

mProductive - BlackBerry® To Do List receives great user reviews

Sydney, Australia, September 7, 2010/ mProductive - BlackBerry To Do List app has generated positive reviews and feedback from users who have purchased the product. Launched 2 weeks ago on BlackBerry App World, the application has helped BlackBerry smart phone users manage action items (calendar, tasks and memos), implement effective time management (scheduling and prioritising) and just, get more done.

mProductive is the perfect app for the busy individual cleverly combining the user's calendar, tasks and memos in one place. For the first time, this combined view gives users the ability to easily organise and link related items that have a common theme or purpose. The app, uniquely, also makes it possible for users to create their next action with a single click from an email, call or sms.

'Its fantastic to hear, even after only a short time in the market, that our app mProductive is genuinely helping BlackBerry users manage their time and todo's, comfortably improving work / life balance', says Nigel Gorham, VP of Product Development, Basis Design P/L

'The listing of task numbers as a summary for each day is an absolute plus and possibly the single most critical time management planning function contained within the application. Beats the native app and basically all others, hands down.' - Thomas, Productivity Consulting and Training

'I have found the product very useful, especially being able to see all items (tasks, calendar events, etc) related to a category or project. I've also utilized the project aspect of the product to much success!' - Bronson, CFO

'Loving this program. it is helping me so much when I'm away from Outlook on the road setting tasks and appointments from emails.' - Cary, Sales Manager

'I use GTD in Outlook and without your app, it was disappointing with BlackBerry, which doesn't support categorization views in tasks. Now I have to say, your app has changed my opinion. I see your application as very useful.' - Pavel, Marketing Manager

'I can access my memos, tasks and calendar items in one place and with ease. The assign to feature is one the best features for me. I can automatically assign items from (emails, phone calls etc) to projects or categories for easy tracking.' - Allison, Software Analyst

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 www.mproductive.com

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