BlackBerry Looks for Comeback With Launch of Classic

BlackBerry Ltd. launched its long-awaited Classic Dec. 17, a smartphone it hopes will help it win back market share and woo those still using older versions of its physical keyboard devices, Reuters reports.

With the Classic and the recent launch of its Passport smartphone, Blackberry is in some ways taking the company back to its roots, re-emphasizing the physical keyboard, rather than trying to compete directly against the touchscreen handsets of dominant rivals like Samsung Electronics and Apple, Reuters says.

In a press release, Blackberry CEO and chairman John Chen said, “We listened closely to our customers’ feedback to ensure we are delivering the technologies to power them through their day – and that feedback led directly to the development of BlackBerry Classic. BlackBerry Classic is the powerful communications tool that many BlackBerry Bold and Curve users have been waiting for. It’s the secure device that feels familiar in their hands, with the added performance and agility they need to be competitive in today’s busy world.”

Read the story.