

# The Ultimate BlackBerry® To Do List launches on BlackBerry App World

Your Calendar, Tasks and Memos Finally Together In One Place

Sydney, Australia, August 26, 2010/ mobile application specialists Basis Design, today announced the launch of a new application for the BlackBerry smartphone called mProductive, which can be downloaded with a free trial from BlackBerry App World and from [www.mproductive.com](http://www.mproductive.com).

mProductive is the perfect app for the busy executive cleverly combining the user's calendar, tasks and memos in one place. The app gives users the capability to manage daily priorities more intuitively through a clear picture of 'what to leave and what to do'. For the first time, the combined view of calendar, tasks and memos 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.

'It's abundantly clear that with the busy-ness of personal and work schedules that positive organisational habits are best encouraged through the one thing we always carry, our phones. We want to make organisation easy and predictable to our users', says Nigel Gorham, VP of Product Development, Basis Design P/L. 'Our mProductive application is an innovative step in helping users find a simple and manageable way to make sense of the complexity of daily organisation for personal and professional matters.'

Much of the apps strength comes from it's tight integration with the key features that users are already familiar with on the BlackBerry smartphone; calendar, tasks, memos, push email and desktop synchronisation. The value in combining the view of these areas improves productivity through efficiency and fewer clicks on the smartphone.

## 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](http://www.mproductive.com).

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