



Americas Summit

Smartphones for the Masses

Qualcomm Reference Design Program

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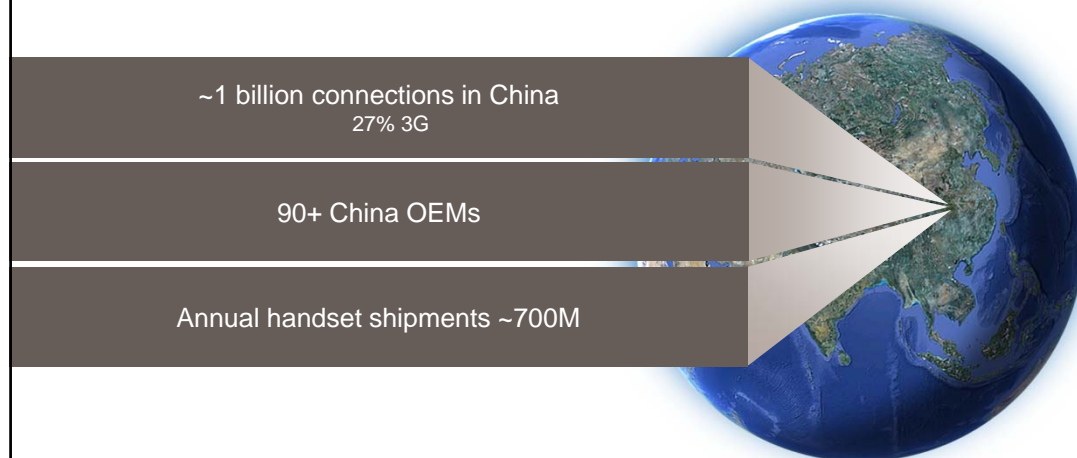




Bringing Leading Technology to Emerging Accounts

Opportunity for Growth

China Emerging Account Conversion to 3G



Source: 3G Connections: Wireless Intelligence, Nov. '12, including 1x; Handset shipments: iSuppli, Q4'12, all technologies
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Qualcomm Reference Design (QRD) Program

A Complete Offering for High Volume Smartphone Manufacturers



Superior
Technology

Competitive
Price

Complete
Reference Design

Ecosystem,
Channel
Support

Brand

40+
OEMs

100+
Launches

100+
in Design

<60 Days
Launch Time-to-Market

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QRD Addresses Critical Needs

A Pre-engineered Solution that Combines Strong Support, Flexibility and Scale



Low cost smartphones



Reduced time to launch



Design flexibility and feature innovation

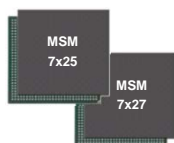


Broad portfolio enablement

Our Industry-Leading QRD Portfolio

Quad Core and “Krait” Designs

Q2'11/Q3'11



First High Volume

Q4'11



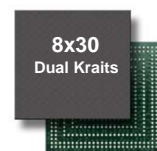
First 1GHz
Single Core

Q2'12



Dual Core

Q1'13



Dual and Quad Core

Qualcomm Engaged Across a Growing Account Base

Unique Ability to Support Diverse Requirements

oppo

lenovo

Coolpad 酷派

HUAWEI

SIM
SIM Technology

步步高
(BBK)

ZTE中兴

ALCATEL

MI

Haier

金立
金品质 立天下

天语
-TOUCH

HQ
HUSSIN







Greenorange
智慧筑梦 青橙

BYD

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QRD Hardware Ecosystem Enables Rich Variety of Choices

 MEMORY	 CAMERA	 DISPLAY	 CAPACITIVE TOUCH PANEL	 I ² C SENSOR	 RF
eMMC + LPDDR <ul style="list-style-type: none"> ▪ Samsung ▪ Hynix ▪ Sandisk ▪ Micron LPDDR <ul style="list-style-type: none"> ▪ Samsung ▪ Elpida ▪ Hynix 	Sensor IC <ul style="list-style-type: none"> ▪ OmniVision ▪ Aptina ▪ Samsung ▪ Hynix ▪ GalaxyCore ▪ Superpix Module <ul style="list-style-type: none"> ▪ Sunny ▪ Truly ▪ Qtech ▪ Lite Array 	Driver IC <ul style="list-style-type: none"> ▪ Novatek ▪ Himax ▪ Orise ▪ Ilitek ▪ Renesas LCD Module <ul style="list-style-type: none"> ▪ Truly ▪ Tianma ▪ BOE ▪ TCL ▪ BYD 	CTP IC <ul style="list-style-type: none"> ▪ Atmel ▪ FocalTech ▪ Synaptics ▪ Cypress Module <ul style="list-style-type: none"> ▪ O-Film ▪ Truly ▪ Mutto ▪ Top Touch 	<ul style="list-style-type: none"> ▪ Bosch ▪ Freescale ▪ ST ▪ Memsic ▪ AKM ▪ InvenSense ▪ Taos (AMS) ▪ Avago ▪ Lite-On 	<ul style="list-style-type: none"> ▪ Skyworks ▪ RFMD ▪ Avago ▪ Murata ▪ Panasonic ▪ Epcos ▪ Triquint ▪ Kyocera

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Engaged Across Leading Software Companies



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Only Single Platform to Support Top Three China Carriers

MSM8x30



- TD-SCDMA/LTE
- CDMA/LTE
- HSPA+/LTE



~150M Connections



~225M Connections



~675M Connections

New Opportunity

Source: Wireless Intelligence, Nov. '12

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QRD Program in Brazil



- **Qualcomm collaboration with Ministry of Communications of Brazil**
 - Accelerate smartphone and tablet adoption and foster mobile broadband services
 - Support local development of wireless technologies, products and applications
- **Qualcomm establishing Research and Development Center in Brazil**
 - Focused on mass-market tablets
 - Working with Brazilian manufacturers
 - Developer lab to support smartphone and tablet apps

QRD – Enabling Smartphones for the Masses

Single / Dual / Quad Core

- Introducing MSM8x25Q with Snapdragon processor
- Quad core chipset and QRD for high volume 3G smartphones

Product Leadership

- Expanding QRD support to Snapdragon S4
- Broad portfolio includes support for LTE

Key Technology Support

- Android ICS/Jelly Bean with CTS testing
- HD video/audio, peer-peer, local language input & UI
- Multimode connectivity leadership for high volume smartphones

Commercialization Support

- Acceptance Test Lab & field testing
- SI support for localization
- ISV ecosystem for pre-integrated & optimized apps

Thank You

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