

BlackBerry® KEYone

Messaging and Spec Reference Document

DEVICE DETAILS

Commercial Launch Name	BlackBerry® KEYone
Internal BlackBerry Name	Mercury
TA Date	Varies by channel
Market Launch	April 27, 2017
Channels of Availability	Canada: Rogers, Bell, Telus, MTS, SaskTel US: Open Market (Amazon)

DEVICE MESSAGING

<p>Device Value Proposition</p> <p>Headline/Tagline:</p> <p>Short Overview Description: (254 characters max)</p>	<p>Distinctly different. Distinctly BlackBerry.</p> <p>The BlackBerry KEYone reimagines the modern smartphone, offering a Smart Keyboard, unmatched battery life, unique convenience and privacy features, and the world's most secure Android™ smartphone experience.</p>
<p>Top Device KSP List</p>	<p>BUILT TO LAST</p> <p>An iconic BlackBerry smartphone made for the modern user, The BlackBerry KEYone combines a sleek aluminum frame and soft grip textured back built to offer the best in durability. It also has a 4.5-inch touch display that features Corning® Gorilla® Glass 4; offering greater impact and scratch resistance.</p> <p>KEYBOARD REIMAGINED</p> <p>The BlackBerry® KEYone reimagines how we communicate with a Smart Keyboard that goes beyond typing. Up to 52 programmable shortcuts transform each letter key for quick access to your favorite apps and most important contacts. Touch navigation responds to touch gestures like a trackpad, to quickly scroll through webpages or emails. Flick typing offers predictive text, made even faster with the ability to flick words onto your screen as you type. World's first keyboard-embedded fingerprint sensor located in the spacebar provides added device security and convenience.</p> <p>POWERED BY ANDROID</p> <p>Enjoy the convenience and functionality of Android™ 7.1 Nougat. Get access to over one million apps in the Google Play™ store, including BlackBerry Hub® which brings all your messages</p>

	<p>into one consolidated place; including emails, texts and messages from any social media account.</p> <p>UNMATCHED BATTERY LIFE Featuring the largest battery ever found in a BlackBerry smartphone, the KEYone offers all-day use and then some, thanks to its 3505mAh battery. Qualcomm® Quick Charge™ 3.0 technology enables up to 50 percent charge in roughly 36 minutes. For times when you only have a few moments to grab a fast charge, BlackBerry’s Boost can turbo charge your battery to get you the most charge with the limited time you have.</p> <p>WORLD’S MOST SECURE ANDROID SMARTPHONE BlackBerry KEYone provides enhanced security features, giving you visibility and control over the privacy of your device, including what personal information may be shared — from your location, your pictures, your texts. From the built-in DTEK privacy monitoring app, to the monthly security updates from Android, with the BlackBerry KEYone, you have built in protection from the start.</p> <p>IMPRESSIVE PHOTO QUALITY The BlackBerry KEYone includes a 12MP rear camera with an industry leading camera sensor that captures sharp, crisp photos in any light. The wide aperture lens with large 1.55µm pixels and dual-tone flash ensures your photos will have superior color and clarity. For times when you have to take a video conference on the go, the device includes an 8MP front camera with fixed focus, LCD Flash, and 84-degree wide angle lens.</p>
Product Highlights	<ul style="list-style-type: none"> ● Keyboard Reimagined <ul style="list-style-type: none"> ○ Smart Keyboard w/ touch navigation ○ Flick typing ○ Shortcuts ○ Embedded fingerprint sensor ● Built to Last <ul style="list-style-type: none"> ○ Anodized Aluminum Frame, textured soft touch grip, Impact resistant frame ○ Impact-resistant Corning® Gorilla® Glass 4 ○ 3505mAh Battery - Full day+ of battery ○ Quick Charge 3.0, charges 50% in just 36 minutes ○ Qualcomm® Snapdragon™ 625 processor powers an Adreno 506 GPU for an efficient, longer battery life, with faster LTE speeds for super-fast file sharing. ● Modern Android Smartphone <ul style="list-style-type: none"> ○ 100% Android with latest Android 7.1 Nougat OS ○ Millions of apps from Google Play ○ 12MP (1.55µm large pixel) rear camera with great low light

	<p>photos and industry leading Sony IMX378 sensor</p> <ul style="list-style-type: none"> • Built-In Safety and Privacy <ul style="list-style-type: none"> ○ DTEK App automatically monitors your OS & Apps to check your device's privacy ○ Ongoing monthly security updates means your phone is always protected
--	---

BlackBerry TARGET AUDIENCE

<p>Main Target & Description</p>	<p>PROFESSIONAL CONSUMERS Profile</p> <ul style="list-style-type: none"> • Strong. Confident. Smart. Successful. • Leaders. Not followers. • Rejects conformity. • Decisive & choose what is right for them. <p>ENTERPRISE DECISION MAKERS Profile</p> <ul style="list-style-type: none"> • Makes informed decisions. • Balances protecting the company with the needs of employees. <p>POWER COMMUNICATORS Profile</p> <ul style="list-style-type: none"> • Always on the move. Multi-tasking. Connected. • Stays on top of the latest news, topics and conversations. • Looking for solutions to optimize their busy lives. Need a device to get things done. • Focus on functionality. • Value protecting their personal information.
--------------------------------------	--

BOX INFO

UPC	802975668380
CU Ref	PRD-63116-003
Model Number	BBB100-1

DEVICE SPECIFICATIONS/FEATURES

Design	
Size	149.3mm x 72.5mm x 9.4mm
Weight	183g
Color	Silver
Frame (Design Callouts)	Aluminum

Physical Keyboard	Touch-enabled 35 key backlit Physical Keyboard (QWERTY) with integrated fingerprint sensor
Memory	
ROM/RAM	32GB/3GB
SD Support	MicroSD up to 2TB
Features	
Processor	Qualcomm 8953 Snapdragon 625 Octa-Core 2.0 GHz, 64-bit
Operating System and Version No.	Android 7.1 Nougat
Sensors	Fingerprint (spacebar), Accelerometer, Magnetometer, Gyroscope, Proximity, Ambient Light, Hall Effect
Location	Autonomous and Simultaneous GPS, GLONAS, Beidou, Galileo, OTDOA; Preloaded with Google Maps
Display	
Size	4.5-inch
Resolution	(1620X1080) 434 PPI
Glass Type	Corning Gorilla Glass 4
Touch Technology	Capacitive
Touch Points	5 points
Connectivity	
Network	
3G/4G/LTE	Canada, LATAM, APAC, US V1: LTE: 1, 2, 3, 4, 5, 7, 8, 12, 13, 17, 19, 20, 28, 29, 30 TDD LTE: 38, 39, 40, 41 HSPA+: 1,2,4,5/6,8 US V2 LTE: 1, 2, 3, 4, 5, 7, 12, 13, 20, 25, 26, 28, 29, 30 TDD LTE: 41 HSPA+: 1,2,4,5/6,8 CDMA BC 0,1,10
VoLTE	TBC – Varies by channel
VoWiFi	TBC – Varies by channel
Wifi Specs	802.11 b/g/n for 2.4 GHz, 802.11 a/n and ac for 5 GHz 4G Mobile Hotspot, Wi-Fi Direct
Bluetooth	Bluetooth 4.2 Low Energy (LE)
Radio	FM Radio
NFC	Yes
USB Type	USB Type-C, USB 3.1, USB OTG
SIM Type	Nano SIM card (4FF)
Battery	
Size	3505 mAh
Standby Time	19.5 Days
Talk Time	29.2 Hours

Mixed Use Time	26hrs
Camera	
Main (Rear) Megapixels	12MP Large Pixel, 1.55um
Sensor	Sony IMX378
Flash Type	Dual-Tone Flash
Focus	Auto-Focus, Phase Detect Auto Focus (PDAF)
Features	HDR, Live Filters, Panorama Selfie Video/Image Stabilization
Main (Rear) Camera Video	4K @ 30fps/24fps, 1080p @ 60fps/30fps/24fps, 720p @ 60fps/30fps/24fps
Front Megapixels	Front Facing – 8MP
Flash Type	Selfie Flash using LCD
Focus	Fixed Focused
Front Camera Video	1080p @ 30fps/24fps, 720p @ 60fps/30fps/24fps
Video Codec	MPEG-4, AAC+, AAC-LC, AMR-NB, AMR-WB, DivX, EVRC, FLAC, H.263, H.264, H265/HEVC, MIDI, MP3, OPUS, PCM, QCELP, VORBIS, VP8, VP9, Xvid, eAAC+
Sound	
Supported Formats	3GP, 3G2, AAC, AVI, ADTS,AWB, DIVX, FLAC, IMY, MID, MKV, MP3, MPEG-4, MXMF, OGG, OTA, RTTTL, RTX, WAV, WEBM, XMF
HAC Rating	M4/T3
Headset Jack Size	3.5mm
Speaker Size (In Watts)	1W
In Box	
Quick Charge Compatible (Yes/No)	Yes- Qualcomm Quick Charge 3.0
Quick Charge Head Included (Yes/No)	Yes, 9V1.67A
Data Cable	USB type A to type C
Optional Accessories	Dual Layer Shell, Smart Flip Case, Smart Pocket

PRELOADS

BlackBerry Preloads:

BlackBerry Keyboard, BlackBerry Hub, BlackBerry Calendar, Contacts by BlackBerry, Notes by BlackBerry, Tasks by BlackBerry, BBM, DTEK by BlackBerry, BlackBerry Device Search, BlackBerry Launcher, BlackBerry Hub+ Services, BlackBerry Help, BlackBerry Password Keeper, BlackBerry Content Transfer

BlackBerry Notable,
Workspace

Android Preloads:

Gmail, Duo, Google Chrome,
Google Drive, Google Maps,
YouTube, Google Play, Photos,
Messenger (SMS), Clock,
news& Weather, Play Music, Play Movies,
Google(Search, Voice Search),Downloads,
Docs, Sheets, Slides

ASSET LIBRARY

Imagery	
Name Pack	
Usage Doc	
Fact Sheet	
Training Deck	
Videos	
Kickoff Deck	