

Tootie Fruity

Episode 12

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[BBC America - My Blackberry is Frozen](#)

What Had Happened Was...?

[Jenny McCarthy's Less Than Spooky Encounter](#)

Do You Even Nerd/Geek?

[Movies From the Universe of Saturday Night Live](#)

Say What?!?!?

Alondo

- Nowadays, the **smartphone is ubiquitous**, having their hooks in every area of the world, **from global superpowers** to the **BRIC nations** to **developing countries and territories**. It's hard to remember a time when carrying a smart phone wasn't normal at all. It's one of the things that a **little company** named **Research In Motion** never gets enough credit for now.
- At one point in time, Research in Motion was the **most valuable company in Canada**, even eclipsing the value of its largest bank. Usually referred to as RIM, it was **founded in 1984** (which was a pretty **big year in technology** - we'll talk about that another time) by engineering graduates **Mike Lazaridis** and **Douglas Fregin**. RIM started out in LED signs and a movie film reading

system, the latter of which got them **technical Emmy and Academy achievements**. Then they started to get into communication.

- Their foray into mobile communications **started with two way pagers**, which were a huge deal in the early 90's. They caught the attention with their technology which gained them the attention of **Jim Balsillie**. He **mortgaged his own home** to give the company a **\$250,000 investment**. In 1996, they released a **clamshell two-way pager** that could **communicate, send faxes, connect to the internet**, and **send/receive email**.
- The company felt the **email feature wasn't being used enough**, though. They felt their **unique keyboard design** wasn't being fully utilized, which was a special feature for devices at the time. They hired a firm to help them market the device. When they looked at the device, they noticed that the **keypad looked like seeds from a strawberry**. Keeping with the fruit theme and minding the **signature black casing**, the company branded the device a **"Blackberry"**.
- Through a major **publicity campaign** and marketing with **CEO's and Wall Street elites**, the device quickly took off. They were seen in the hands of **business moguls, politicians, and the Hollywood elite**. So popular, they ended up getting the nickname of **"Crackberry"**. Unfortunately, the attention **drew the notice of NTP**, who had a **patents for wireless email communication**. After a series of lawsuits and appeals, **NTP reached an award settlement of over \$600 million** from RIM.
- The company was still hot, though. They **renamed the company Blackberry** and continued to release noteworthy devices. Their popularity continued to grow when it was quickly identified that their devices were the **only reliable** form of communication **after the attacks on 9/11**. In **2007**, while they were **celebrating a deal with Chinese** telecoms to sell devices there, the device that would eventually lead to its precipitous decline was unveiled - **the Apple iPhone**. Eventually, their **insistence** of always having a hardware keyboard along with failures in their communication network and their reluctance to allow developers to create apps eventually spelled their doom. Apple and Android devices took off, while Blackberry stagnated and was soon forgotten.

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- Coincidentally, the **home city of Blackberry - Waterloo** - the same name as the **infamous city where Napoleon was defeated trying** to return to power after first exile.

Bevan

[All About the Raspberry Pie](#)

[Jimmy Buffet Juicy Fruit](#)

Jennifer

[Cherry - Keyboard Manufacturer](#)

[Papaya Studios](#) - Official Company Website no longer operational

Geek Out

[J. K. Rowling and Harry Potter Birthday on July 31](#)

Other References

Music

Intro and Outro music - Brasilia by Michael Glass

[See What Had Happened Was - Kutt Calhoun](#)

[Haunted - Taylor Swift](#)

[Tootie Fruity - Brendan Parker](#)

[Epic Rap Battles: Nerd vs Geek - Rhett & Link](#)