The Ultimate BlackBerryÂ® To Do App For Everyone Launches On BlackBerry App World

The Ultimate BlackBerry To Do App Has Been To The Gym.

Sydney, Australia, December 9, 2010/mProductive LITE To Do List for BlackBerry, developed by Basis Design PtyLtd, gives BlackBerry smartphone users an unprecedented way of viewing andmanaging their daily activities with easier planning, communication andorganization features.

Following the great success of Super-app mProductive (Regional Semi-finalist,2010 BlackBerry Fund Super App Developer Challenge), Basis Design announce therelease of mProductive LITE the ultimate BlackBerry To Do App for everyone.Suitable as a daily helpforBlackBerry users, mProductive LITE requires no special set up, iscompatible with legacy and current Operating System versions and is instantlyuseful for students, workers, parents and professionals. mProductive LITE isan absolute must have for those who are looking for BlackBerry Apps that willhelp them get the best from their BlackBerry smartphone.

Our Power users are thriving on the fullfeatured capabilities of mProductive, but we know not all BlackBerry usersrequire the Big Guns of productivity and GTD (Getting Things Done) functions to managedaily planning. We all need somehelp with thisthough, no matter whowe are and what we do. A good number of our users and interested customers havetold us they love what mProductive offers, butfor their needs something a few pounds lighter is bound to hit the mark. Withsuch great feedback, it would be a mistake not to listen and offer analternative that makes mProductive accessible to everyone. says Nigel Gorham,VP of Product Development, Basis Design P/L. mProductive LITE offers power-packed anduser-fiendly features that everyone can use, while staying lighter, faster and needingeven fewer clicks than its award-winning bigbrother.

mProductive LITE is theperfect BlackBerry To Do app tomake staying organized easier and more understandable. The highly practicalfeatures simplify how you view and manage your To Do List, BlackBerry Tasks, BlackBerry Calendar appointments andBlackBerry Memo notes andwill save the average BlackBerry user theendless tedium ofjumping between nativeapps. Users can also easily createtheir list of To Dos and notes (memos) directly from calls, emails and smswith the confidence that all of these are then arranged neatly in one place.

mProductiveLITE can be downloaded and purchased directly from BlackBerry App World
http://appworld.blackberry.com/webstore/content/18371

About BasisDesign

Basis Design,innovators in mobile technology are a privately owned company with solutions inthe asset management, call logging, time capture and billing areas and nowproductivity. The application mProductive, along with supporting and trainingmaterial is available at http://www.mproductive.com.

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