

# **BLACKBERRY AND ALLSPORT GPS HELP FIRST-TIME CLIMBER MAKE IT TO THE TOP OF MOUNT KILIMANJARO**



Paul Whitehead is Head of Corporate and Business Development for one of the UK's top TV channels. He's also a long-time fitness enthusiast who set himself two very ambitious goals for 2008: run the London Marathon and climb Mount Kilimanjaro.

## **BLACKBERRY SMARTPHONE, THE PERSONAL TRAINER**

During his preparation for the London Marathon, Whitehead's friend and running partner introduced him to AllSport GPS™ from Trimble, a fitness application for mobile phones equipped with GPS. He suggested that they use it to track their training and race performance. Whitehead was intrigued by the idea. He was a long-term BlackBerry® smartphone user, who had recently started using the GPS function.

On April 13, 2008, Whitehead completed the marathon in four hours and 18 minutes. His experience with the BlackBerry smartphone and AllSport GPS during the race convinced him that it would be good choice for his Kilimanjaro trip. As he explains: "It lets you see how far you've gone in the day, download your route against Google Maps™ afterwards, and the good thing is you can see your elevation." This feature of AllSport GPS would prove to be vital. "It meant we would be able to check our altitude and determine when to take our altitude sickness prevention drugs," says Whitehead. Although he was very fit, Whitehead knew that his biggest challenge was the altitude: "You can be the fittest person in the world, but the altitude still affects you."

## **BLACKBERRY, THE MOUNTAIN GUIDE**

In mid-July, Whitehead met up with his 12 person climbing party in Tanzania for a six day, five night trek up the Rongai Route, one of the more remote and less frequented paths to the 5895-metre summit. Packed in amongst Whitehead's trekking gear was his BlackBerry smartphone.

"The BlackBerry worked fantastically, the GPS was very accurate." The other members of his climbing party were a bit surprised to see him using his BlackBerry smartphone. "Some of them had BlackBerry devices with them, and they really loved the AllSport GPS application. They didn't realise you could get those kinds of applications for BlackBerry," says Whitehead.

## **BENEFITS**

**HIGHLY  
ACCURATE GPS  
ALLOWED ALTITUDE  
TO BE CHECKED  
EXCEPTIONAL  
COVERAGE**

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Paul Whitehead,  
Head of Corporate and Business  
Development in the television sector

To help his acclimatisation, it was essential he took his altitude medication at the right time, which he was able to do thanks to the BlackBerry smartphone and AllSport GPS. "Only 3 people of the 12-person group made it to the summit," says Whitehead.

For the final ascent, Whitehead and the remaining members of the group set off at 11:30 PM. The temperature was -15°C with the wind chill. "For the final ascent you climb at night because the ground needs to be frozen, otherwise it takes too long." They reached the official summit, Uhuru Peak, at 8:15 AM. "We only had 20 minutes there before we had to begin the descent. So I turned on my BlackBerry and sent an email to some family and friends to tell them I'd made it. It was amazing," says Whitehead.

## **BACK TO EARTH**

After making it back down safely, Whitehead spent a week in Zanzibar unwinding. "I used my BlackBerry for important emails while I was there." When he got back to the UK, he uploaded the trek data to the AllSportGPS.com website, where other climbers can consult his route.

He's also started planning his next ascent: "Kilimanjaro is the highest mountain in Africa. I'd like to do Aconcagua, the highest in South America and 1,000 meters higher than Kilimanjaro. I'll be taking my BlackBerry and AllSport GPS on that trek too." He also plans to continue using the BlackBerry smartphone for more than just email. "In addition to Allsport GPS, I use BlackBerry for pictures, Google Maps, Facebook® and live news feeds," says Whitehead.

## **BLACKBERRY CASE STUDY PAUL WHITEHEAD**

