



Carlos Olmo travels the world with his BlackBerry smartphone

Carlos Olmo is a professional traveller. Until 2000, he worked in the IT sector while travelling extensively in his free time. He then decided to leave his job and travel for 5-6 months a year. In his lifetime, Olmo has visited over 100 countries and now records his adventures on a range of webpages, which includes Vagamundos.net, tracing his annual trips; Moleskin.es, an online travel writing contest; and Patrimonio-humanidad.com, which records Carlos' trips around Spain's 42 UNESCO World Heritage sites.

The Challenge

As a professional traveller and blogger, communication is essential for Olmo. Spending half of the year abroad means he needs to have a way of keeping in touch with family and friends that is not only reasonable in terms of cost, but also reliable in terms of coverage. As Olmo's work also bears a close relationship with his travels, any method of communication that he relies on must also facilitate the creation and sharing of information about his trips and adventures.

"In my case, I don't have a personal and professional life," says Olmo. "My lifestyle is my profession."

While Olmo travels extensively around his native country, he also takes adventurous trips into more isolated regions of the world, and therefore needs a reliable way of communicating, wherever he is. Demands on battery life and the hardware itself are also factors to be taken into consideration when he was selecting a mobile device to take with him on his travels.

Key Benefits

- Reliable and robust hardware
- Multiple apps for travel
- Access to social networks and instant messaging
- Remote management of online content

The Solution

Olmo has been using a BlackBerry® smartphone to keep in touch and communicate since 2007 and has been an avid and demanding user, not only of the smartphone itself, but also of its numerous applications.

Olmo has been able to communicate using voice calls, email and instant messaging via BlackBerry® Messenger (BBM™) from all kinds of locations, from the Sahara desert to the busy streets of Bangkok. He has also used his device to manage blog entries on his travel writing webpage thanks to the WordPress® for BlackBerry application, which provides remote content management services for busy bloggers.

Essential applications for travellers that manage everything from weather forecasts to hotel bookings and instant translations are all permanent fixtures on Olmo's smartphone. Furthermore, photos and videos taken with the BlackBerry camera can be swiftly uploaded to social networking and photo sharing sites, thanks to the range of apps downloaded from BlackBerry® App World.™ As a result, Olmo's presence among fans and followers is maintained, whatever his location.

The Benefits

Thanks, in part, to reliable access to data on the BlackBerry smartphone, Olmo has been able to maintain contact with family and friends, regardless of location. On one African adventure, he was even able to keep in contact with his partner via instant messaging in one of the world's most demanding landscapes. "All the way through the Sahara desert, from north to south, I was surprised to find I had a data signal most of the time," he explains.

The BlackBerry smartphone's sturdy hardware and reliable battery have also been Olmo's allies while travelling. "It's a very robust device," he says. "In 2011, I went to Indonesia where the environmental conditions are very tough, not just for me, but for all the equipment I take with me. But I've never had a problem with my BlackBerry smartphone." "I always carry a spare battery, but the battery on the BlackBerry smartphone almost always lasts a whole day."

Another piece of BlackBerry hardware – its full QWERTY keyboard – is also essential for Olmo. "I write so many emails that it's very important to have a physical keyboard."

Meanwhile, Olmo also makes considerable use of QR-Code technology while travelling. By using his BlackBerry smartphone to take pictures of QR Codes included in adverts on billboards and printed material and using a QR-code recognition application, Olmo can access websites of interest quickly and smoothly.

Meanwhile, GPS technology, which is integrated into the BlackBerry smartphone, has also proven to be an essential travel tool. "In Indonesia, for example, there are many areas where people don't speak English," says Olmo. "So, I would never have reached many of the places I went to had it not been for the BlackBerry smartphone's GPS navigation capabilities."



"Thanks to help of the BlackBerry smartphone, I can stay in touch with my family and friends via email and instant messaging, while finding my way around towns, villages and cities all over the world."

Carlos Olmo
professional traveller

Industry:
Media & Entertainment – Travel

Region:
Spain

Company Size:
Individual/Entrepreneur

Solution:
BlackBerry® smartphone
BlackBerry® Messenger (BBM™)
WordPress® for BlackBerry

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