

All Touch. All Social.

The new BlackBerry Curve 9380 smartphone

Socializing and sharing with friends has never looked this great or been this fun – introducing the new all-touch BlackBerry® Curve™ 9380 smartphone. With trusted, easy-to-use technologies like the first-ever BlackBerry Curve all-touch display, intuitive virtual keyboard, optical trackpad, 5 MP camera with flash, video recording, NFC and 3G and Wi-Fi® connectivity, the new BlackBerry Curve 9380 has everything you need to set the pace for your social life. Plus, new BlackBerry® 7 OS software drives faster loading and web browsing, and provides fun pre-installed apps like the new BBM™, Social Feeds, Facebook®, Twitter®, and YouTube®. BlackBerry Curve 9380 – it's the new, all-touch smartphone that keeps you connected, in style.¹



Specifications

Size (L x W x D) 109mm x 60mm x 11.2mm

Display 3.2" HVGA+ touch screen 480 X 360 pixel resolution at 188ppi

Software BlackBerry 7 OS

Memory⁵ 512MB on-board memory, expandable up to 32GB via microSD card

Battery Life⁴ GSM Talk Time: up to 5.5 hours
GSM Standby Time: up to 15 days
UMTS Talk Time: up to 5.8 hours
UMTS Standby Time: up to 15 days
Audio Playback: up to 30 hours
Video Playback: up to 5.5 hours

NFC¹ Operating Frequency: 13.56 MHz Operating Modes: reader/writer, card emulation

Augmented Reality Powered by Accelerometer and Magnetometer

Camera 5MP camera with flash, image stabilization, 4x digital zoom, scene modes, VGA video recording (640 X 480)

GPS Integrated GPS with A-GPS

Wi-Fi 2.4 GHz – 802.11 b/g/n enabled

Network Quad-Band: 850/900/1800/1900 MHz GSM/GPRS networks
Tri-Band UMTS networks : Variant A: (800/850)/1900/2100 MHz UMTS networks ,
Variant B: 900/1700/2100 MHz, UMTS networks

Stylish, all-touch BlackBerry Curve

Curved surfaces front and back help create a sleek, stylish BlackBerry Curve smartphone that feels and looks just right. The end result? An approachable BlackBerry all-touch form factor that fits comfortably in your hand.

Easy-to-use BlackBerry 7

Experience new BlackBerry 7: the easy-to-use next generation BlackBerry OS. Packed with powerful new features like a fast BlackBerry® Browser, Augmented Reality and support for NFC technology. BlackBerry 7 delivers the smoothest and fastest BlackBerry experience to date – all on your very own stylish and fun BlackBerry Curve smartphone.¹

Just tap to connect

With Near Field Communication (NFC) technology built right in, it's that easy. Link up with other NFC-enabled devices or BlackBerry® Authentic Accessories and even read a smart tag on a sign, poster or billboard. Use your BlackBerry Curve smartphone to connect to the world on a whole new level.^{1,3}

Socializing made easy

Chat, flirt and build relationships – in real-time – with BlackBerry® Messenger. Plus, share your BlackBerry smartphone experiences using BBM connected apps, and share and discover new music with BBM™ Music. Welcome to a whole new level of connectivity – you won't know how you ever lived without it.^{1,2}

Stay in touch with Facebook

Facebook for your all-touch BlackBerry Curve makes it even easier to connect and share while you're on the go. Get messages and updates as they arrive, see your friends' latest profile pictures when they call or email, accept friend requests and event invites then view them in your BlackBerry calendar – do all this and more on your BlackBerry Curve 9380.¹

Discover the BlackBerry Curve 9380 smartphone at:

blackberry.com/curve

Connect and socialize with Augmented Reality

Enabled using the new digital compass and the accelerometer, Augmented Reality is the exciting new way to interact and socialize with the world around you. Use Wikitude to find nearby BBM contacts in real-time. Read reviews on the restaurants you just passed by, or get the story behind an interesting landmark. Then, share it all with your BBM contacts with a few clicks.¹

Make it yours

The BlackBerry Curve 9380 smartphone is fully equipped right out of the box. Add powerful apps and tailored accessories to get even more from it. BlackBerry App World™ offers thousands of apps: games, social networking, online shopping, personal productivity and more. Then dress things up with BlackBerry accessories like Bluetooth® headsets and stylish cases made just for your smartphone. And get a BlackBerry Curve 9380 that's truly your own.^{1,3}

The logo for BlackBerry Curve, featuring the BlackBerry logo icon (a cluster of dots) followed by the text "BlackBerry Curve" in a bold, sans-serif font. A trademark symbol (TM) is located at the end of the text.

1. Data plan required. Check with your service provider for availability, costs and restrictions.

2. Subscription required. See blackberry.com/bbmmusic/legal for complete details and restrictions.

3. Use only those accessories approved by Research In Motion®. Using any accessories not approved by Research In Motion for use with your BlackBerry smartphone may invalidate any approval or warranty applicable to your BlackBerry smartphone and may be dangerous.

4. Times vary by network. GSM times based on GSMA PRD DG.09 Battery Life Measurement Technique. Actual results may vary. Many factors affect battery life, including but not limited to: network, transmission environment, battery age, usage, location, software and feature configuration.

5. The BlackBerry Curve 9380 smartphone accepts microSD cards up to 32GB in size; the amount of storage is determined by card capacity. microSD cards may be sold separately.

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