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RIMM "Talladega" Slider Is No iPhone Killer, Analyst Contends

By [ERIC SAVITZ](#)

The next big product launch from **Research In Motion** ([RIMM](#)) is expected to "Talladega," a touch-screen BlackBerry with a slide-out keyboard. Can the new phone take on the latest **Apple** and **Android** models? Alas, probably not, asserts **Charter Equity Research analyst Edward Snyder**.

Snyder writes in a research note that he has been tracking the progress of the new phone closely, and contends it "appears to be mired in carrier field testing." He asserts that "the overwhelming feedback suggests that the device is unlikely to attract converts on a major scale."

He reports that the new BlackBerry OS 6 provides a "slicker interface," but notes that it "remains behind the iPhone in usability." The most important feature of the new software is likely to be the WebKit-based browser, he says.

Snyder cautions that if testing drags out or unforeseen problems arise, there is a risk that the company could miss a critical window to capture users before a slew of new phones arrive in the second half.

On the other hand, Snyder asserts that "Talladega does not have to be a smash hit to do well if it can pick up share from declining feature phones and hang onto the installed base," and adds that when combined with a big marketing push from **AT&T** ([T](#)) and RIMM, "it could do better than expectations." But he adds that this is predicated on Talladega being on time, "a bet we are not willing to take today."

Snyder maintains his Market Underperform rating on RIMM.

On Wednesday, RIMM fell 49 cents, or 1%, to \$49.26.

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