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Enrique Dans The case is that BlackBerry has to give up the development of its own platform and switch to using Android one that never seems to lie down. One of the pioneers of the mobile industry, BlackBerry followed in the footsteps of others - Nokia and Motorola - who helped shape the industry but unlike its peers, BlackBerry refuses to go down without a fight. Ever since the Apple iPhone came out, the BlackBerry has fallen from grace as it has failed to provide a touchscreen OS that could actually compete with Apple's best. Since the launch of its BlackBerry 10 OS in January 2013, BlackBerry has been playing catch-up and has turned to the Amazon Appstore and Google Play Store to influence the perceived app gap. Despite these moves, many people - myself included - still thought the company should switch to Android and despite previously denying any of these claims, BlackBerry CEO John Chen has seemingly confirmed his readiness to launch an Android smartphone, as long as any BlackBerry Android smartphone is still safe. Like Nokia, the company will want to be unique in the Android ecosystem so here are four ways that BlackBerry can take Android but still stand out among the OEM.1 crowd. The HubThe Android BlackBerry Notification Center has improved a massive site over the past few generations of the platform but the BlackBerry Hub on BlackBerry 10 (BB10) is still one of the best notification areas on any smartphone platform. The BlackBerry Hub is a single unified notification center that lets you access your email and SMS, see the latest from and update your status on Twitter, Facebook or LinkedIn, connect via BlackBerry Messenger (BBM) or other IM customers and see your upcoming calendar events in one single location. What BlackBerry Options Has for Survival? The key thing that distinguishes the hub over competition is that it houses each notification individually and also displays them all in one catch-all screen. The latter is great for viewing the latest updates at a glance, while the former allows you to dig in as a specific type of notification (such as a calendar tab to see your schedule and events in detail at a glance). Notifications from third-party apps are also displayed in The BlackBerry Hub and opening the SDK to the Hub on Android (plus creating a hub version available as a downloadable app) can lead to a lot of awareness for the brand and its devices.2 BlackBerry Messenger BlackBerry Messenger (BBM) is arguably BlackBerry's largest asset and the Canadian company opened up its Holy-Grail to non BlackBerry users in September 2013. Since then, the Android app has been downloaded 100 million to 500 million times and has an average estimate of 4.3 out of more than 5.1 million Opinion: BlackBerry Messenger for Android is delayed, but who cares? Demand for BBM saw BlackBerry delay rollout when leak leaked resulted in millions of activations and server loadings that the company could not predict. With an estimated user base of over 70 million users, BBM is a key part of the BlackBerry offering and developing its Android ROM with BBM in mind could result in mass appeal and demand among customers.3. BlackBerry Enterprise servers are a key element to BlackBerry devices for the BlackBerry Enterprise Business Business (more commonly known as BES). A few years ago, businesses flocked to pay thousands of dollars to add BES infrastructure to their businesses but since, Android and iOS have taken the most of the BlackBerry business customers. BlackBerry Messenger for Android is too little, too late As part of the restructuring of its operations, the Canadian manufacturer has reduced the cost of BES and, at least in the UK, abolished the previous requirement for a monthly subscription for each user. Some larger corporations are still heavily invested in the BES infrastructure and allowing BES to work with BlackBerry's own Android devices could result in a new lease of life for existing architecture and convince BlackBerry's biggest customers to adopt its new non-BlackBerry OS devices.4. Keyboard, keyboard, keyboardThe points above are all software related but one major reason is that the BlackBerry did not fail, while the likes of Nokia and Motorola all bit the bullet; physical keyboard. Many people have adopted all touch devices and almost in total most phones no longer come with physical keyboards, but there are a small contingent of users who would like to see an Android smartphone with a physical keyboard. We've previously seen companies like HTC attempt keyboard-laden devices with HTC Desire and while this product certainly doesn't ignite the demand for the keyboard, there's definitely a deal to be had. BlackBerry Messenger to support Android Wear smartwatches soonBlackBerry has a long history with physical keyboard devices and while the company somewhat failed with its attempt to create a touchscreen-only device that can rival the iPhone, it was mainly due to the software. The BlackBerry 10 has changed dramatically since its first iteration in 2013, and while the software works somewhat for WERTY devices, the breadth of apps and functionality in Android may be the answer to the return of the WERTY keyboard from the depths. Android answer for BlackBerry? Like Nokia, BlackBerry has its own very loyal fan-base, which wants to see the company reclaim its former glory. I personally used to be a major fan of BlackBerry devices and while I was making the switch to using touchscreen-only phones relatively conveniently, the Android device with the keyboard WERTY is definitely an appeal I'd like to. John Chen said he would only consider creating an Android device if it was possible The OS and this is both a problem and a solution. The problem is that Android is designed to be open-source and customisable by all, and it would be almost impossible for BlackBerry to ensure all apps in the store were safe. The solution is somewhat simple and two-fold; First, BlackBerry devices would use custom ROM that Google certified and designed to reproduce BlackBerry 10 using Android as a base. This would allow BlackBerry to make the whole experience as safe as it liked but apps could be another problem; One solution to this problem is to work closely with Google to create a specific Certified BlackBerry category where the Canadian manufacturer has the right to test and approve applications that are offered in this particular category. These could then be identified as the only apps approved for use by BlackBerry and available to download on BlackBerry Android devices. There are plenty of reasons for BlackBerry how to take Android, and not to, and it remains to be seen whether the company will actually go ahead with these plans. If it were able to produce a secure Android smartphone that offered BlackBerry services and apps, would you buy one? Or is the time of the BlackBerry coming to an end? Let us know your views in the comments below! Facebook Update, January 18, 2019 (12:59 ET): After a slow rollout, delay, stop, and then reboot, it looks like the updated Facebook Messenger is finally making its way to all users now. The list in the Google Play Store has been updated to reflect this new deployment. As described below, the new Facebook Messenger 4 is simpler, leaner, and much more white. Check this out by updating the latest version with the button below. Original article: With all the hoopla that Facebook and its CEO have encountered in recent months, Facebook Messenger continues to cinge along as one of the most popular messaging services out there. It also looks very busy, although the new Messenger 4 update looks to fix it. The biggest difference with Messenger 4 is how much easier the interface design is. Until now, Messenger had nine tabs to navigate through that made the interface feel very busy and loaded. Messenger 4 reduces the number of tabs to three: Chats, People and Discover.As as the name suggests, chats where all your messages live and where you start when you open the app. People where you can find a list of Facebook friends who are currently online and where you can search through the entire list of friends. Finally, discover where everything else lives. This includes businesses that you can message and instant games you can play. If all this sounds familiar, Because the functionality remains pretty much the same; The more significant differences are visual. For example, in the Chats tab, the camera and the new message buttons now live on the top right. There is a new new Worth talking about: color gradients for chat bubbles in conversations. For example, you can see a color change from red to blue as you scroll up and down. Finally, Facebook also said it is working on new Messenger features for future updates that include the ever-popular Dark Mode.Messenger 4 will gradually roll out over the coming weeks for Android and iOS.Tagged: FacebookFacebook Messenger Facebook and its various services such as Instagram and Messenger are known to be too overflowing with unnecessary features and menus, but this may change soon with the deployment of Facebook Messenger 4. The company said it conducted a Messenger study and found that 71% of participants considered simplicity a top priority. What a wild concept that people just want to use Messenger to message their friends and family without rummaging through the clumsy user interface. Rolling out around the world over the next few weeks, Messenger 4 shrinks from nine tabs to a much smarter three - chats, people and Discover. There's still a camera at the top of the photo and video sharing app for your messaging groups or Facebook Story, and you'll still be able to play Instant Games through the Discover tab. Aside from simplification, there are also a few neat new features, including color gradients in conversations that make each post a different color gradually leads from, say, blue to red. Messenger 4 also introduces Dark Mode, which should be good news for AMOLED users. After years of clumsy and overcluttered designs, it's great to see Facebook making an effort to make a difference. Messenger 4 is being implemented in stages, but again, you can expect to see an update some time in the coming weeks. We can earn commissions for purchases using our links. Learn more. More.

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