM™

Wherever you are, BBM™ lets you connect to the people who matter most and say it with words, photos, voice notes and more. What's more, you can share it all using one screen. You can create different groups, tailored to your specific interests and relationships. And BBM™ gets your messages to where they're going in no time.^{2,3}

A smartphone that begs to be held

Once you pick up your BlackBerry Bold, it'll be hard to let go. From the perfected BlackBerry keyboard to the vibrant screen and leather-like battery cover, every part of the smartphone has been carefully thought-out and crafted to appeal to your senses.

Powerful and fully in charge

Now the life of your battery won't get in the way of your life. The BlackBerry Bold 9780 smartphone is designed to be power efficient, which means there's no needless drain on your battery. So chances are you'll run out of energy exchanging emails, making phone calls and sharing your experiences on Twitter® before your BlackBerry smartphone does.¹

Multitasking made easy

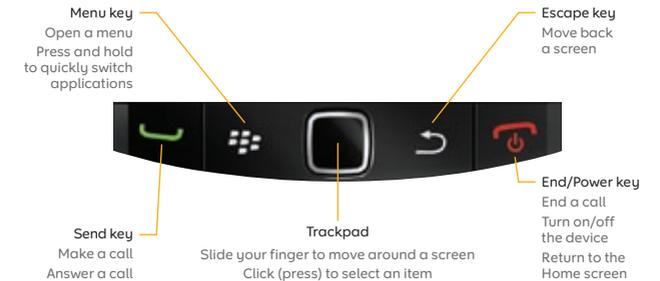
Your BlackBerry Bold 9780 is a natural-born multi-tasker. With the new application switcher in BlackBerry 6, you can jump between applications faster. And while your attention is focused on one application, the other applications are still working for you. So whatever you're up to, emails, messages, updates, and notifications can keep coming through.³

All media, all the time

Carry, watch and share your videos, pictures, files and more. With the ability to sync music over Wi-Fi® using BlackBerry® Media Sync you can now access your home music library right from your BlackBerry smartphone. Scrolling through your music is as easy as swiping through album art. And with lots of space to store all kinds of files, you've got room to grow your collection.^{3,5,9}

Get personal with it

Make your Bold 9780 a smartphone that meets your very individual needs with a variety of apps designed just for BlackBerry from BlackBerry App World™. Express your own personal style with custom ring tones, notifications, wallpapers and themes. Finally, dress it all up with BlackBerry® Authentic Accessories like headsets and cases.^{7,8}



Specifications

Size (L x W x D)	109mm x 60mm x 14.10mm
Battery Life¹	GSM Talk Time: up to 6 hours GSM Standby Time: up to 22 days UMTS Talk Time: up to 6 hours UMTS Standby Time: up to 17 days
Navigation	Trackpad - Located on front face of device, ESC key to the right and Menu to the left of the trackpad
Display	Large, high-resolution screen

Camera	5MP camera, flash, continuous auto focus, image stabilization, 2X digital zoom, video recording
GPS	Assisted, autonomous and simultaneous GPS enabled with preloaded BlackBerry® Maps application
Wi-Fi	Wi-Fi Band: 802.11b/g, support for UMA (carrier-dependent)
Network	UMTS: 2100/1900/850/800 MHz (Bands 1,2,5/6), 2100/1700/900 MHz (Bands 1,4,8) GSM: 1900/1800/900/850 MHz



Discover the BlackBerry Bold 9780 smartphone at:
blackberry.com/bold9780

1. Times vary by network. GSM times based on GSM PRD DG.09 Battery Life Measurement Technique. Actual results may vary. Many factors affect battery life including but not limited to network, transmission environment, battery age, usage, location, software and feature configuration.
2. Check with your service provider for roaming arrangements, service plans, and supported features and services.
3. Requires activation with appropriate data plan. Check with service provider for availability, costs and restrictions.
4. The BlackBerry Bold smartphone supports Wi-Fi 802.11 b/g. Not all BlackBerry plans support Wi-Fi™ access to BlackBerry services. Check with your service provider for availability, costs and restrictions.
5. For a complete list of supported media file formats visit www.blackberry.com/go/mediafiles
6. The BlackBerry Bold 9780 smartphone accepts microSD cards up to 32GB in size; the amount of storage is determined by card capacity. microSD cards may be sold separately.
7. Supports all A2DP Bluetooth® accessories.
8. Use only those accessories approved by Research In Motion. Using any accessories not approved by Research In Motion for use with your BlackBerry smartphone may invalidate any approval or warranty applicable to your BlackBerry smartphone and may be dangerous.
9. 1 gigabyte (GB) = 1 billion bytes. Some of the stated capacity is used for formatting and other functions, and accordingly is not available for data storage.

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