

Chapter 1

Your BlackBerry Is Not an Edible Fruit

In This Chapter

- ▶ A berry, berry long time ago
 - ▶ Checking out your BlackBerry behind the scenes
 - ▶ Seeing what your BlackBerry can do
 - ▶ Meeting and greeting your BlackBerry
 - ▶ Not sweating the minor stuff
-

Because you're reading this book, you probably have a BlackBerry (um, and we're pretty sure that you're not eating it). We're just curious, though — what actually convinced you to buy this particular handheld mobile device? Was it the always-connected e-mail? Or the wireless calendar sync? Was it the QWERTY keyboard? Or was it the really good sales pitch? We know; the list could go on and on — and we might never hit on the exact reason why you got yours. In fact, for some of you, your company simply handed you one. For whichever reason you bought or acquired your BlackBerry, congratulations; you made an intelligent choice.

The same smarts that made you buy or obtain your BlackBerry are clearly at it again. This time, your native intelligence led you to pick up this book, perhaps because your intuition is telling you that there's more to this BlackBerry than meets the eye.

Your hunch is right. Your BlackBerry *can* help you do more things than you could ever think of. For example, your BlackBerry is a whiz at making phone calls, but it's also a computer that you can use to check your e-mail and surf the Web. We're talking *World Wide Web* here, so the sky's the limit. Help is always at your fingertips rather than sitting on some desk at home or at the office. Need to check out the reviews of that restaurant on the corner? Need to know (right now) what's showing in your local movie theaters, or what the weather will be later tonight, or the best place to shop? Need to get directions to that cozy bed and breakfast, or news headlines, or stock quotes?

Want to do some online chatting or view some pictures online? You can do all these things (and more) by using your BlackBerry.



BlackBerry is also a full-fledged personal digital assistant (PDA). Out of the box, it provides you with the organizational tools you need to set up to-do lists, manage your appointments, take care of your address books, and more.

Being armed with a device that's a phone, an Internet connection, and a PDA all built into one makes you a power person. With your BlackBerry (along with this resourceful book), you really can increase your productivity and become better organized. Watch out, world! Person bearing a BlackBerry coming through!

If you stick with us throughout this book, you find out all you need to get the most out of your device or maybe even stave off (or save) a troubled relationship. (Well, the last one is a bit of an exaggeration, but we got your attention, right?)

Know Your BlackBerry History

Your BlackBerry is truly a wondrous thing, boasting many features beyond your ordinary mobile phone. And its “sudden” popularity didn't happen overnight. Like any other good product out there, BlackBerry has come a long way from its (relatively humble) beginnings.

In the days when the PalmPilot ruled the PDA world, Research In Motion (RIM, the maker of the BlackBerry) was busy in its lab, ignoring the then-popular graffiti input method to design its own device with a QWERTY keyboard — the kind of keyboard people were already used to from working on their PCs. RIM didn't stop there, however. It added an always-connected e-mail capability, making this device a must-have among government officials as well as professionals in the finance and health industries.

To meet the needs of government officials and industry professionals, RIM made reliability, security, and durability the priorities when manufacturing its devices. Today, the BlackBerry comes from the same line of RIM family products, inheriting all the good genes while boosting usability and adding more functions to its core BlackBerry applications. As a result, BlackBerry is popular among not only *prosumers* (professional customers) but also consumers. RIM is also blurring the line between prosumers and consumers with new models such as the BlackBerry 8300 model, which sports both a QWERTY keyboard and 2 mega-pixel camera. Essentially, 8300 is the marriage between the BlackBerry Pearl and the BlackBerry 8800 model.



Throughout the book, you see sections that apply to prosumers/enterprise users, indicated by the icon you see here in the margin. If your BlackBerry was given to you by your employer and your device is set up so that you can use only your company e-mail address for e-mailing, you can consider yourself an enterprise user.

On the other hand, if you bought your BlackBerry on your own from a network service provider, such as T-Mobile or Cingular or Vodafone, consider yourself a consumer.

Why the division? It's simple. A few features, such as the wireless address book lookup or wireless calendar sync, need the BlackBerry Enterprise Server to be connected to a central e-mail server. Such a connection is often available in large corporations, but no individuals that we can think of would have their own private BlackBerry Enterprise Server. (Although anything's possible, we suppose.)

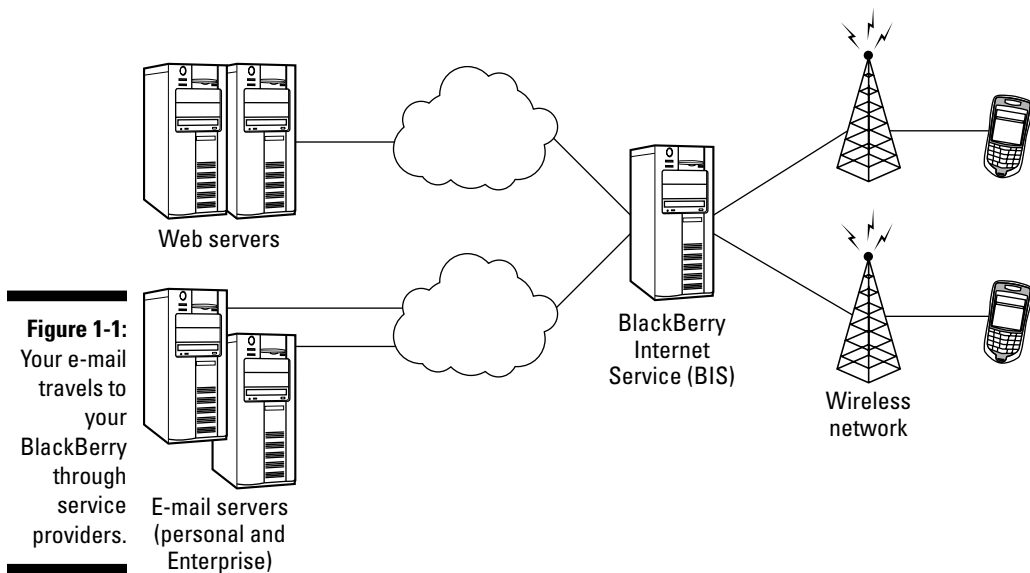
How It All Works: The Schematic Approach

For those who always ask, "How do they do that?" you don't have to go far; this little section is just for you.

The role of the network service provider

Along with wondering how your BlackBerry actually works, you might also be wondering why you didn't get your BlackBerry from RIM rather than from a network service provider such as Cingular or T-Mobile. Why did you need to go through a middle-person? After all, RIM makes BlackBerry.

Those are excellent questions — and here's the quick-and-dirty answer. RIM needs a delivery system — a communication medium, as it were — for its technology to work. Not in a position to come up with such a delivery system all by its lonesome, RIM partnered (and built alliances across the globe) with what developed into its network service providers — the usual suspects (meaning the big cellphone companies). These middle-providers support the wireless network for your BlackBerry so that you have signals to connect to the BlackBerry Internet Service — and get all those wonderful e-mails (and waste so much valuable time surfing the Internet). See Figure 1-1 for a schematic overview of this process.



Network service providers don't build alliances for nothing, right? In return, RIM gave them the right to brand their names on the BlackBerry they offer for sale. For example, a T-Mobile BlackBerry looks different from a similar model you get from Vodafone. Which leads to another question: Do BlackBerry functionalities differ from phone model to phone model? Quick answer: On the core BlackBerry applications (such as Tasks and Address Book), you find no major differences. Other features, such as Instant Messaging, might or might not be supported by the network service provider. (See Chapter 9 for more details on Instant Messaging.)



Just to keep the score card straight, when we talk about features available from one network service provider that aren't available from others, we point that out.

Connecting to your personal computer

Nowadays, a personal computer is a household necessity. We spend so much time on them, and so much information is stored in them. No surprise that BlackBerry works hand-in-hand with your PC. The USB cable that comes with your BlackBerry does more than just charge your device. Part IV guides you in making use of this important connection with the help of BlackBerry Desktop Manager and all the utilities that come with it. You find discussions in Chapter 16 on how to sync your device with the Personal Information Manager data that you keep in your PC. Chapter 17 talks about installing new

applications to your BlackBerry with the help of your PC. You can also read Chapter 18 for directions on how to make the switch from another device (even a non-BlackBerry device) to a new BlackBerry. For example, you find out how to import your contact list into your new BlackBerry. Last, Chapter 19 guides you on how to back up almost anything in your BlackBerry.

Connecting to the Enterprise

Down, Trekkies! We're not talking about hooking up with Captain Kirk. RIM's initial markets were enterprises and governments, and e-mail was the key to RIM's success. And yet, BlackBerry is so much more than simply e-mail capability, and enterprises and governments quickly figured that out. A company that uses BlackBerry service has the option of integrating e-mail service, as well as calendar service, to its own enterprise software: Microsoft Exchange, Lotus Domino, or whatever. Such software likely existed on the company network before it started using BlackBerry, so the company was already heavily invested in it. RIM's decision to enable integration of its service within the framework of existing enterprise servers made good business sense.

BlackBerry Enterprise Server

To integrate corporate e-mails and calendaring, RIM provides a connector to its service to and from a corporate network. This software is *BlackBerry Enterprise Server* (BES), which is the glue that connects the RIM network with a corporate network. Using BES, a company can have full control over what its employees can and cannot do with their devices. For example, a company's BES administrator could opt to disable PIN-to-PIN (personal identification number) messaging. This messaging system is supposedly more private than sending messages between e-mail accounts because PIN messages are sent directly from one device to another without going through a central corporate server. (See Chapter 9 for more details about PIN-to-PIN messaging.) A company's administrator can also enable or disable the downloading and installation of applications to your device. Such control provides important flexibility for a corporation when security is an integral part of day-to-day operation.

One of the most important features of BlackBerry Enterprise Server is its Mobile Data Service (MDS). MDS answers the challenge of extending corporate data within the corporate network without jeopardizing security. MDS allows companies to make all BlackBerry browsers follow the existing constraints of Internet browsers inside a corporate network. For example, if the firewalls on your corporate network prevent you from going to potentially malicious sites, you're not going to be able to use your BlackBerry browser to go to said sites — the same rules apply, in other words. With MDS, your BlackBerry can be considered part of your corporate network, following all the rules that your network firewalls are set up to enforce.

Connecting wirelessly

From the get-go, e-mail is always connected to your e-mail server wirelessly. Then comes calendaring, where your appointments are synchronized to your company's calendaring system. RIM did not stop there. Version 4.0 of BES is a leap forward for the BlackBerry platform. It supports *wireless everything* sync, allowing you to sync all your PIM data (including notes, tasks, and address book) wirelessly. Most of the utilities you found on the desktop side can now be accomplished wirelessly.

Connecting through a desktop computer

In addition to the wireless side of BlackBerry, there's the wired side of connecting to enterprise data. The same utilities and functions that are available to you if you have a personal device are available to you when you have a BlackBerry from your company. But there's more in version 4.0 of your device's OS and version 4.0 of BES. RIM deployed Handheld Manager for the desktop. This application allows the device to use the network connection in your PC for any communication to the BES. If your device is connected to your company's PC and Handheld Manager is running, e-mails do not go through the phone provider's network. They go straight from your e-mail server to the BES server and to your device.

Doing the BlackBerry world-traveler thing

If you received your BlackBerry from T-Mobile or Cingular, chances are that your BlackBerry will continue to work when you travel to, say, London or Beijing. All you need to worry about is turning on your BlackBerry (and maybe the extra roaming charges). Because your BlackBerry is quad band, it will work in more than 90 countries. What is quad band? Basically different cell-phone networks in different countries operate in different frequencies. For example, the United States operates 850 and 1900 MHz; Canada operates 850 and 1900 MHz; and Europe and Asia Pacific operate 900 and 1800 MHz. Your BlackBerry is designed to work in 850 MHz, 900 MHz, 1800 MHz, and 1900 MHz, so you are covered no matter where you go — well, almost. Check with your network service provider before you hop on a plane, just to be sure.

Two dominant technologies compete in the worldwide cellphone industry today:

- ✓ **Code Division Multiple Access (CDMA):** This is available in the United States through Verizon Wireless.
- ✓ **Global System for Mobile Communication (GSM):** This is a tad older than its CDMA rival.

Nothing stands still in this world, and this saying is proven by the fact that GSM has spawned Global Packet Radio Service (GPRS) and Enhanced Data rates for GSM Evolution (EDGE), next-generation technologies that have been growing in popularity because they work on the same GSM phone infrastructure. This combo GSM/EDGE is available in the U.S. through most of the major network service providers. As you might have guessed, GSM/EDGE competes in the marketplace against CDMA.

Why is this a factor? Or to put this more bluntly, what's it to you? Well, because CDMA and GSM/EDGE aren't compatible — which is what happens when you have competing technologies going for all the marbles in the marketplace — your phone works on only one technology. When you travel outside North America, you face the burning question: "CDMA or GSM/EDGE?" (The nonacronym version of this question is "Will my BlackBerry work on this country's network or won't it?") If you currently work with GSM/EDGE, you should be okay because most non-North American countries are on GSM/EDGE networks. If you're a CDMA kind of person, you might have some "issues," as they say. When in doubt, talk to your network service provider.

Oh, the Things You Can Do!

Always-connected e-mail is still what makes BlackBerry very attractive and is likely first in the long list of reasons why you got your BlackBerry in the first place. And, if you need to go global, you can use your BlackBerry in more than 90 countries. Just hop off your flight, turn on your BlackBerry, and voilà: You can receive and send e-mails whether you are in Hong Kong, London, Paris, or New York. Your significant other can get in touch with you wherever you are — just to say hi or to remind you that you promised Aunt Edna a case of Chanel No. 5. (One caveat here — you need to make sure that your network service provider has the technology to go global. See the preceding section, "Doing the BlackBerry world-traveler thing," for more info.) Generally speaking, you can receive and send e-mails just like you do when you're home.



Although e-mail is BlackBerry's strength, that's not the only thing it can do. This section goes beyond e-mail to point out some of the other major benefits you can get from your device.

All-in-one multimedia center

Previously, many consumers were hesitant about purchasing a BlackBerry due to the lack of multimedia functions such as a camera and audio and video playback. The BlackBerry Pearl changed all that and has more features than the typical consumer expected. Not only does the Pearl have a high-resolution camera, 1.3 mega-pixels to be exact, but it also has a memory slot for a

microSD chip (see Chapter 2). Since the BlackBerry Pearl, RIM has added the multimedia features (except the camera, which isn't part of the 8800 model) to all BlackBerry models, including the BlackBerry Curve. What does that mean? Well, it means that your BlackBerry can function as an mp3 player, a portal video player, a portable flash drive, and your personal photo collection. It's like having an iPod and then some. Can your iPod do the following?

Internet at your fingertips

Yup, you can browse the Web with your BlackBerry. Even better, you can continue chatting with your friends through Instant Messenger, just as if you never left your desktop computer. You can also get up-to-the-minute information when you want it, when you need it. Just imagine getting an alert when your stock is tanking. True, that's not a good thing to happen, but this is information you want as fast as possible.

If you're not into stocks, how about getting sports and weather information? Or maybe traffic alerts? Say you want to know the best restaurants in town for that special evening — birthday, anniversary, or first date. Many services that are available on the Internet are also available to you on your BlackBerry.

Intrigued? Your questions about how your BlackBerry can take advantage of the Web are answered in due time (in Chapter 10, to be precise).

Me and my great personal assistant

You might be saying, "But I'm really a busy person, and I don't have time to browse the Web. What I *do* need is an assistant to help me better organize my day-to-day tasks." If you can afford one, by all means go ahead and hire a personal assistant. If not, the next best thing is a personal *digital* assistant (PDA). Many PDAs are on the market, and the most popular ones are those marketed by Palm and WinCE. Getting a PDA can be a big help — and mucho less expensive than hiring a secretary.

So, are we telling you to go out and buy a PDA? No way! Put away that credit card because you don't need to go that route. Whip out that BlackBerry of yours and take a closer look. That's right, your BlackBerry is also a full-fledged PDA, able to help you remember all your acquaintances (see Chapter 4), manage your appointments (Chapter 5), keep a to-do list (Chapter 6), and much more.

In Chapters 4–7, you can read up on all the tricks and tips for managing your life by using your BlackBerry. Heck, we even show you how BlackBerry

Calendar can be wirelessly synced with Outlook Calendar (Chapter 5). Talk about an informational cornucopia!

A computer in the palm of your hand

A remarkable communication device? Check. A full-fledged PDA? Check. A BlackBerry is a pretty sophisticated product, but what we've described so far is just the tip of the iceberg. Don't underestimate the device because of its size: Your BlackBerry is also a powerful computer.

Need convincing? Here goes. Out of the box, it comes with a great set of organizational as well as productivity tools. These tools are programs developed by RIM to run on this device's firmware (its operating system, or OS). You can find out more about these tools in the rest of the book: Chapter 5 talks about managing your appointments; Chapter 6 details how to keep track of your tasks and keep your password safe in a central location; Chapter 7 guides you in using your BlackBerry for taking notes and making calculations. In Chapter 9, you also find more on messaging tools for enhanced collaborations. With the growing popularity of the device, software developers outside of RIM are taking advantage of this growing market — which means hundreds of applications are now out there for you to download.

Download? Absolutely! BlackBerry supports the downloading of applications through BlackBerry Browser. And of course, it's wireless (see Chapter 10). For example, you can download more productivity tools such as spreadsheet applications or applications to view and edit office documents written in Word or other word processing programs. The number of BlackBerry applications is growing — and growing fast.



To be honest, there's no way to foresee how many applications will be on the market when this book is published. And the price of an application varies, depending on how sophisticated the program is, so we can't really give firm numbers. But if you're curious, check out Chapter 16 and the Part of Tens, where we describe some of the best business applications out there. You should be able to find some treasures suited to your field of work.

Does all this talk about productivity tools make your eyes glaze over? Well, "All work and no play" does something or other, so we have no qualms about shifting toward the more fun topics, such as games. BlackBerry comes out of the box supplied with a number of games, but you should look upon these merely as appetizers (or at least the free candy that gets you wanting more). If you do find yourself wanting more, go to the candy store — that is, the Web — to find an infinite variety of games designed for your BlackBerry. Chapter 22 highlights some of the more fun games out there, all available for downloading.

Look Dad, no hands!

Your BlackBerry is equipped with an earphone that doubles as a mike for hands-free talking. This accessory is your doctor's prescription for preventing the stiff neck that comes from wedging your BlackBerry against your ear with your shoulder. At the very minimum, it helps free your hands so you can eat Chinese takeout. And, if you happen to be a New York resident, you're required by law to use an earphone while driving when you use a cellphone. (Not that we recommend using your cellphone while driving, but if you really need to make that call, going hands free is better and safer.)

But RIM didn't stop with just your standard (wired) earphones. BlackBerry also supports cool, new wireless earphones/mikes — the ones based on Bluetooth technology. "But how could a bizarrely colored tooth help me here?" you might ask. Fooled you! *Bluetooth* is the name for a (very) short-distance wireless technology first used to connect simple devices such as computer accessories, but now becoming more common on cellphones, specifically wireless earphones/mikes. See Chapter 11 for how to connect your BlackBerry to a Bluetooth headset.

Final BlackBerry Tidbits!

The main concerns most of us have when buying a product are quality and reliability. Will the product last? Will it perform as the flier says? Will I regret having bought this item six months down the road? This section looks at some of the hardware features that make buying the BlackBerry device a wise purchase.

Power efficiency

Now, anyone who has had an ear to the ground regarding BlackBerry knows its reputation as a highly efficient little machine when it comes to power consumption. If you had the old 6000 series, you know that the device could run for two weeks without recharging. At the onset, RIM designed its devices to consume power effectively.

With the addition of colored and high-resolution screens, the much-vaunted power efficiency has gone down somewhat, especially with newer models such as the 8800 series that features a GPS. Power requirements on these devices have increased to such an extent that you need to recharge roughly every two to three days. Realizing that this is a bit of a hassle, we offer a section in Chapter 3 where we spell out some tips on prolonging the life of your battery, especially when you're traveling.

Memory management

We know that memory is the last thing on people's minds when they buy a BlackBerry. Not many know the role ample memory plays for a device because you definitely have ample free memory on your device when you first receive it. The thing is, though, that this memory does not grow as you use the BlackBerry. You're stuck with a fixed amount of memory, which can prove limiting over time. As you install more and more applications, this free memory gets used up. In fact, you could eventually run out of memory altogether.

Does your device die when you run out of memory? No, thank goodness. Your BlackBerry is capable of monitoring free memory. If your BlackBerry is ever in danger of reaching the upper limits, it has a memory management program that cleans house to free this limited resource.

BlackBerry applications right out of the box are capable of figuring out what data just isn't that important. For example, BlackBerry Browser caches data to enhance your experience when browsing the Web. *Caches* use local copies of Web pages to speed up the reloading of previously visited Web sites, so they are generally good things to have around. However, this cache also takes up space. When the OS tells Browser that the device is reaching its upper memory limit and it needs to do some housecleaning, Browser deletes this cache. This is also true for Message, which deletes e-mails you've already read, starting from the oldest and working its way backward.

Curious about how much available space your device has? Using your trackball, scroll to highlight the options (wrench) icon on the BlackBerry Home screen, and then press the trackball. Scroll through the list and click Status. On the Status screen, File Free tells you how much space is available.

A sentry is always on duty

Throughout the history of human existence, we've seen some nasty things that human beings are capable of doing. Unfortunately, the virtual world is not exempt; in fact, every day a battle is fought between those who are trying to attack a system and those who are trying to protect it. Included among those attacking the system are those who are trying to steal corporate data for their advantage, as well as individuals trying to steal personal data to carry out identity theft.

A computer connected to the Internet faces an extra risk of being hacked or becoming infected by a computer virus intent on simply annoying the heck out of you or (even worse) wreaking havoc on your computer. Fortunately, security is one of the strong points of the BlackBerry. RIM has features built into its software that allow companies to curtail activities for their

BlackBerry users that they deem risky, such as installing or running a third-party application. Data transmitted on and from the device is encrypted so that possible snooping is prevented. RIM also has a Signature process for application developers, which forces developers to identify themselves and their programs if they are developing any applications running on the BlackBerry platform that need to integrate with either BlackBerry core applications or the OS.

Remember the *I love you* and *Anna Kournikova* viruses? These are virtual evils transmitted through e-mail, a script, or sets of instructions in the e-mail body or attachment that can be executed either by the host e-mail program or, in the case of an attachment, by the program associated with the attached file. Fortunately, BlackBerry's Messages does not support scripting languages. As for attachments, out of the box, BlackBerry supports very few file types, mostly images and text documents. BlackBerry's viewer for such files doesn't support scripting either, so you won't be facing threats from e-mails having these attachments.



The security measures RIM implemented on the BlackBerry platform have gained the trust of the U.S. government as well as many of the Forbes Top 500 enterprises in the financial and health industries.