



BBM introduces new privacy and control features

Introduced in 2005, BBM set the standard for mobile messaging and continues to drive innovation in messaging and private social networking. Today, BBM is one of the largest private social mobile networks, driving real, active conversations. Customers love BBM for its privacy, controls and immediacy with Delivered and Read statuses and message-in-progress notices.

BlackBerry today announced that it has released several new features for BBM, offering users new ways to chat and share with more **privacy and control over communications**.

At the core of the BBM experience is privacy and control. These two notions are more important today than ever before as people are looking for simple ways to help guard against their messages getting into the wrong hands or being seen by anyone other than the intended recipient. New features for BBM introduced today enable users to communicate with more discretion and freedom. *Features introduced today include:*

Timed Messages

By setting a timer you can control how long messages and pictures you share with contacts can be viewed within BBM. The message is hidden until the recipient touches and holds on the chat. Then, once the timer has expired (or if the recipient takes their finger off the screen), the message is no longer visible. The user also receives a notification if BBM detects that the recipient has taken a screenshot of the image or message.

Message Retraction

Users can now retract their message to remove it from their BBM chat before it has been read by the recipient or after it has been read so that it is no longer visible within the BBM chat.

High Quality Image Transfer

When a user receives a picture in BBM, they can quickly request an HD version to enjoy the image in full detail.

Faster Sticker Selection

It is now easier for users to browse BBM Stickers and quickly add them to their chats.

Discover New Music

See what music BBM contacts are listening to and show others what songs you're playing. iPhone users can tap the song and be taken to iTunes for a quick and seamless purchase.



Timed Messages and Message Retraction are premium features that will be available free and without restriction to BBM users over the next three months. After this time, unrestricted access to these features will become part of a broader bundle of features that will be offered as part of a BBM subscription.

Today's announcement underscores the commitment to making **BBM a world class privacy-focused instant messaging application**. New features are available for download over the next couple of days for BlackBerry 10 smartphones, iPhones and Android smartphones by installing the latest BBM update in BlackBerry World, Apple App Store and Google Play.

For more information, talk to your Account Manager.

