



BlackBerry[®]
Curve[™] 9370 smartphone
Comparison



BlackBerry® Curve™ 9370 smartphone Comparison

This job aid provides you with information you can use when comparing the BlackBerry® Curve™ 9370 smartphone to the BlackBerry® Curve™ 9330 smartphone. This information will help you drive sales of the BlackBerry® solution. It includes suggested ways you can approach and speak to customers about each of the models in order to win more sales. Here is how it is organized:

- BlackBerry smartphone Comparison
- 30-Second Sales Pitch

BlackBerry® smartphone Comparison

Use this BlackBerry smartphone comparison chart to recommend the right smartphone for your customers.



Smartphone Features	BlackBerry® Curve™ 9370	BlackBerry® Curve™ 9330
Input Method		
Keyboard	Full QWERTY backlit keyboard	Full QWERTY keyboard
Trackpad	Yes, optical	Yes, optical
Bluetooth® technology	Bluetooth v2.1 (headset, hands-free)	Bluetooth v2.1 + EDR (headset, hands-free)
Connectivity		
Do you surf the web a lot?	Wi-Fi® 802.11 b/g/n, UMA/GAN capable	Wi-Fi 802.11 b/g/n
Wireless networks	Quad-band 850/900/1800/1900 MHz, GSM/GPRS/EDGE, dual-band 800/1900 MHz CDMA/EVDO Rev A	GSM/GPRS, EDGE, HSPDA, UMTS/HSPA, 2100 MHz UMTS, CDMA/EVDO Rev A
Multimedia and Entertainment		
Do you prefer a high-resolution screen?	High-resolution 480x640 HVGA+ color display, 246 DPI	High-resolution 320x240 pixel color display
Do you listen to music?	Media player with support for MP3, MID, WMA, and more	Media player with support for MP3, WMA, and more
Do you watch videos?	Media player with support for MPEG4, H.263, H.264, and WMV9	Media player with support for MPEG4, H.263, H.264, and WMV9
Do you take photos and record videos?	5MP camera with flash, face detection, image stabilization, scene modes, geo-tagging, and digital zoom	2MP camera Video recording
What are your smartphone memory requirements?	VGA Video recording (640x480) 1GB flash memory, 512MB SDRAM Expandable memory – support for hot swappable microSD card	512 MB flash memory, 512MB SDRAM Expandable memory – support for hot swappable microSD card, SDHC supported
Social Networking		
Do you use social networking sites to share photos?	Yes (Facebook®, Myspace™, Twitter™, and Flickr™ support, social, IM, BBM, RSS feeds)	Yes (Facebook, Myspace, Twitter, and Flickr support)
GPS and Mapping		
Do you use GPS and mapping services in unfamiliar places?	Built-in GPS, Blackberry® Maps	Built-in GPS, Blackberry Maps

30-Second Sales Pitch

The 30-second sales pitch provides you with a short, feature-rich description of the BlackBerry® Curve™ 9370 and the BlackBerry Curve™ 9330 smartphones. Use this when you need to give a customer a quick synopsis of what each model includes and what it can do for them.



BlackBerry® Curve™ 9370 smartphone

"The new BlackBerry Curve 9370 smartphone is everything you need to start living your life with BlackBerry. Powered by BlackBerry 7 OS, and sporting new color options as well as a thinner, lighter, and curvier design, this next generation Curve is as simple to use as it is stylish. Planning a night out on the town? Be sure to use the on-device GPS to find your way, take advantage of the 5MP flash camera and video recording to capture the moments, and share it all with BBM. You can even bring your BlackBerry Curve 9370 smartphone with you wherever your international travels take you, thanks to its World Phone capabilities for CDMA carriers."



BlackBerry® Curve™ 9330 smartphone

"The BlackBerry Curve 9330 is a great choice for people on the move. With faster browsing, downloading and streaming, this smartphone features dedicated media keys that make it easy to instantly access photos, music, and videos. You can stay connected with Facebook, Myspace, Flickr, and Twitter on the go, and customize your smartphone by downloading apps quickly and easily from BlackBerry AppWorld. It gives you the best of all worlds, backed with the trusted reliability of a BlackBerry smartphone."