

New BlackBerry 10 app for Takealot.com

At the official launch of BlackBerry 10 in South Africa on 30 January 2013, Takealot.com, one of SA's largest online stores demonstrated its new app, which can be downloaded from BlackBerry World.

South Africa was one of six countries globally to host an official launch event for the new smartphone platform and the unveiling of the first two smartphones: the BlackBerry Z10 (all-touch) and BlackBerry Q10 (touch with physical keyboard).

The app has been designed with the focus on a simple, superior user experience, making shopping on the smartphone even easier.

"Working on the launch has given the company the opportunity to extend its reach. Integration has been a simple process and the innovative user interface of the phones' operating system has enabled the company to expose the platform to users in a new way. We expect the new range to find great traction in South Africa and we are pleased to have an app ready for the launch of the new platform," said Jacques van Niekerk, CTO Takealot.com.

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