

The Ultimate BlackBerry® 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 and managing their daily activities with easier planning, communication and organization features.

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

‘Our Power users are thriving on the full featured capabilities of mProductive®, but we know not all BlackBerry users require the Big Guns of productivity and GTD (Getting Things Done) functions to manage daily planning. We all need some help with this though, no matter who we are and what we do. A good number of our users and interested customers have told us they love what mProductive®; offers, but for their needs something a few pounds lighter is bound to hit the mark. With such great feedback, it would be a mistake not to listen and offer an alternative that makes mProductive accessible to everyone.’ says Nigel Gorham, VP of Product Development, Basis Design P/L. ‘mProductive®; LITE offers power-packed and user-friendly features that everyone can use, while staying lighter, faster and needing even fewer clicks than its award-winning big brother.’

mProductive®; LITE is the perfect BlackBerry To Do app to make ‘staying organized’ easier and more understandable. The highly practical features simplify how you view and manage your To Do List, BlackBerry Tasks, BlackBerry Calendar appointments and BlackBerry Memo notes and will save the average BlackBerry user the endless tedium of jumping between native apps. Users can also easily create their list of To Do’s and notes (memos) directly from calls, emails and sms with the confidence that all of these are then arranged neatly in one place.

mProductive®; LITE can be downloaded and purchased directly from BlackBerry App World
<http://appworld.blackberry.com/webstore/content/18371>

About Basis Design

Basis Design, innovators in mobile technology are a privately owned company with solutions in the asset management, call logging, time capture and billing areas and now productivity. The application mProductive, along with supporting and training material is available at <http://www.mproductive.com>.

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