



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 application development firm BigTinCan has been selected as a Regional Semi-finalist for Research in Motion's (RIM) '2010 BlackBerry Partners Fund Super Apps Developer Challenge'.

Earning the award for their Harper's Bazaar (Australia) super app on BlackBerry, BigTinCan is at the forefront of delivering digital content to mobile consumers around the world. With the ability to instantly deliver new and exciting multimedia content to millions of users around the world, BigTinCan has established themselves as a key player, in the move to mobile exclusive content on mobile devices.

"We are very happy to be selected as a Regional Semi-Finalist in this amazing app challenge, against strong competition", said David Keane, CEO of BigTinCan. "This result shows that an app like Harper's Bazaar is a great example of the future of digital content, and BigTinCan is at the forefront".

As a 'Super App', Harper's Bazaar delivers on the promise of delivery of digital content directly to the smartphone. The application allows users to view updated 'push' content that is delivered to their phone in real time. The content is "side loaded" into the phone and update alerts are presented to a user only after the content has been received, making the app experience fast and dynamic. With direct BlackBerry calendar integration Harper's Bazaar allows users to add details of 'events', sent directly to the phone using directly into their BlackBerry calendar. The app also displays picture and video within the application.

The Harpers Bazaar, plus other great apps from BigTinCan, is available now for download free on the BlackBerry App World.

About BigTinCan

BigTinCan is a smartphone systems developer operating BigTinCan Connect our global overlay telco network, BigTinCan Maps our OSM linked mapping service, and BigTinCan BuzzMe our wildly successful smartphone application.

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

Based in Sydney, Australia, and with global experts in telco, smartphone, database and web skills, BigTinCan is well placed to take advantage of the smartphone revolution.

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