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BlackBerry Bold in
yellow / black
ColorWare

[Pimp Your BlackBerry Bold via ColorWare](#)

Any color you like

Even though the BlackBerry Bold is mainly targeted at business users (who are supposed to be all serious, wearing suits and such), there is no reason for them not being able to make the smartphone look more colorful, is there? Well, for those who need their Bold to be different, ColorWare has the solution. Known for personalizing various devices for several years now, the Minnesota-based ColorWare has recently added RIM's Bold to its line-up of "ready to be colored" products. Thus, anyone not liking the current (black) version of their Bold can change its appearance entirely. You prefer pink in combination with yellow and white? Green and blue? Or maybe red only? It doesn't matter, because ColorWare allows you to pick any hue you like, for the following parts of the Bold: back, bottom, frame and camera area. The back customization costs \$129, while each of the other areas will drain \$15 out of your pocket. So, in the end, if you want your Bold to be completely revamped, you will get to pay \$179 (that's over the initial price of the handset, of course). To create the Bold of your dreams, you can visit ColorWare's official website, found at [this address](#), simply pick the colors you wish to dress your device in, preview them and ask the company to send you the newly born handset (it takes two weeks until the personalization process is complete). Unfortunately, ColorWare only ships its pimped BlackBerries inside the US, where the Bold has not officially landed yet. But it will, most probably by the end of this month, via AT&T, North America's largest mobile carrier, which said it would offer the Bold since back in June. Until RIM's smartphone hits the States, though, [Canadian owners](#) of BlackBerry Bold can surely cross the south border, pay a visit to ColorWare and go crazy in mixing colors.