



## Get a First Glimpse of the New Qwerty BlackBerry Smartphone at CES

*New Blackberry features based on security, productivity and reliability*



**LAS VEGAS** – January 4, 2017 – TCL Communication Technology Holdings Ltd. (“TCL Communication”) today offered a first look at its new BlackBerry premium qwerty smartphone at the International Consumer Electronics Show (CES), It’s first product towards its long-term licensing agreement with BlackBerry encompassing the brand and security software.

The new BlackBerry smartphone is designed with three core features in mind: security, productivity and reliability. It draws on unparalleled mobile security and software expertise to offer the most complete security available for an Android smartphone. With the distinctive BlackBerry keyboard and includes a number of apps, such as Hub+, it enables productivity for business and professional users. And with the excellence of its hardware design, it has genuine durability.

“At TCL Communication, we are committed to creating the best Blackberry products for consumers and enterprise users,” said Nicolas Zibell, Chief Executive Officer of TCL Communication.

Though the new BlackBerry smartphone’s name and final details will be officially disclosed at the Mobile World Congress 2017 in Barcelona next month (please contact [GlobalPR@tcl.com](mailto:GlobalPR@tcl.com) to reserve a seat), Mr. Zibell articulated his vision towards the long-term investment in a BlackBerry branded product portfolio at CES, “Together with BlackBerry’s smartphone software platform, this partnership will create the most secure Android products.”

The new BlackBerry, available in early 2017, offers premium outstanding features including:

**Keyboard:** The world’s most advanced intelligent-keyboard to date: touch sensitive with predictive typing functionality customized to your writing style and language preferences

**Tactility:** High-gloss polished keys mimic the finish of the display glass, giving a consistent, polished look across the front of the device

**Security:** Device security built in from the start using trusted BlackBerry security software that is updated in real time to ensure the best protection for your corporate and personal data

**Android:** 100% Android for access to all your apps and data and the entire Android ecosystem and OS updates

TCL Communication, the fourth largest handset manufacturer in North America and top-10 globally according to IDC, is putting 'smart in the phone' by expanding the premium smartphone competitive landscape with a third option for both enterprise and consumers. The company has a proven track record to lead key trends (MBB, IoT, security, VR), supply chain, Smart Devices, blended brand portfolios and IOS options.

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### **About TCL Communication**

TCL Communication Technology Holdings Limited designs, manufactures and markets an expanding portfolio of mobile and internet products and services worldwide under three key brands – TCL, Alcatel and BlackBerry. The company's portfolio of products is currently sold in over 160 countries throughout North America, Latin America, Europe, the Middle East, Africa and Asia Pacific. According to telecommunication research firm IDC and company's data, the company ranked No. 7 and No. 10 among global phone manufacturers and global smartphone manufacturers respectively in the third quarter of 2016. The company also ranked No. 7 among global tablet manufacturers.

Headquartered in Hong Kong, TCL Communication operates its highly efficient manufacturing plant in Huizhou, China and 9 R&D centers worldwide. It employs approximately 13,000 people across the globe. For more information, please visit [www.tclcom.com](http://www.tclcom.com).

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