



The World's First Native BlackBerry Application for Forums!

Waterloo ON, Canada, Jan 21st, 2009 --- Generation Media Group today announced the release of BerryBlab; the world's first web forum software native to Blackberry. BerryBlab provides an enhanced experience unavailable through the BlackBerry web browser. The unique functionality of BerryBlab gives the user a superior method for interacting with web forums using their smart phone.

Features

BerryBlab is a feature-rich product which allows the user to access multiple forums in one software package via an intuitive interface. BerryBlab offers the features you would expect from a native forum application including; view forums, sub forums, threads, private messages, latest threads and subscribed threads. The ease is comparable to viewing your email on your device.

It's not only viewing a forum that's made easier. BerryBlab also offers the user complete interaction with a forum. From the BerryBlab interface, users can quickly create new topics, posts, private messages and manage thread subscriptions.

Technical

Generation Media Group prides itself on its development, testing and urgent response to technical inquiries. Generation Media Group's in house testing department ensures that BerryBlab will be compatible with all BlackBerry devices with OS 4.5 and forward.

BerryBlab works with all worldwide mobile networks and supports all connection types including; WiFi, BIS, BES and MDS.


















Generation Media Group has developed two variants of BerryBlab to support both keyboard and touchscreen devices. This includes (but not limited to):

BlackBerry 9700 (Bold)	BlackBerry 9100 (Pearl)	BlackBerry 8700+
BlackBerry 9630/9650 (Tour)	BlackBerry 9000 (Bold)	BlackBerry 85XX (Curve)
BlackBerry 9550/9520 (Storm2)	BlackBerry 8930 (Curve)	BlackBerry 83XX (Curve)
BlackBerry 9530/9530T (Storm)	BlackBerry 8900 (Curve)	BlackBerry 82XX (Pearl Flip)
BlackBerry 9500 (Storm)	BlackBerry 88XX	BlackBerry 81XX (Pearl)

Full Version and Demo Version

Users will be able to purchase the full version of BerryBlab for \$2.99 USD on February 1st, 2010 directly from <http://www.BerryBlab.com>, <http://www.MobiHand.com> and their affiliates, or the BlackBerry App Store.

The BerryBlab BETA is available until January 31st, 2010. This grants the user an opportunity to try the product in full before purchasing. Afterwards, all BerryBlab Beta's will be locked into the Demo version of BerryBlab.

	Demo Version	Full Version
Multiple Forum Access		
View Forums / Sub forums		
View Threads		
View Posts		
View Private Messages		
Subscribe / Unsubscribe		
Reply to Post		
Reply to Private Messaging		
Image Viewing	Limited Thumbnail Only	

*NOTE: All current Beta testers up to Jan 31st, 2010 have been and will be tracked via PIN number and for a limited time will be **offered a 20% discount** on February 1st 2010 when purchasing the full version BerryBlab.*

Publishers / Forum Owners

BerryBlab requires a **FREE** and easy to use forum plugin to be installed by the forum administrator to activate BerryBlab.

BerryBlab plugin currently supports vBulletin 3.7, 3.8 and 4.0. Generation Media Group is currently developing phpBB and Invision board plugins which will be released mid – February.

All forum owners that have registered to use BerryBlab before February 1st, 2010 will receive one free copy of BerryBlab.



Publishers Affiliate Program

Generation Media Group offers the only affiliate program to forum owners for software of this type. By referring traffic to our BerryBlab product, our partners earn recurring commissions for the lifetime revenue generated by those purchasing BerryBlab.

Forum owners who have signed up to the BerryBlab network will be able to find details on our affiliate program via the Members area at <http://www.BerryBlab.com> on February 1st, 2010.

Branding

Generation Media Group offers custom branded BerryBlab applications for website owners. Co-Brand BerryBlab for promotion of your own forum and / or service(s).

Please contact Generation Media Group directly for more information regarding Branding.

About Generation Media Group:

Generation Media Group is a world leading provider of advanced technological solutions. With over 9 years of experience and a commitment to the forum community, Generation Media Group has developed progressive vBulletin plugins such as the popular <http://www.vHoist.com> virtual garage.

Generation Media Group focuses on the valuable feedback from its leading community <http://www.GenerationDub.com>, with over 2 million page views every year. This insight allows Generation Media, to develop the most useful and intuitive solutions for forum owners and users.

BerryBlab Media:

Screenshots, video and / or sound bites can be found at <http://www.BerryBlab.com/Media.aspx> for your publication.

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Generation Media Group

<http://www.BerryBlab.com>