



## **En Pointe to Sell the BlackBerry PlayBook Tablet at Launch**

### **Supporting launch through Social Media Campaign**

Los Angeles, CA – March 29, 2011 – En Pointe Technologies, a national IT solutions provider of Information Technology products and services, today announced it will be carrying the highly anticipated BlackBerry® PlayBook™ tablet from Research In Motion (RIM). To support the launch, En Pointe plans to launch a social media campaign.

The BlackBerry PlayBook tablet with built-in Wi-Fi® connectivity will be available from En Pointe in 16GB, 32GB and 64GB models.

“En Pointe has been working with BlackBerry products for a number of years on initiatives such as BlackBerry MVS (Mobile Voice System). We are excited to join in the BlackBerry PlayBook launch as a preferred reseller and offer pre-orders. Our goal is to bring this highly anticipated tablet to our enterprise and public sector customers as mobility trends continue,” said Ali M. Din, V.P., Marketing and Product Development at En Pointe Technologies.

En Pointe will roll out an online campaign utilizing social media. “On April 1<sup>st</sup>, we will be utilizing our Facebook page to create excitement with our customers for the BlackBerry PlayBook and driving additional traffic via tweets and YouTube. We feel this will give our buying organizations a fun, rich interactive experience to learn about the BlackBerry PlayBook,” continued Ali.

BlackBerry PlayBook is the world’s first professional-grade tablet. In addition to its ultra-portable design, the BlackBerry PlayBook delivers industry leading performance, uncompromised web browsing with support for Adobe® Flash® 10.1, true multitasking, HD multimedia, advanced security features, out-of-the-box enterprise support and a robust development platform.

#### **BlackBerry PlayBook specifications**

- 7" 1024x600 WSVGA capacitive LCD touch screen
- Ultra-portable at less than a pound and less than one-half inch thick: 0.9 lbs (425g) and 5.1" x 7.6" x 0.4" (130mm x 194mm x 10mm)
- 1 GHz dual-core processor
- BlackBerry® Tablet OS with support for symmetric multiprocessing
- MP3, AAC and WMA audio playback
- Support for high resolution video playback (H.264, MPEG4, WMV)
- 1080p HDMI out
- Dual 1080p HD cameras for video conferencing and video capture (3MP front and 5MP rear)
- 1 GB RAM memory
- Up to 64 GB internal storage (16, 32 and 64 GB models)

- GPS, Orientation Sensor (Accelerometer), 6-Axis Motion Sensor (Gyroscope), Digital Compass (Magnetometer)
- Stereo speakers and stereo microphones
- Wi-Fi® (802.11 a/b/g/n) connectivity
- Bluetooth® 2.1+EDR support

For more information about the BlackBerry PlayBook tablet, please visit:

[www.enpointe.com/blackberry/playbook-for-business](http://www.enpointe.com/blackberry/playbook-for-business)

To participate in the contest beginning April 1, and apply for a BlackBerry PlayBook for your organization, visit: [www.facebook.com/EnPointeTechnologies](http://www.facebook.com/EnPointeTechnologies)

### **About En Pointe Technologies**

En Pointe is a national [IT solution provider](#) that serves the information technology marketplace, including mid-market and enterprise accounts, government agencies, and educational institutions, with information technology hardware, software licensing support, and [IT services](#). En Pointe has the flexibility to customize [IT solutions](#) to fulfill the unique needs of each of its customers. Founded in 1993 and headquartered in Los Angeles, En Pointe is well represented in leading national markets throughout the United States. En Pointe has the experience and the technology to help organizations simplify the management of their information technology infrastructure.

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