

Canadian Innovation Awards 2004-2005

Innovative Business of the Year

Research In Motion Ltd.

Waterloo, Ontario's Research In Motion (RIM) is a leading designer, manufacturer and marketer of wireless solutions. Through integrated hardware, software and services that support multiple wireless network standards, RIM provides platforms and solutions for access to time-sensitive information including email, phone, SMS messaging, Internet and intranetbased applications.

RIM technology also enables a broad array of third party developers and manufacturers to enhance their products and services with wireless connectivity to data.

RIM's most notable product is the BlackBerry®, launched in 1999. The word 'BlackBerry' is now synonymous with cutting edge wireless technology and with Canadian innovation and success.

According to Mark Guibert, Vice-President, Corporate Marketing, "Innovation is a core part of our culture and we try to be innovative in many aspects of our business. Of course, our technology innovation is the area in which we are recognized around the world. RIM's pioneering efforts in the wireless data industry go back to the 1980s. While the rest of the industry focused on cell phones and pagers, RIM was focused on mastering the complexities of wireless data technologies.



(L-R) Paul-Arthur Huot, Vice-President, CME Québec; Mark Guibert, Vice-President, Corporate Marketing, Research In Motion Inc.; Yvon Marcoux, Québec Minister of Transport; Perrin Beatty, President & CEO, Canadian Manufacturers & Exporters.

"Along the way, and in the face of skepticism, RIM invented many core technologies, products and services that revolutionized mobile communications and led to the BlackBerry being a preferred brand, with over two million subscribers – and growing."

Guibert says the award is affirming and encouraging. "We have internal conviction to fuel our efforts, but external recognition also helps. Mike Lazaridis and Jim Balsillie have fostered innovation throughout this company and provided exceptional leadership, but they also designed a world-class, purpose-built organization that thrives on innovation and teamwork.

"As for the company's bright future, Guibert says, "We are focused on driving innovation further and enabling mutual success with our partners around the world. We are broadening geographically, developing new products and services for new market segments, and actively licensing technologies to broaden our partnerships and extend the reach of our innovations."

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