Local smartphone firm at forefront of digital content revolution, is competing on global stage.

Australian smartphone firm selected as Semi-Finalist in 2010 BlackBerry Partners Fund Super Apps Developer Challenge

Leading Australian smartphone applicationdevelopment firm BigTinCan has beenselected as a Regional Semi-finalist for Researchin Motion’s (RIM) ‘2010 BlackBerry Partners Fund Super Apps DeveloperChallenge’.
Earning the award for their Harper’s Bazaar (Australia)super app on BlackBerry, BigTinCan is at the forefront of delivering digitalcontent to mobile consumers around the world. With the ability to instantlydeliver new and exciting multimedia content to millions of users around theworld, BigTinCan has established themselves as a key player, in the move tomobile exclusive content on mobile devices.
“Weare very happy to be selected as a Regional Semi-Finalist in this amazing appchallenge, against strong competition”, said David Keane, CEO of BigTinCan.““This result shows that an app like Harper’s Bazaar is a great example of thefuture of digital content, and BigTinCan is at the forefront”.

As a‘Super App’, Harper’s Bazaar delivers on the promise of delivery of digitalcontent directly to the smartphone. The application allows users to viewupdated ‘push’ content that is delivered to their phone in real time. Thecontent is “side loaded” into the phone and update alerts are presented to auser only after the content has been received, making the app experience fastand dynamic. With direct BlackBerry calendar integration Harper’s Bazaar allowsusers to add details of ‘events’, sent directly to the phone using directlyinto their BlackBerry calendar. The appalso displays picture and video within the application.

TheHarpers Bazaar, plus other great apps from BigTInCan, is available now fordownload free on the BlackBerry App World.

About BigTinCan

BigTinCanis a smartphone systems developer operating BigTinCan Connect our globaloverlay telco network, BigTinCan Maps our OSM linked mapping service, andBigTinCan BuzzMe our wildly successful smartphone application.

Withover 2.7 million users worldwide on our suite of iPhone, BlackBerry, Androidand platforms, BigTinCan is a global leader in smartphone systems and services.

Basedin Sydney, Australia, and with global experts in telco, smartphone, databaseand web skills, BigTinCan is well placed to take advantage of the smartphonerevolution.

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