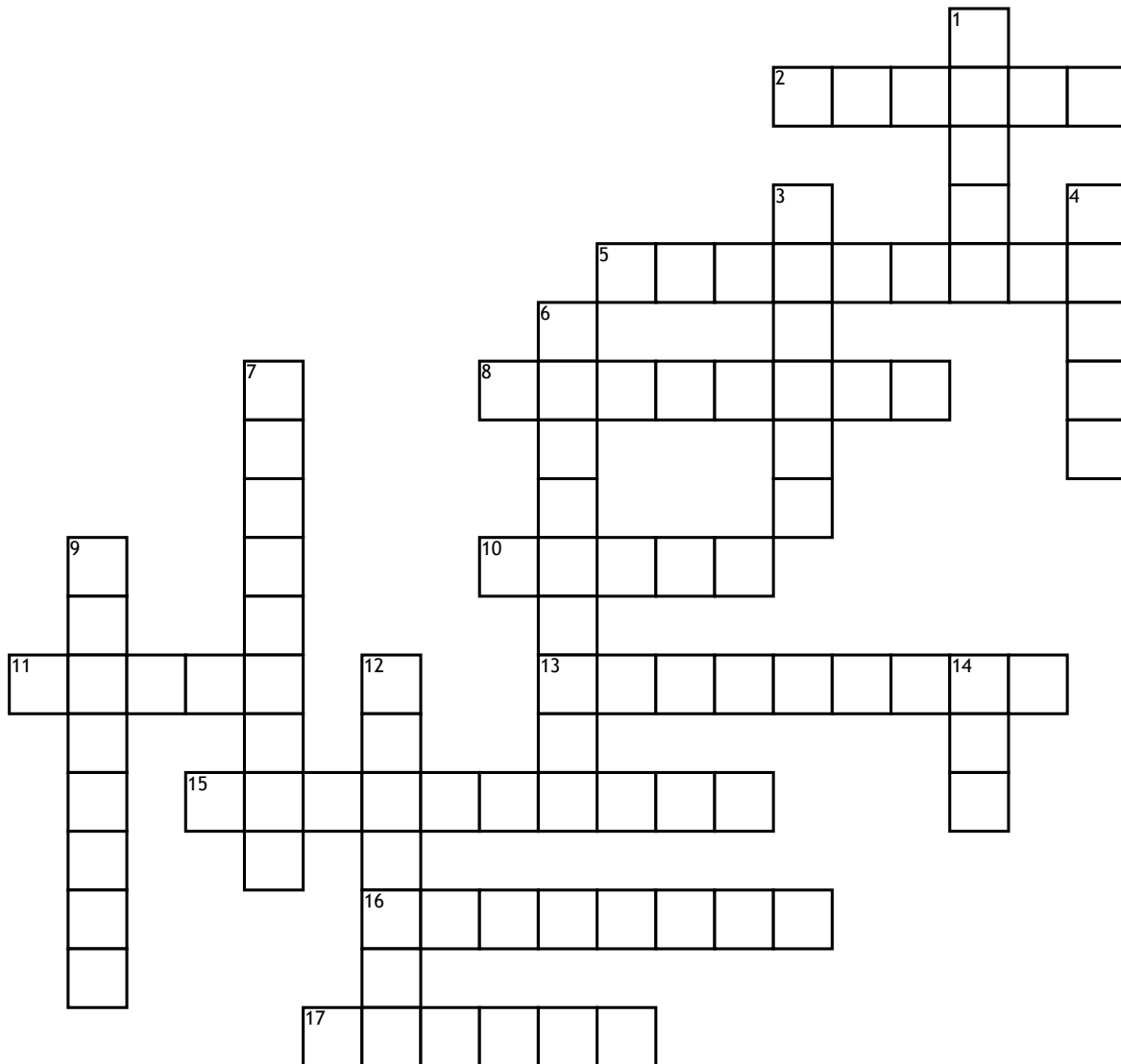


Rise and Fall of BlackBerry



Across

2. Magazine that named BlackBerry a "cult brand"
 5. RIMs primary target market
 8. Type of first "mobile phone" (2 words)
 10. _____ Personal Communicator
 11. BlackBerry model launched to rival Apple
 13. Founder of RIM

15. Nickname for first BlackBerry phone

16. BlackBerrys attempt at Apple's App Store (2 words)

17. Research In _____

Down

1. US President known for using a BlackBerry

3. BlackBerry competitor that launched in 2007

4. BlackBerry CEO in 2012 (last name)

6. Co-CEO of RIM

7. Another term for "professional consumers"

9. Company to launch first mobile phone (1983)

12. Notorious drug lord known for using a BlackBerry (2 words)

14. Creator of the first "Smartphone"