BlackBerry returns to its roots as it launches a literal smartphone throwback-- the BlackBerry Classic, a "no-nonsense" handset featuring a physical QWERTY keyboard and a design straight out of yesteryear.



It also features a touchscreen, specifically a 720x720 3.5-inch number allowing for one-handed use together with the keyboard, as well as a trackpad and physical navigation keys. Inside are a 1.5GHz dual-core Qualcomm processor, 2GB RAM and 16GB storage (expandable to 128GB via microSD slot), as well as 8MP/2MP front- and rear-facing cameras.

“We listened closely to our customers’ feedback to ensure we are delivering the technologies to power them through their day-- and that feedback led directly to the development of BlackBerry Classic,” BlackBerry CEO John Chen says. “It’s the secure device that feels familiar in their hands, with the added performance and agility they need to be competitive in today’s busy world.”

The device runs on BlackBerry 10, and offers productivity tools such as the Hub, Assistant and Blend, as well as access to Android apps via built-in Amazon Appstore. And for the BlackBerry diehards it also includes the BrickBreaker game.

The BlackBerry Classic is available now all over the world.

Go BlackBerry Classic