Greater China Market Update

April 24, 2012

Xiang Wang
SVP & Pres, QC Greater China
April 2012

QUALCOMM®

China Snapshot

- IMF forecast China economic growth for 2012 is 8.25%
- China has three mobile telecom carriers, China Telecom (CT), China Unicom (CU) and China Mobile (CMCC) with total subscribers of 1.02 billions by Q1 2012.
- Qualcomm started business in China since end of 90s, with 4 offices located in Beijing, Shanghai, Shenzhen and Xi'an.
- China continues to be Qualcomm's #1 revenue contributor in fiscal 2011.

80+

Chinese partners

Over 15x

Smartphone Unit Sales Growth in 2011

#1

Supplier for 3G Modems and APs

ZTE中兴 HUAWEI lenovo FOR THOSE WHO DO. Hisense

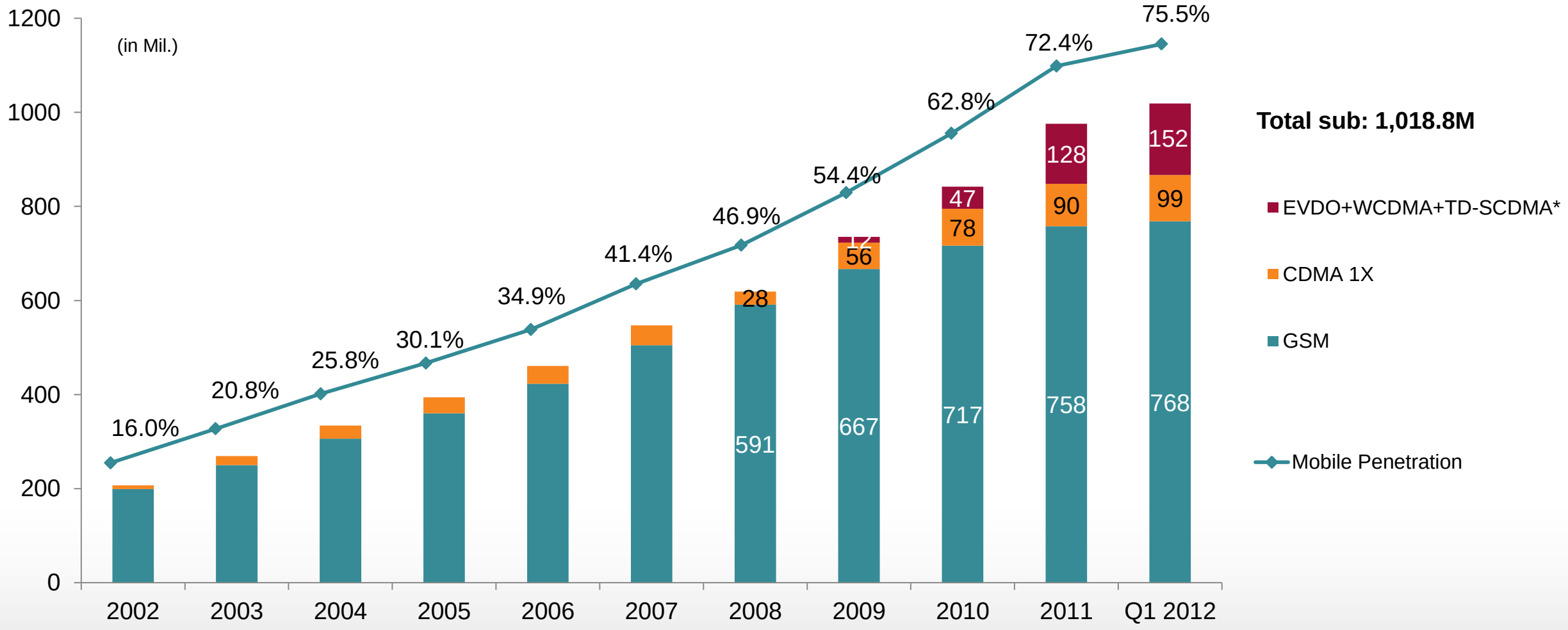
K-Touch天语 YULONG oppo Haier CHINA

小米 xiaomi.com SIM Technology TCL 龙旗控股

And more…

Source: MIIT, IMF, Qualcomm data, Gartner, iSupply, Strategy Analytics

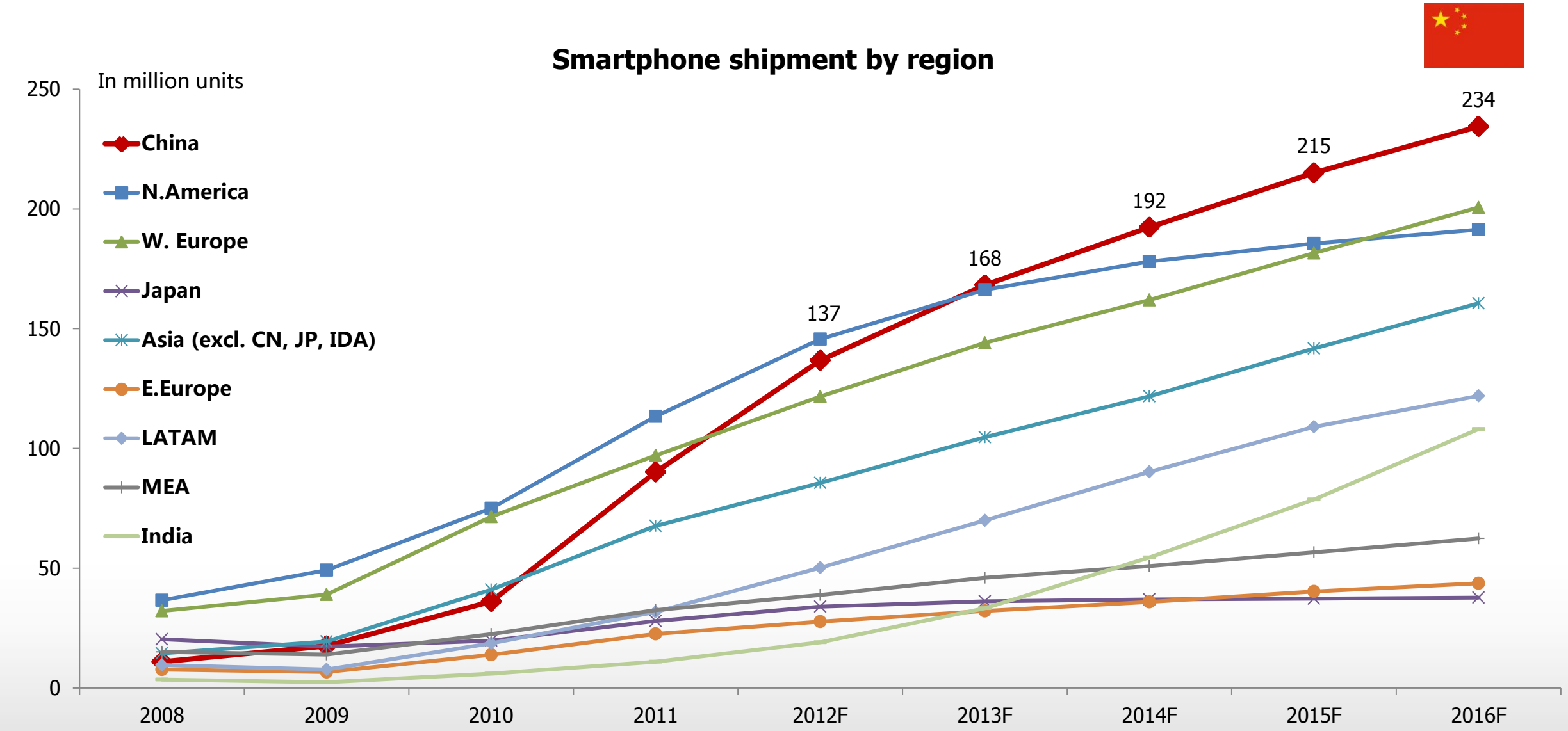
China Subscriber Milestone: 1 Billion+ by end of Q1 2012



Source: MIIT, company data

* China Telecom data is calculated by MIIT and the other two operators' published data

Global Smartphone Focus Shifting To China



Source: IDC

Support China Telecom's Eco-system & Device Variety

HUAWEI C8650

Samsung SCH-i509

HUAWEI C8650+

ZTE-C N760

Samsung SCH-E329i

Coolpad 5860

Lenovo A390e

ZTE-C N880S

Coolpad 5820

Coolpad 5855

Top ten hot sell EVDO phones as of Feb., most are by Chinese OEMs.

Qualcomm and CT jointly host major industry events to encourage more OEMs to make EVDO smartphones.

Source: Sino MR

Key Partner in CU's 1,000yuan Smartphone Promotion

China unicom中国联通
让一切自由连通

China Unicom RMB1,000 smartphone strategy grand launch. Five out of the eight use Qualcomm Snapdragon S1 processors.

Phillips
W635

Hisence
SH-U8

CoolPad
7260

HuaweiU
8818

ZTE
V889D

5/8

snapdragon
by Qualcomm

Supports CMCC' Network Evolution

- Support MIIT/CMCC TD-LTE large scale trials Ph2 & CMCC pre-commercial trail

Qualcomm CEO Dr. Paul Jacobs speaks in GTI (Global TD-LTE Initiative) Summit to support CMCC as leading technology and chipset company.

Build Strategic Partnership with #1 Retailer in China

Qualcomm and Gome announced strategic partnership on Snapdragon smartphone promotion on Apr. 9th. Gome signed 12 million units of Snapdragon-enabled smartphone procurement contracts with handset vendors.

Qualcomm Invests in Snapdragon Brand

snapdragon
by Qualcomm

Snapdragon has got a Chinese name – 骁龙

Snapdragon Enables Customer to Expand Device Portfolio

snapdragon™
by Qualcomm

Xiaomi Mi-ONE

Lenovo K91

Huawei MediaPad

QRD Helps Customer To Enhance Product Go-To-Market

- QRD Shanghai Design Center was established in FEB 2010
- Team beginning fourth-generation QRD devices
- Collaboration and sharing amongst multiple Qualcomm design centers (ie. San Diego, Hyderabad, Bangalore, etc.)
- Extensive team with industry leading OEM experience

Thank You

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India Update

Avneesh Agrawal
SVP & Pres, QC India & S. Asia
April 2012

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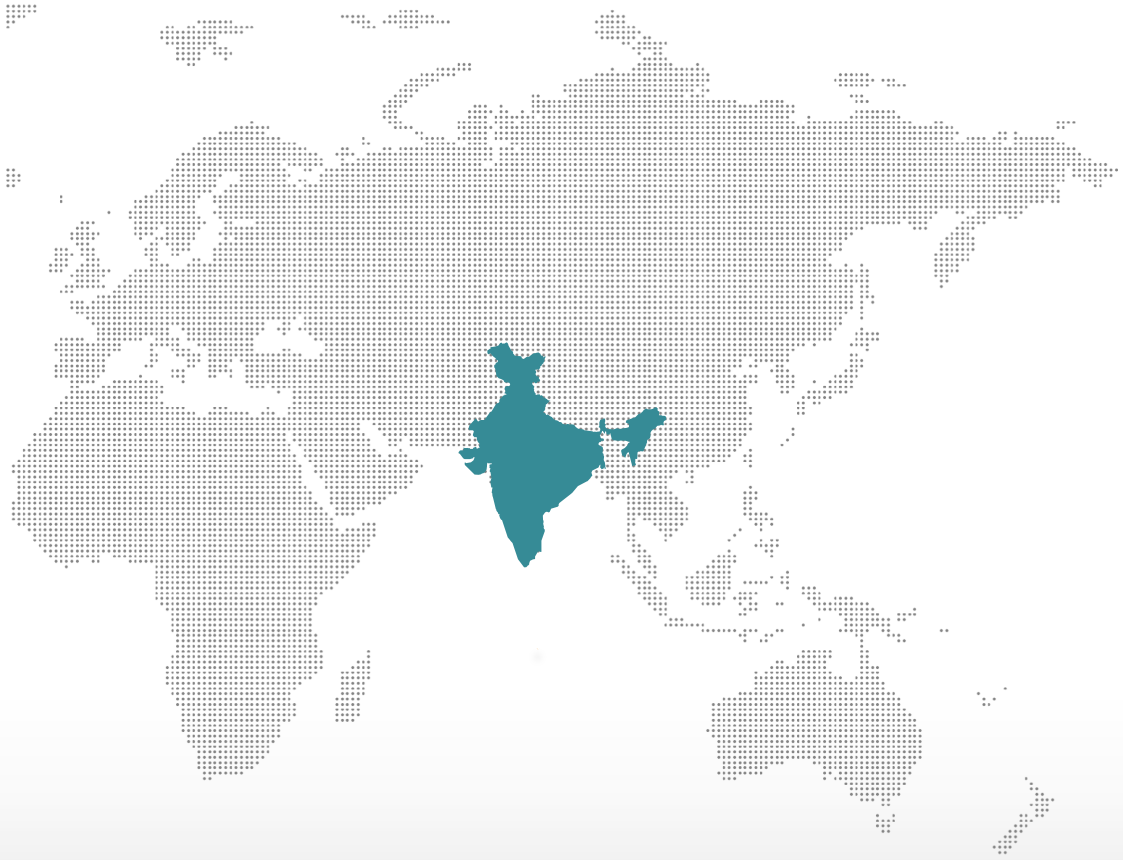
India: Huge Opportunity for Mobile Broadband & Computing

- 1.2 Billion population
- 665M active mobile subscribers
- 3rd largest internet market with 120M subscribers
- 184Mu mobile handsets shipped in 2011
- Smartphone volumes nearly doubling every year
- Low PC penetration: 4%
- Low fixed broadband penetration: 1.1%



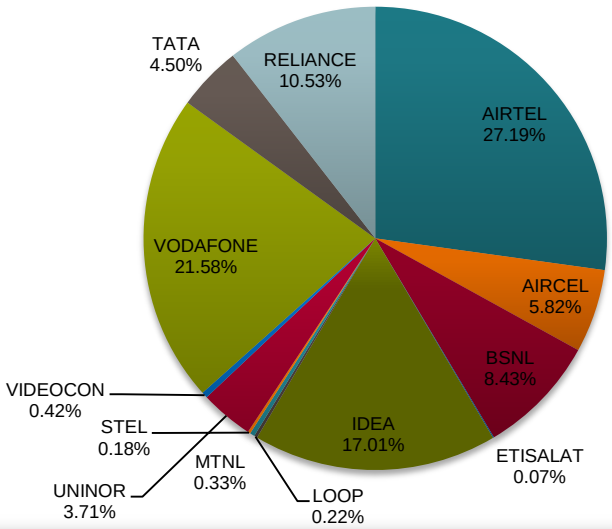
Source: World Bank, CIA World Fact Book, TRAI, IDC, MAIT

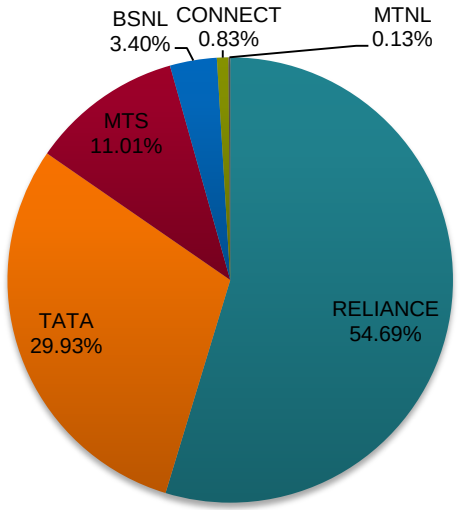
India: Co-existence of 3G HSPA, EV-DO & LTE

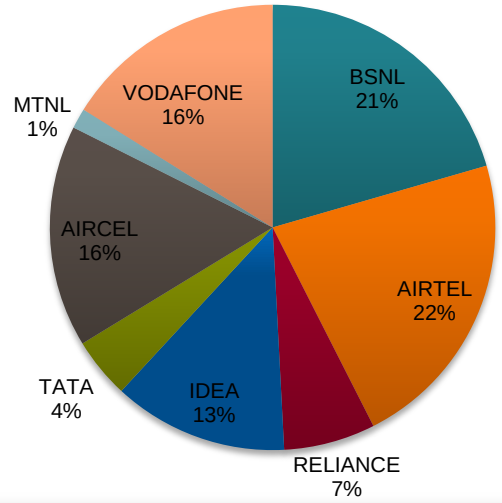
- 3G HSPA
  - All 3G operators have launched HSPA networks
  - Networks now available in 333+ cities across India
- EV-DO
  - Rev B launched by MTS and Tata
  - Rev-A in 800 towns
- LTE
  - Commercial LTE TDD network launched by Airtel with multi-mode dongle based on MDM 9x00

Source: Public statements by operators, Wireless Intelligence Dec ‘11

Active Subscriber Market Share: 2011







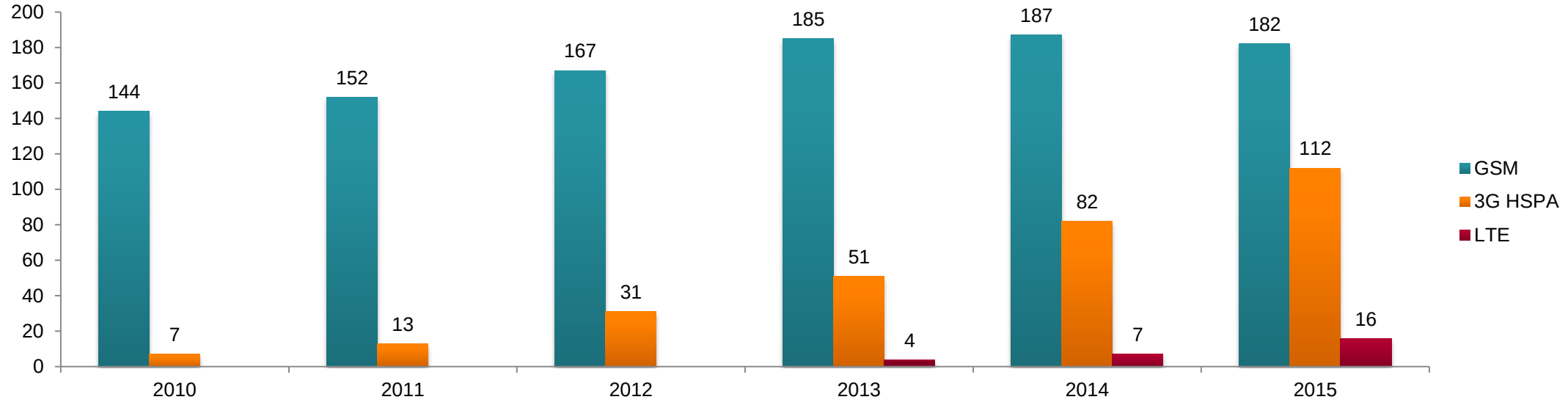
GSM + 3G HSPA	
Operator	**Subs (Mn)**
AIRTEL	158.12
VODAFONE	125.46
IDEA	98.91
RELIANCE	61.25
BSNL	49
AIRCEL	33.84
TATA	26.16
UNINOR	21.56
VIDEOCON	2.44
MTNL	1.91
LOOP	1.29
STEL	1.06
ETISALAT	0.42
Total	**581.48**

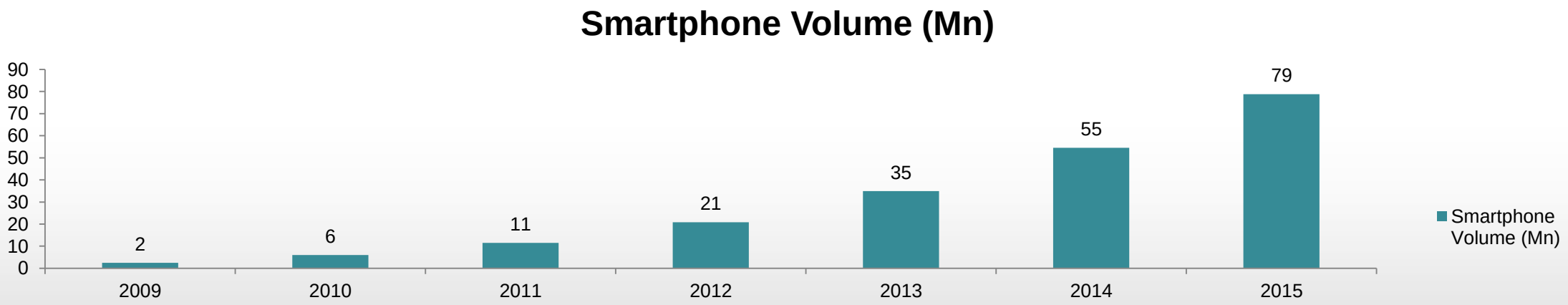
CDMA + EVDO	
Operator	**Subs (Mn)**
RELIANCE	35.70
TATA	19.53
MTS	7.18
BSNL	2.22
CONNECT	0.54
MTNL	0.08
Total	**65.27**

3G HSPA	
Operator	**Subs (Mn)**
AIRTEL	9.2
BSNL	5.5
AIRCEL	2.2
VODAFONE	4.5
IDEA	2.3
RELIANCE	3.9
TATA	1.3
MTNL	0.96
Total	**29.9**

Source: Active Subscriber Base; Public statements, TRAI. 3G stats from Wireless Intelligence

India Handset Market Trends





Source: IDC, Q3 2011

The Rise of Mobile Broadband in India

120M
Internet Users

46M
Facebook Users

40M
Mobile Internet Users

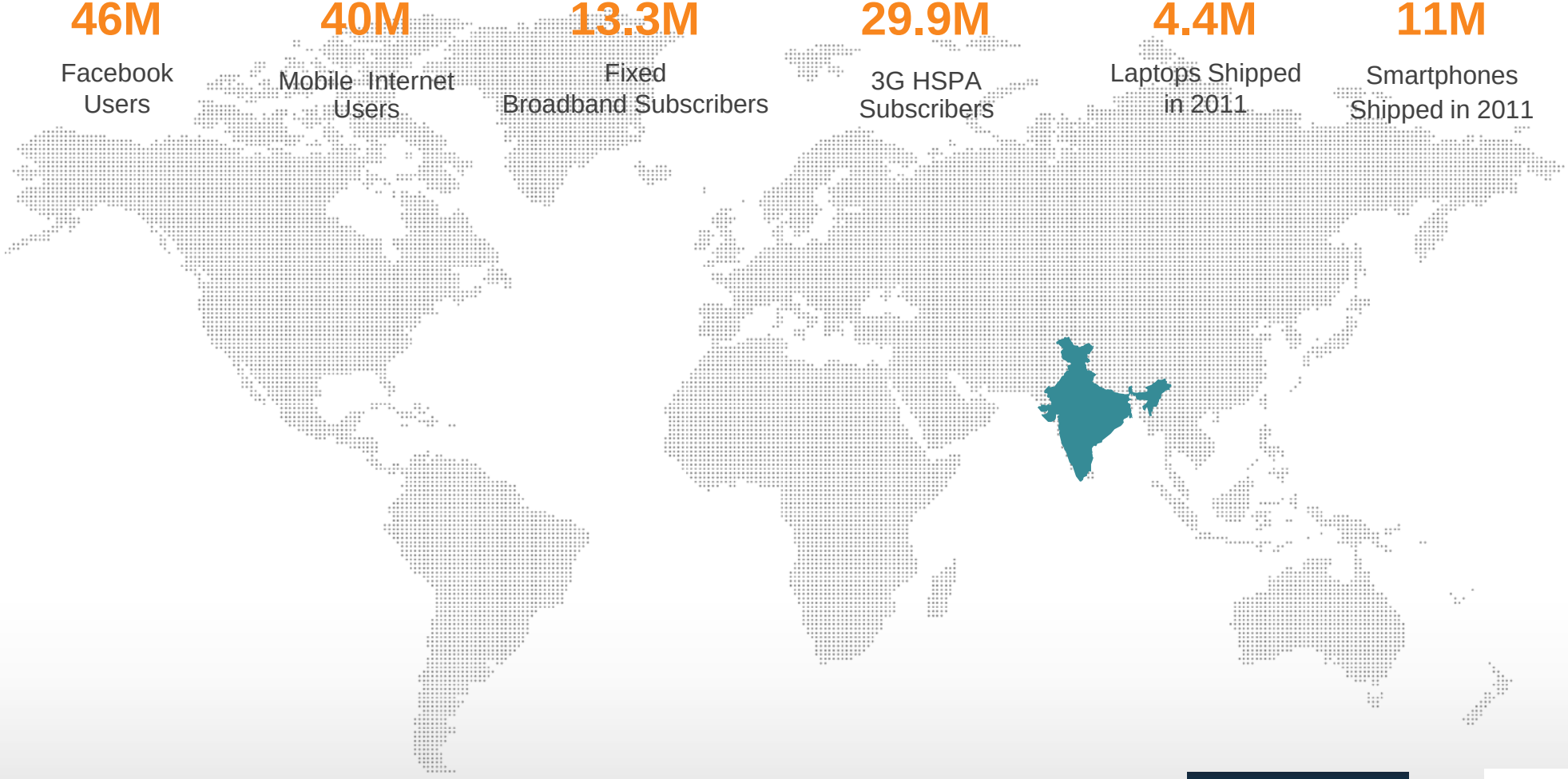
13.3M
Fixed Broadband Subscribers

29.9M
3G HSPA Subscribers

4.4M
Laptops Shipped in 2011

11M
Smartphones Shipped in 2011

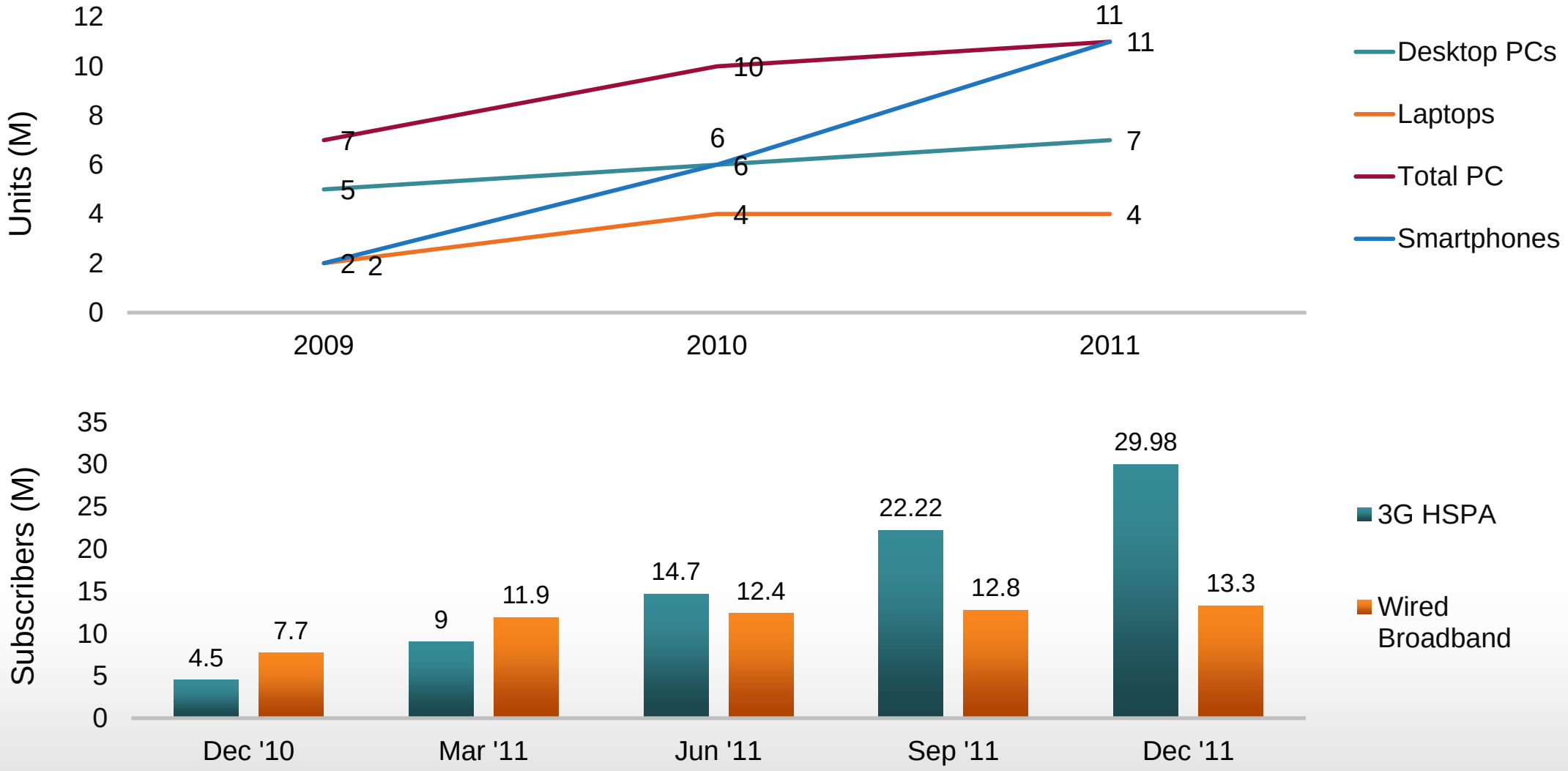
10M
Users transact online



facebook twitter flickr YouTube Apalya flipkart.com makemytrip.com

Source: Wireless Intelligence, TRAI, The Mobile Indian, Press Reports, Facebook & Cybermedia Research

Mobile: The Only Way to Drive Computing & Broadband



Source: IDC, MAIT, Wireless Intelligence

Smartphone: The First Computer For Many Indians

Also the First Camera, MP3 Player, Gaming Device…

Cost and Complexity of use:
Conventional PCs

Scale and Intuitive UI:
Mobile Devices

Vodafone Smart
Snapdragon S1
US$ 100

LG Optimus ME
Snapdragon S1
US$ 170

Nokia Lumia 710
Snapdragon S2
US$ 320

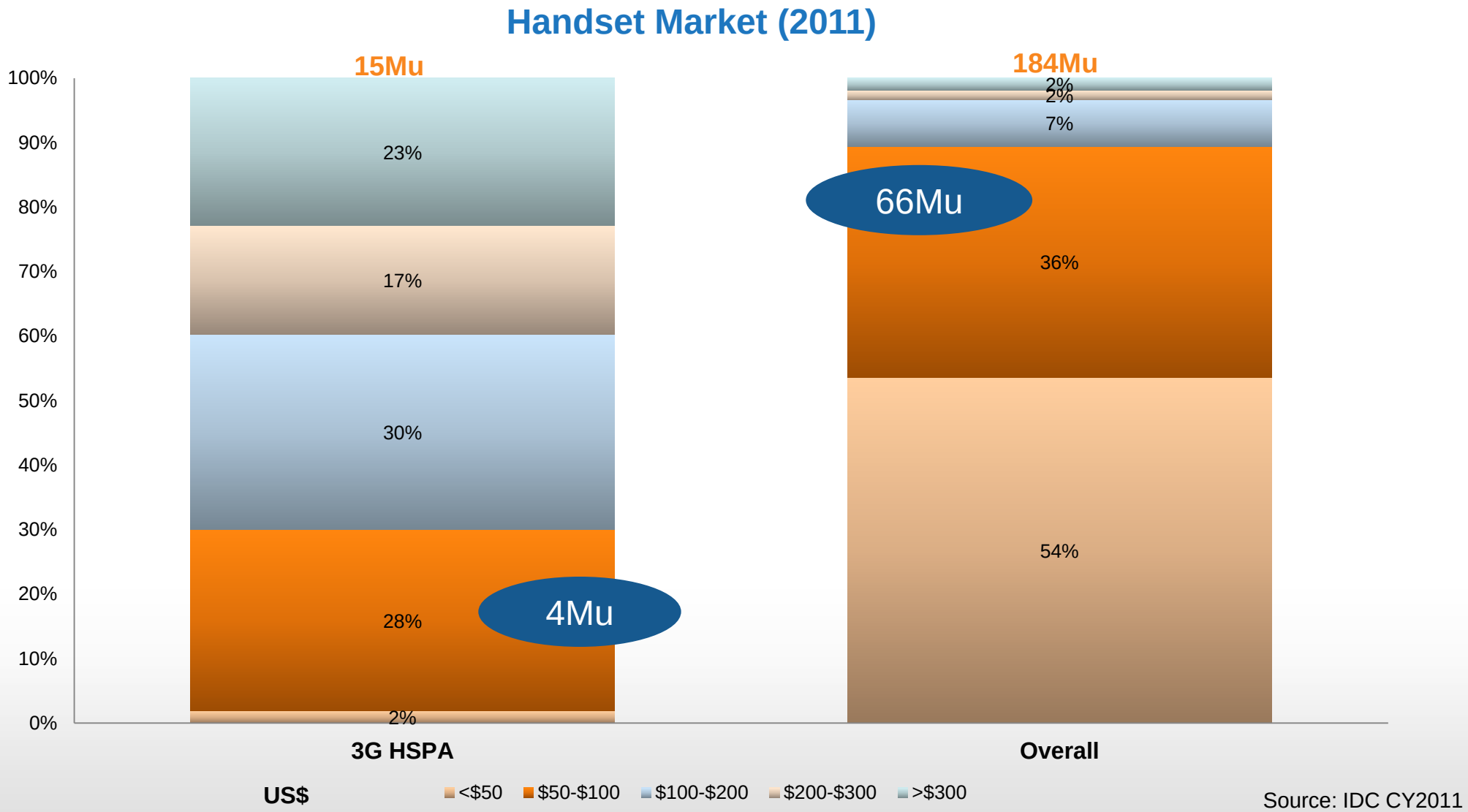
Samsung Omnia W
Snapdragon S2
US$ 400

Sony Xperia Ray
Snapdragon S2
US$ 380

HTC EVO 3D
Snapdragon S3
US$ 720

Source: Company announcements, Press Reports; Exchange rate used 1 US$ = 50 INR

Affordable 3G Smartphones : A Huge Opportunity



Source: IDC CY2011

Broadband Computing is Transformative

PHYSICAL	DIGITAL
ROADS	BROADBAND HIGHWAY
HOSPITALS	M-Health
SCHOOLS	M-Education
BANKS	M-COMMERCE
GOVERNANCE	M-GOVERNANCE

Opportunities for 3G in Education

- Shortage of 400,000 teachers driving the need for technology intervention
- Only 15% of 18-24yrs olds in college in India
- Strong government push to provide broadband connectivity to villages, and tablets to students
- Companies enabling digital classrooms and content

Total number of schools: ~1M

Students Enrolled: ~200M

Large Opportunity for Mass Market 3G Smartphones & Tablets in Industry Verticals

Education | Health | Retail | Media & Entertainment

India Ecosystem: Driving Affordability And Local Needs

Large Domestic Market
Global Aspirations

Vibrant Software Ecosystem

Large Engineering Talent

Increasing Internet Population

Rise of Mobile Broadband

QRD

snapdragon™ by Qualcomm

Drive Computing & Connectivity for a Billion Indians

- Affordable Smartphones and Tablets
- Enabling LTE Multi-mode
- Develop India Ecosystem
- Opportunities in Industry Verticals: Education, Healthcare, eCommerce

Thank you

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Japan Update

Subtitle Placeholder

Takayuki Nozaki
Sr Dir, Business Development
April 2012

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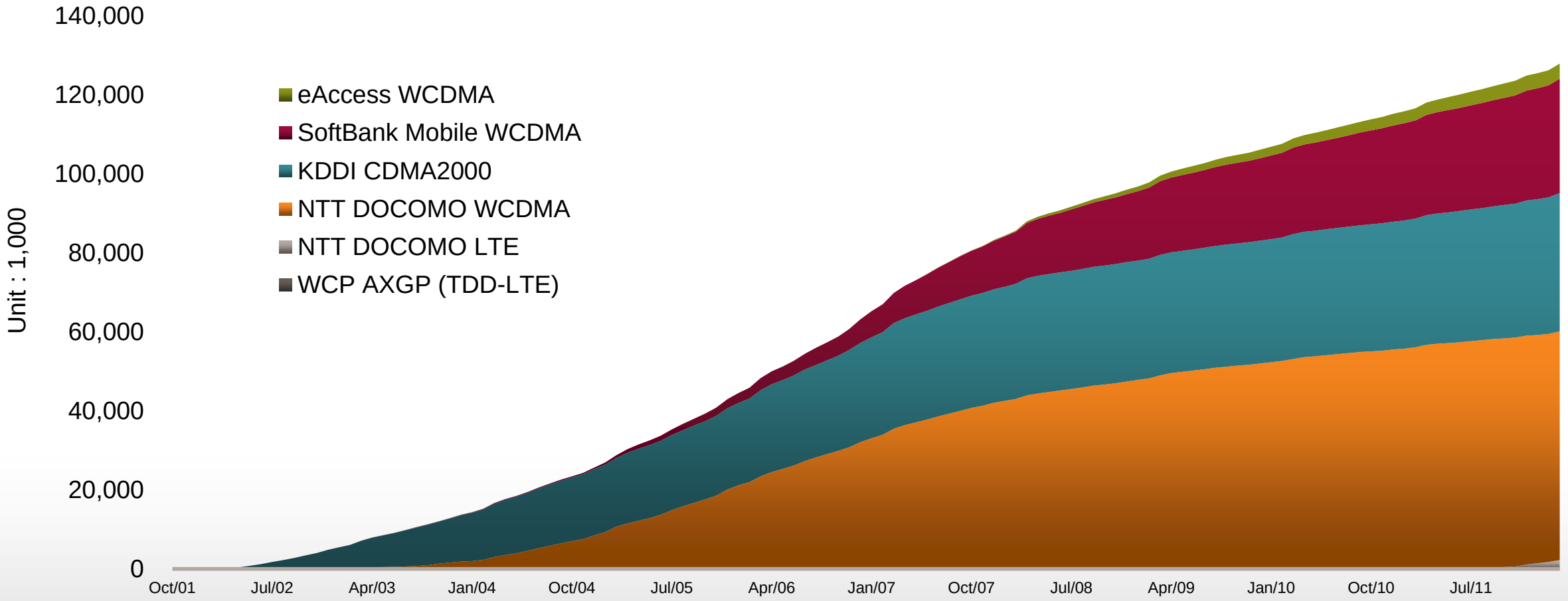
More Than a Decade of Partnership in Japan

3G/LTE Subscribers : 127.9 Million (100.2% Penetration)



Source: TCA (Telecommunications Carriers Association)

Smartphone is Rapidly Increasing

Smartphone Sales in FY2010 and FY2011

	FY2010 (Apr. 2010 – Mar. 2011)	FY2011 Projection (Apr. 2011 – Mar. 2012)
NTT docomo	2.52 Million Units	8.50 Million Units
au by KDDI	1.09 Million Units	5.55 Million Units

Source: Company earnings release

Diverse Smart Connected Devices

In Addition to Rapid Increase of Smartphone, Diverse Data Devices are Increasing

Digital Photo Frame

Car Navigation

Home Security

Remote Camera

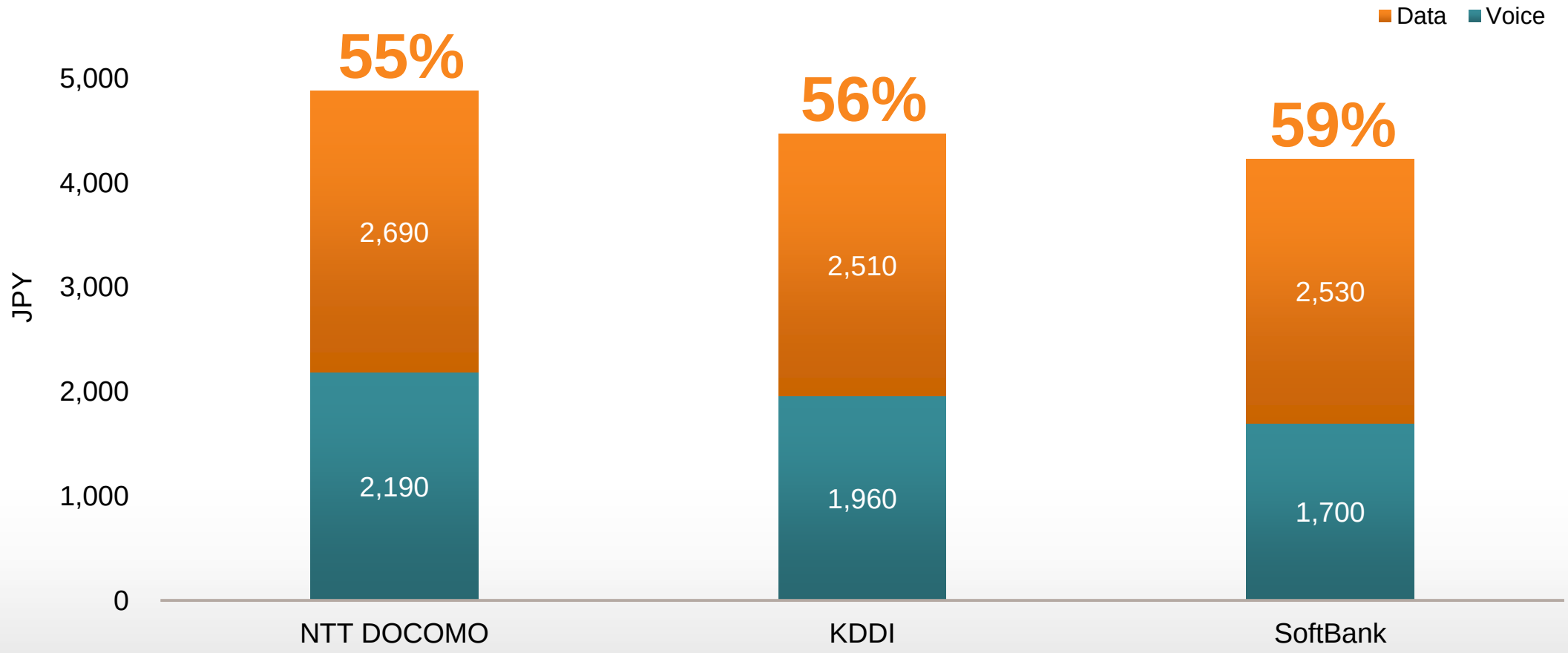
Entertainment

Bicycle Navigation

HUAWEI NAVITIME Pioneer SONY COMPUTER ENTERTAINMENT ZTE中兴 au by KDDI NTT docomo SoftBank

Data is the Source of Revenues in Japan

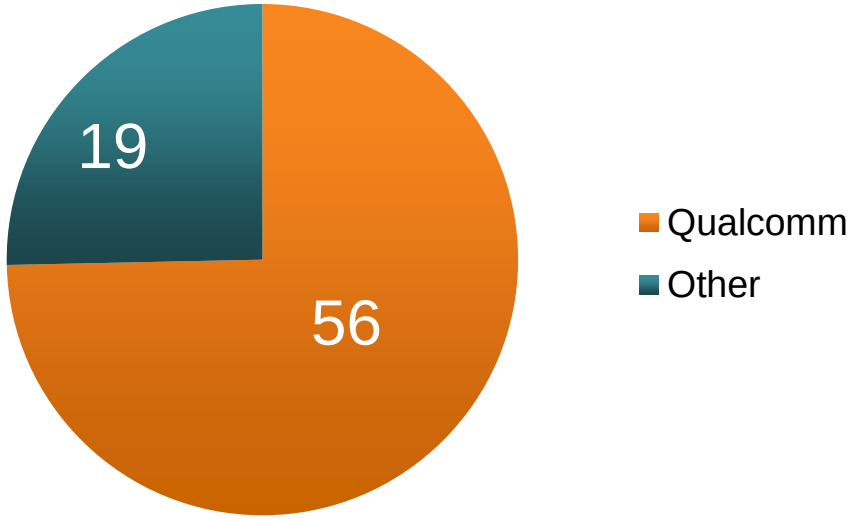
October-December 2011 Monthly ARPU



Source: Company earnings release

Qualcomm drives Japanese Smartphone Market

Number of Smartphones Announced in 2011: 75



Source: Qualcomm data

Qualcomm Enables Wireless Network Evolution

LTE Launch Enabled by Gobi Modem Solution

NTT docomo

LG Life's Good

Dec. ‘10

SoftBank

SoftBank 4G

SII

Feb. ‘12

EMOBILE

EMOBILE LTE

HUAWEI

Mar. ‘12

Qualcomm Leads LTE Smart Connected Devices

NTT docomo

Xi

SAMSUNG

NEC

LG Life's Good

snapdragon by Qualcomm

gobi by Qualcomm

Qualcomm Continues to Lead Innovation

Qualcomm Will Continue to Lead Smart Device Innovation in Japan with Partners

Devices

- Tablet
- Smartphone

Wireless Networks

- LTE
- LTE Advanced

Non-Handset Devices

- Consumer Electronic
- M2M

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KOREA Market Update

Te-Won Lee
VP, Qualcomm Korea
April 2012

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Korea Factsheet

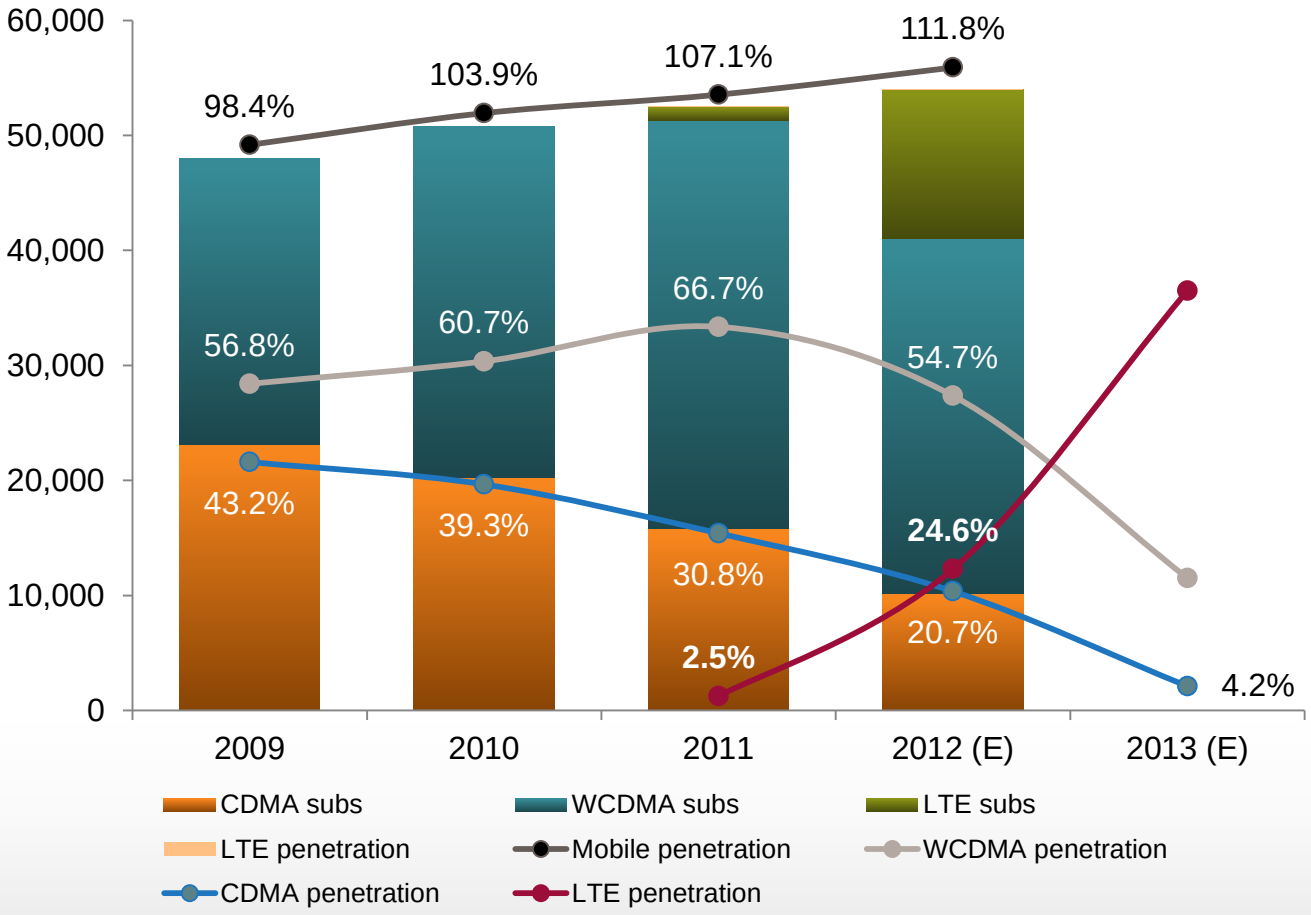
Korea is one of the most advanced telecom markets in the world

- Population: 48,860,500 (July 2012 est.)*
- Mobile Penetration: 107.2% (Q4'11)**
  - 100% mobile users on 3G/4G
- Broadband penetration: 102.9% of HH † (Feb'12)***
  - from xDSL & cable modem to FTTH ††
- Fixed line telephone pen.: 106.7% of HH (Feb'12)***
- Leading OEMs : Samsung, LGE and Pantech
- First to commercialize in the world:
  - CDMA 95A/B
  - CDMA 1X
  - EVDO (Rev.0)
  - HSDPA (handset)
  - BREW
- Leading global test bed:
  Tech: Mobile WiMAX, S-DMB, T-DMB
  Services: M–commerce, M-SNS, etc.

† HH: Household, †† FTTH: Fiber To The Home

(Source: *www.cia.gov (April 16, 2012), **KT monthly Factsheet (March 2012), ***Monthly subscriber data from KCC (www.kcc.go.kr , March 30, 2012))

Mobile Subs Migration & Penetration*

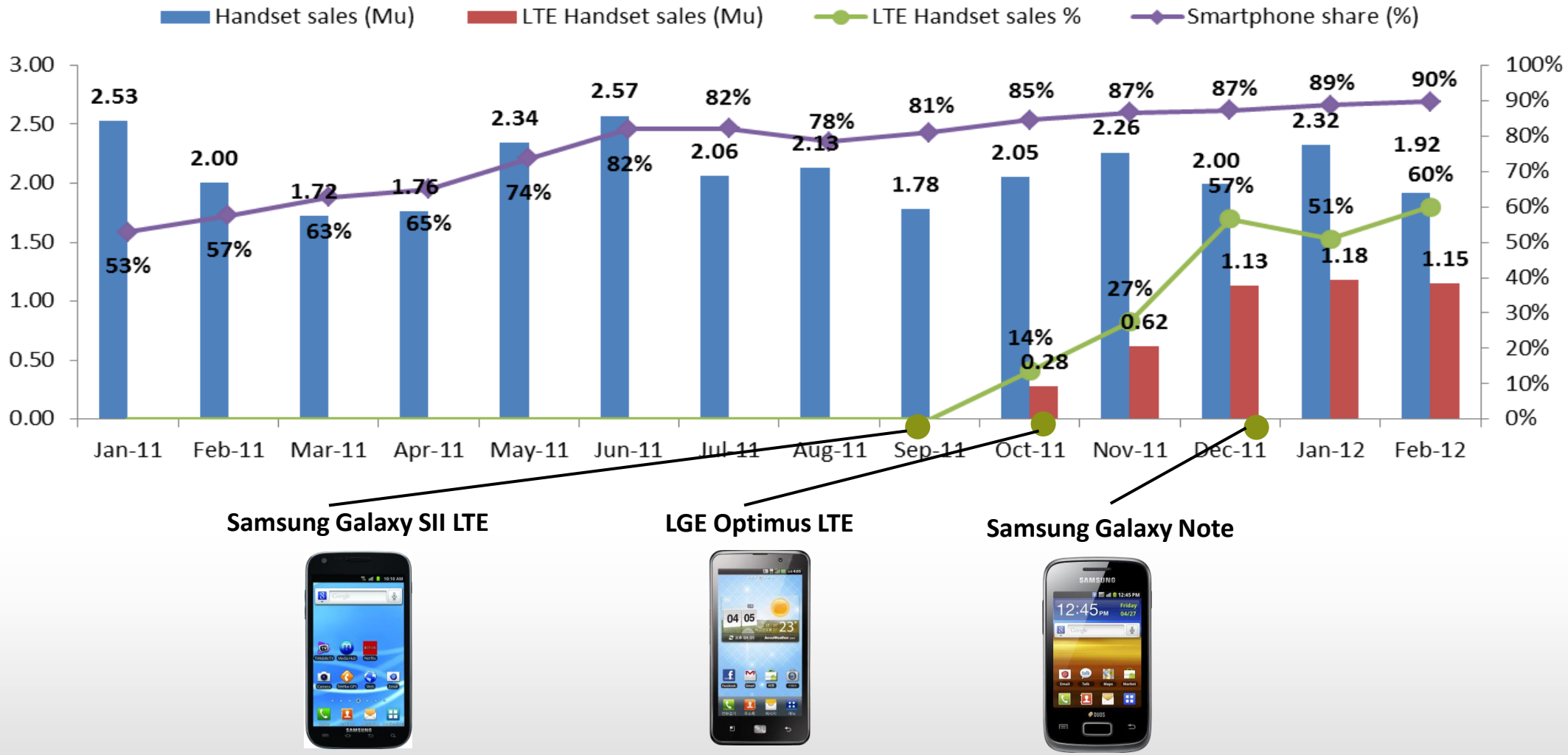


- Mobile penetration rate is expected to reach 110% in CY12.
- LTE penetration rate is expected to be over 24% in CY12 and over 50% in CY13.
- As of end Mar 20, LTE subs amounts to 3M*.

(Source: DIGIECO & ROA CY11 wrap up reports)
(* Source: Article from Electronic Times on March 20, 2012 or http://www.etnews.com/news/home_mobile/information/2571627_1483.html)

LTE Drives Strong Smartphone Sales

Smartphone sales share reached 90% in Feb CY12 due to strong LTE phone sales.

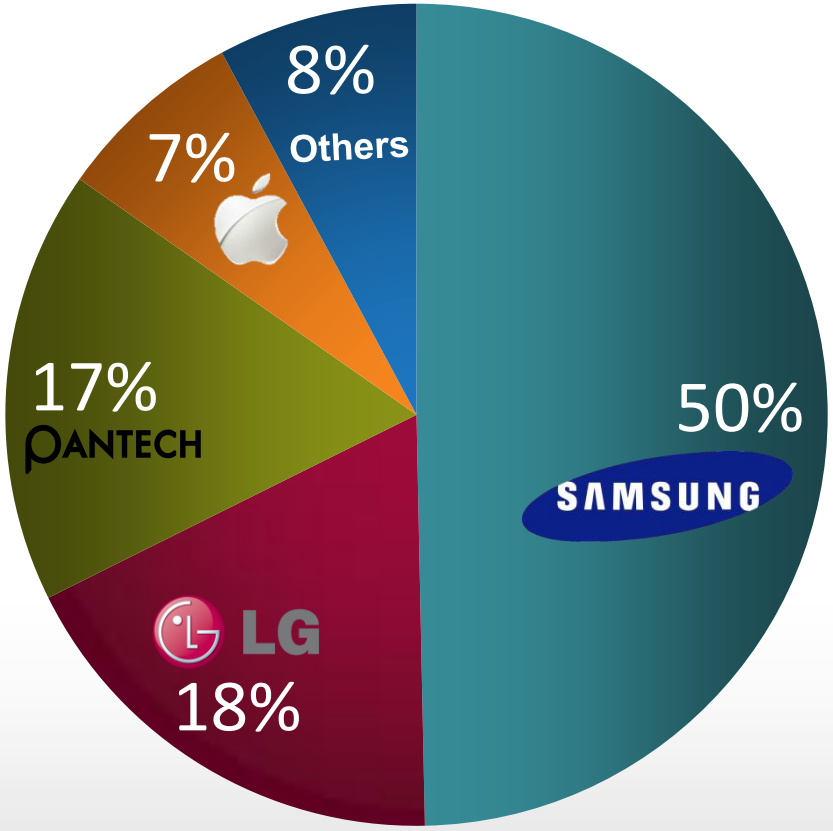


(Source: Monthly Handset sales data from Digital Daily, Smartphone sales share from Atlas Research Group in Feb. '12)

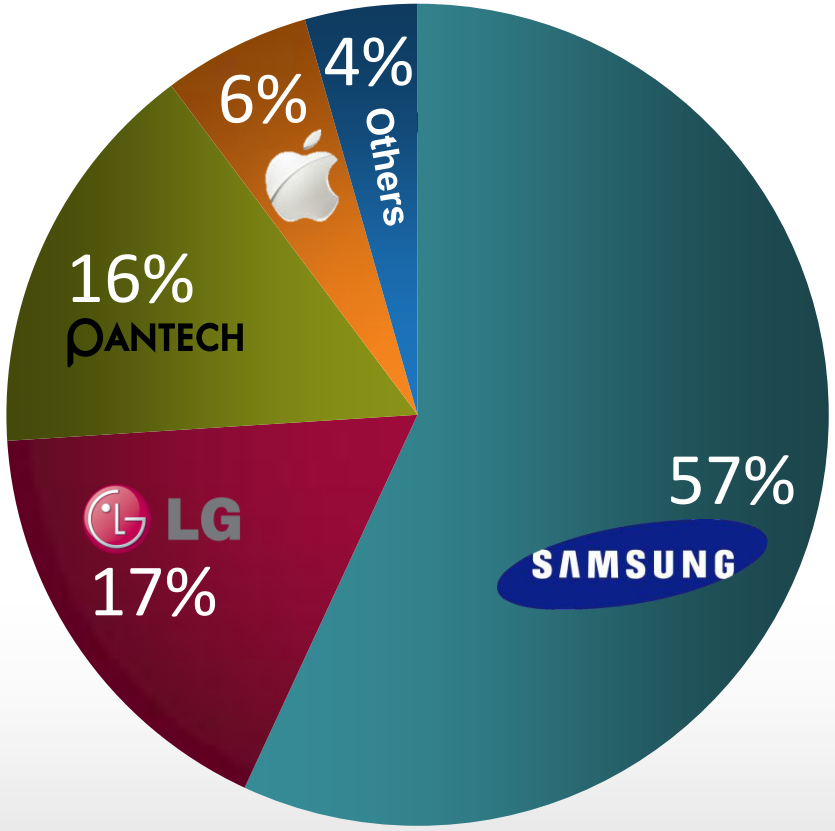
OEM Share

Recent success of Samsung's LTE smart phone drove their M/S upward

CY11 OEM M/S



Jan & Feb CY12 OEM M/S



(Source: Atlas Research Group in Feb. '12)

Qualcomm Leads LTE Smart Connected Devices

All 13 models launched so far are based on Qualcomm Snapdragon

Galaxy SII LTE

HTC Raider 4G

LG Optimus LTE

Pantech Vega LTE

Galaxy S II LTE HD

Galaxy Note

Pantech Vega M

Galaxy Tab 8.9

Pantech Vega EX

LG Optimus Pad

Galaxy Tab 7.7

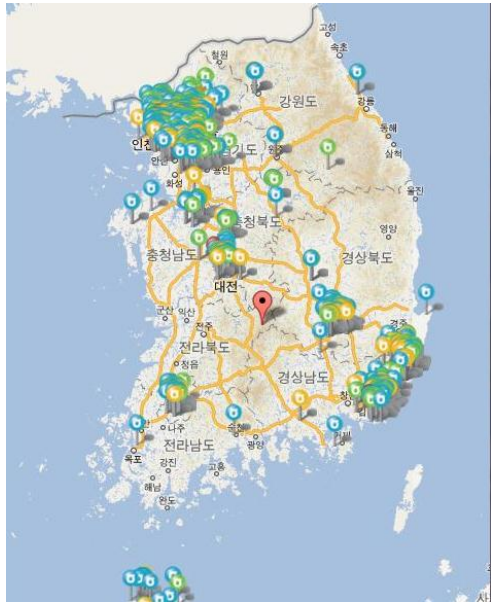
LG Optimus Tag

LG Optimus Vu

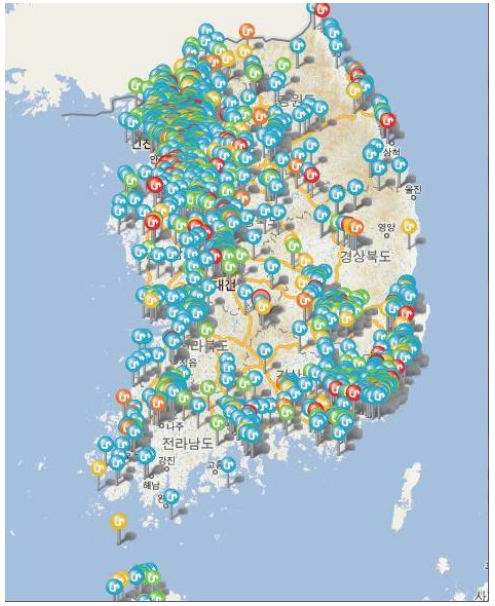
Korean operators are building up LTE coverage aggressively

SK telecom

olleh kt



LG U+



5 5~10 10~15 15~20 20 Mbps

Revenue	SKT	KT	LG U+
LTE svc start	July 1, 2011	Jan 3, 2012	July 1, 2011
LTE svc coverage	82 cities (90%) by Apr'12	82 cities (90%) by Apr'12	Nation-wide
LTE subs forecast (End'12)	6M	<4M	4M

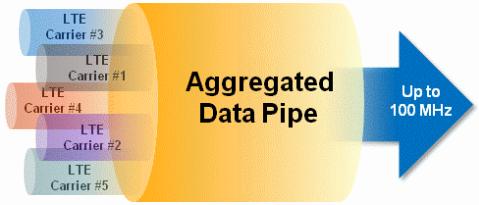
(Source: * Income Statement from SKT ('11), KT ('11) and LGU+ ('10)/ ** Wireless Intelligence (Q4'11)/ *** KCC mobile subs data in Feb'12).

Leading the Transition to Next-gen Networks

Qualcomm is Helping Carriers to Implement LTE-A Features* in Korea

Leverage wider bandwidth

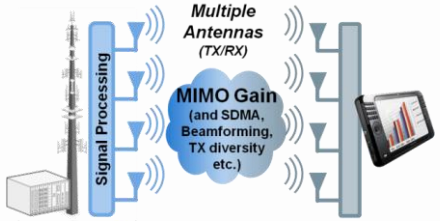
Carrier aggregation across multiple carriers and multiple bands



Primarily higher data rates
(bps)

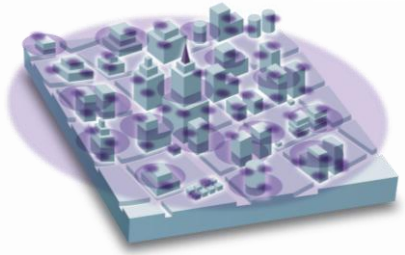
Leverage more radio links, more antennas

Downlink MIMO up to 8x8, enhanced Multi User MIMO and uplink MIMO up to 4x4



Higher spectral efficiency
(bps/Hz)

Leverage Heterogeneous Network Topology (HetNet)



Higher Spectral Efficiency Per Coverage Area
(bps/Hz/km2)

Include “enhanced Inter-Cell Interference Coordination (eICIC)” and “Carrier Aggregation (CA)”

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Qualcomm & Southeast Asia

John Stefanac
VP & Pres, Qualcomm SEA/Pacific
April 2012

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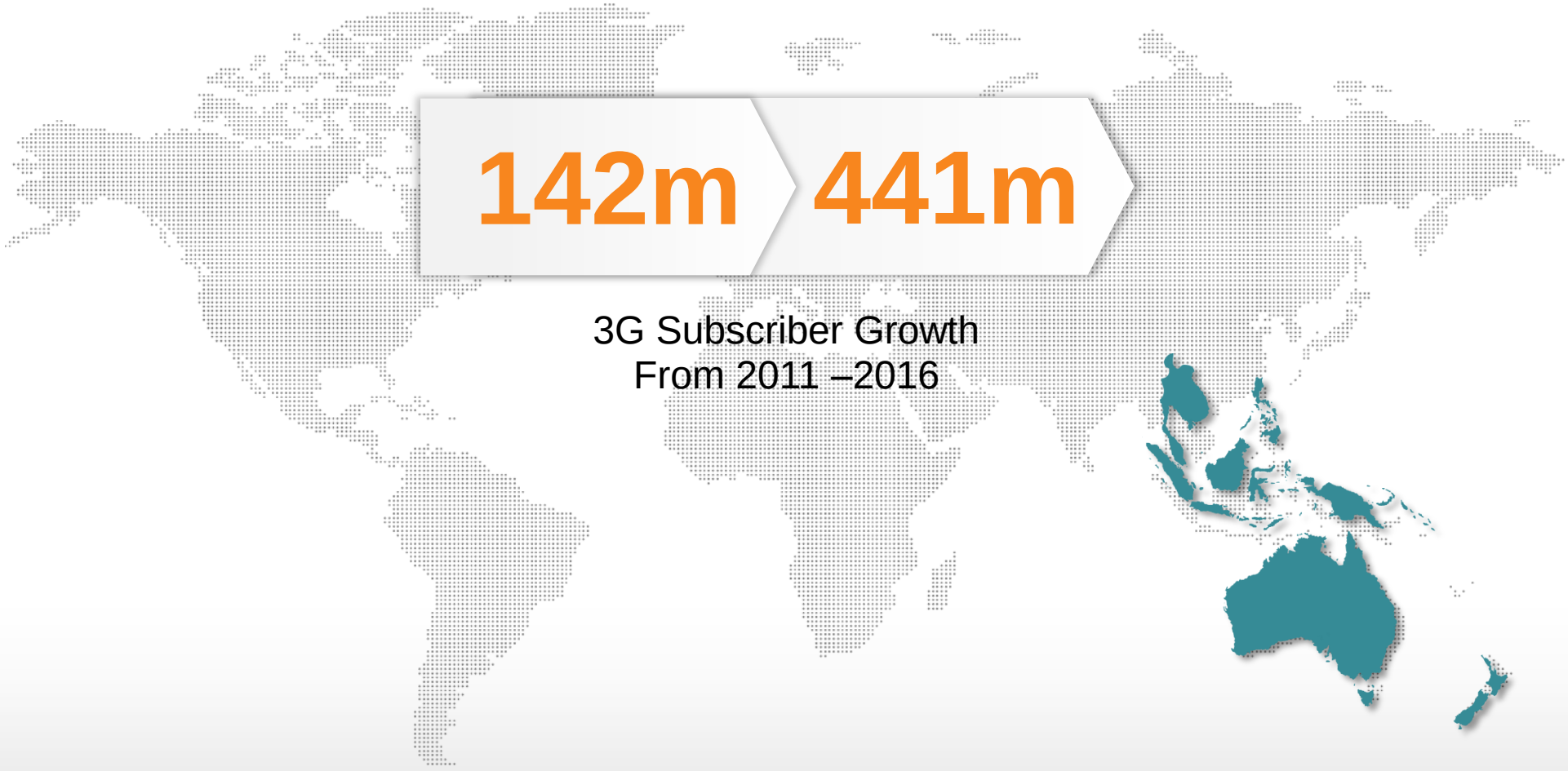
Southeast Asia



Source: WI, January 2012

Highest Smartphone Penetration Rates In The World

61% **90%** **47%**

Tablet Penetration Accelerating

Source: TomiAhonen Consulting
Note: Australia is ranked 4th in the world in smartphone penetration after Sweden.

Strong Uptake Through 3G Innovation

Mobile commerce is heating up across the region. In **Singapore**, PayPal is piloting a “shop & pay-as-you-go” initiative in the country’s 15 subway Stations, locating deals on billboards and paying in two clicks

Mobile Preferred: **62%** of all Internet access hits in Indonesia came from a mobile device

In **Thailand**, over **25%** surveyed said they would access the Internet from a smartphone because it’s pricier to use data from a desktop. **42%** would Use a mobile device for online banking

In **Indonesia**, **31%** surveyed by Nielsen in 2011 owned a desktop computer; **78%** owned an Internet capable mobile device

Smartphone Experience for the Masses

Ivio
Icon Pro

Smartphone Experience for the Masses

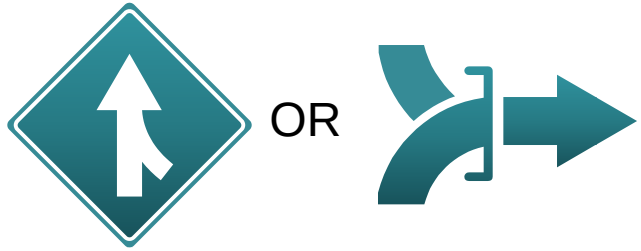
Smart Netphone Series

Opportunities, Challenges Remain

Spectrum, spectrum, spectrum

The industry needs more … and then some more

Harmonization is critical



Industry consolidation in some markets are needed

Overcrowded operator markets, reduced profitability may actually hinder product innovation at consumers' expense

It's time to explore "Next generation" services

Southeast Asia consumers are tech-savvy

Emerging markets can leapfrog and adopt the latest technologies, catching up to mature markets

Operators should begin planning for longer-term -> focus on M2M, wireless healthcare etc.

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mirasol Displays: The Revolution in Display Technology

April 14th, 2012

Brian Gally, Sr. Director of Strategy and Analysis

Qualcomm MEMS Technologies, Inc.

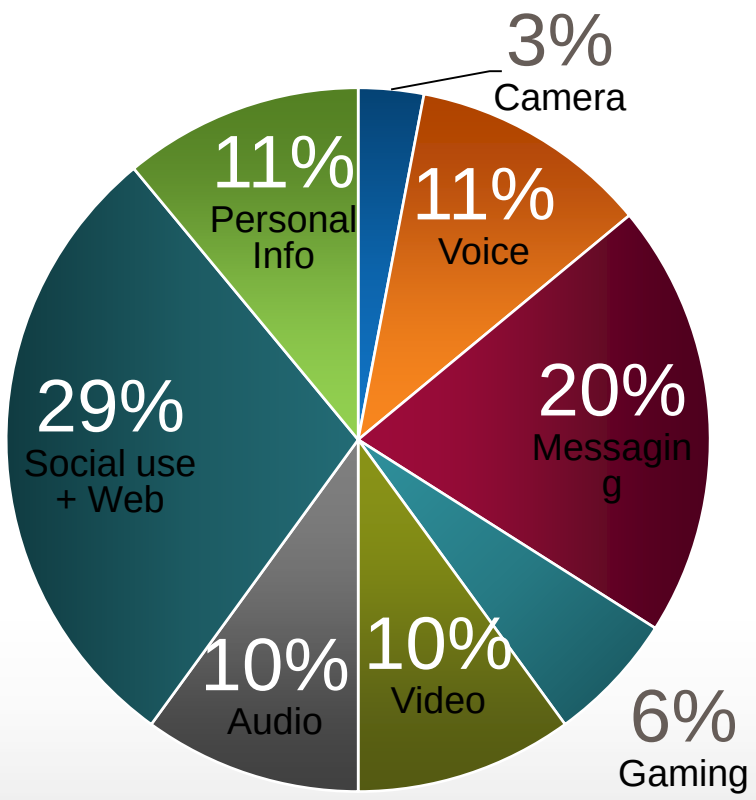
QUALCOMM®

Enabling Smart Connected Devices

- Promotes change in usage models
  - Any place, Any time
  - Rapid rise in use of Apps
  - More “Display On” time

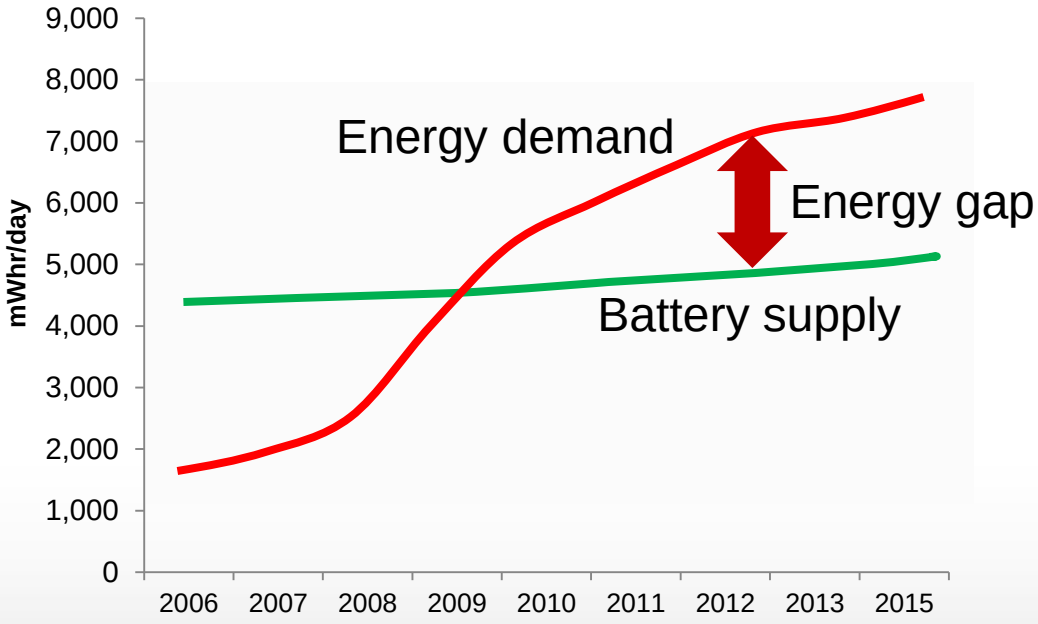
Energy Gap is Growing

Demand for power increases with social use



Source: QCT Strategy US market research

Battery remains a constraint: supply of power limited



Source: Strategy Analytics' Handset Component Technologies Service, November 2010

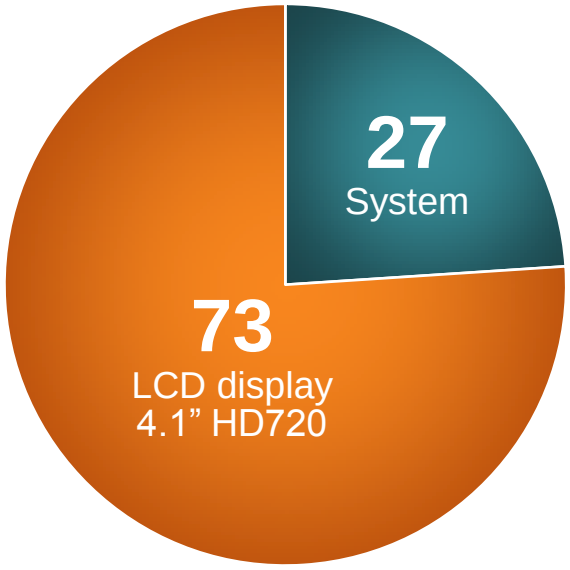
Consumer Expectations Are Changing

Higher resolution, better image quality

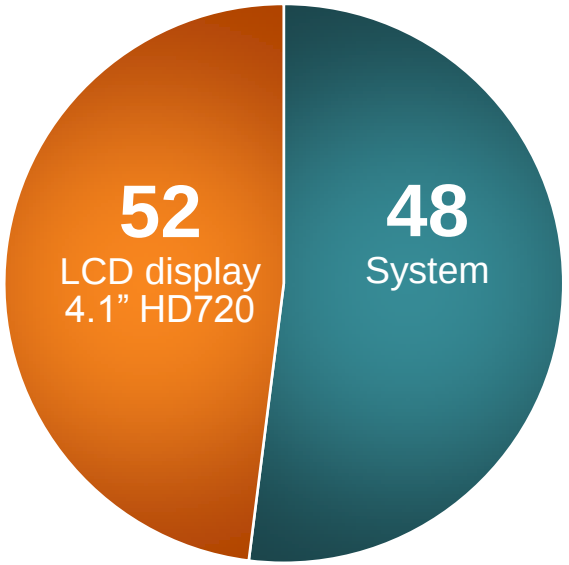
Thinner phones, larger displays, longer battery life

Display Dominates Power Consumption

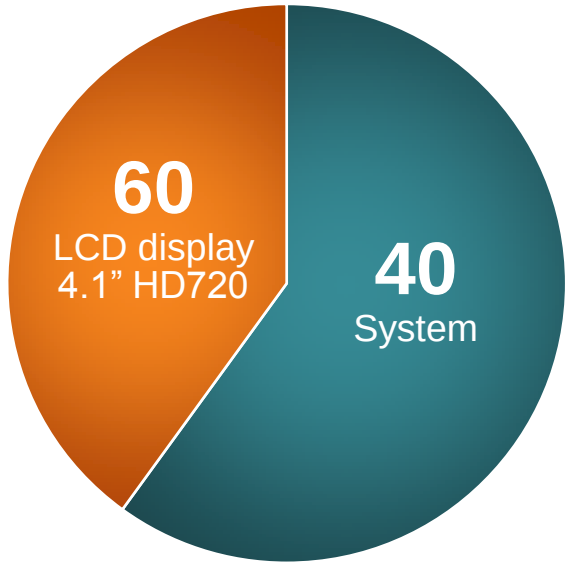
Web browsing



Video



Average over use



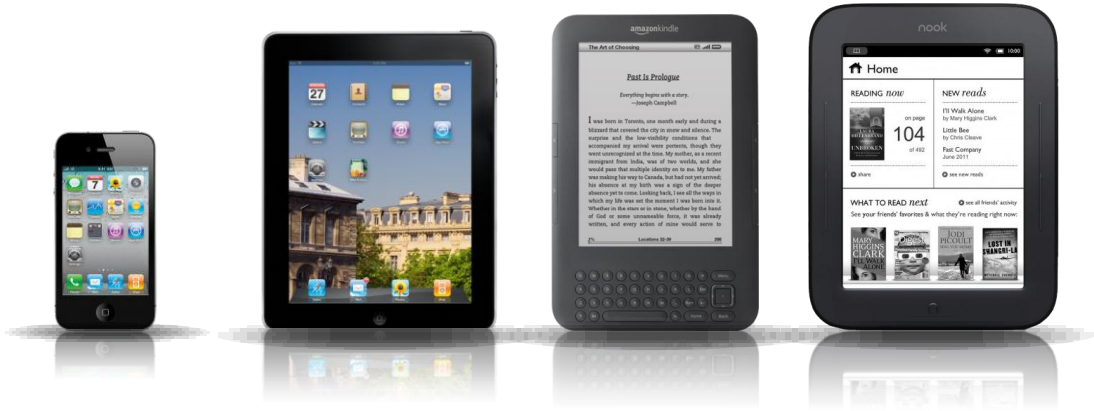
Daily use model: 206 min/day

3G voice	22 min/day	Gaming	5 min/day	Camera	5 min/day
Web apps	40 min/day	Video	10 min/day	Messaging	12 min/day
Web browsing	40 min/day	Email	8x day, 5 min session	Personal info	20 min/day
MP3	10 min/day	Email synch	144x /day	Display on	2 min/interaction

Source: QMT research labs

New Display Required to Improve the Wireless Experience

- Lower handset power consumption
- Improved viewing experience
- Any place, Any time



- Increasingly products defined by their display

Expectations Are Changing

Expectations Are Changing

Interactive

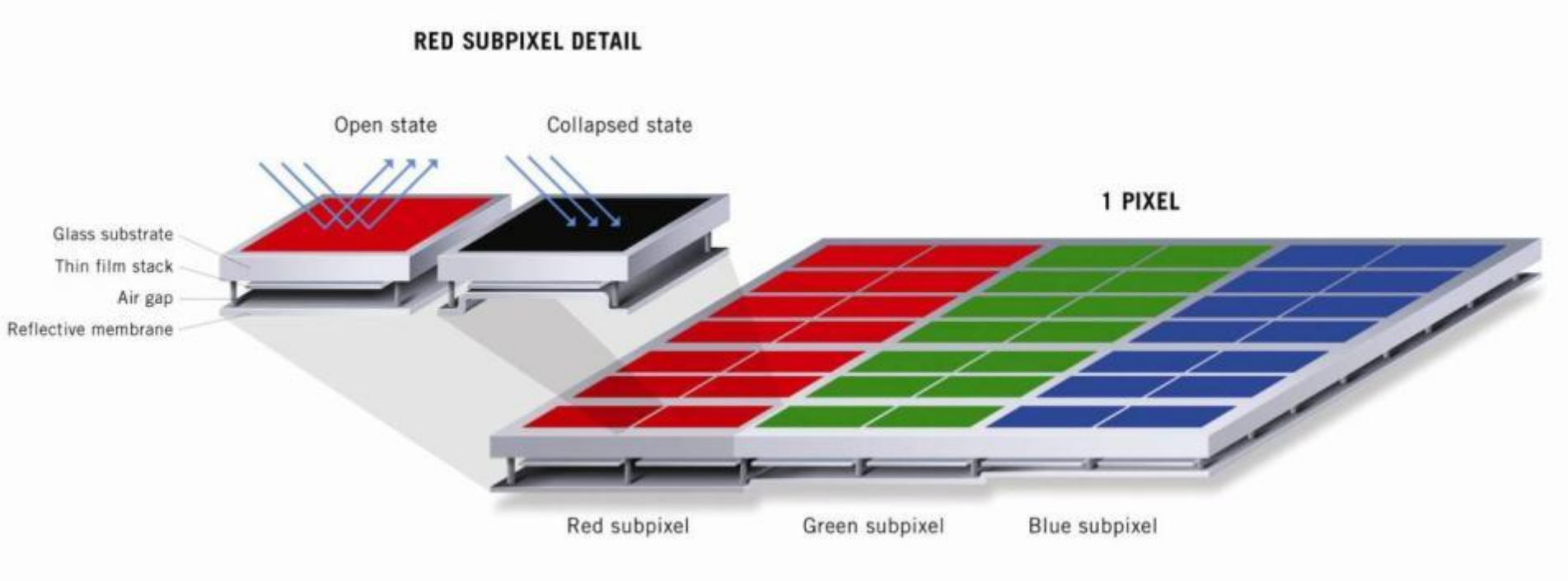
Expectations Are Changing

The mirasol Difference

Transform the wireless experience with an always viewable, low power, color display

- Reflective
  - Visual experience like printed photograph and magazine
- Sunlight viewable
  - Correct brightness ensured across lighting conditions – augmented with front light
- Low power, improved battery life
  - Longer use between battery charges
  - Smaller batteries. Thinner, lighter devices.

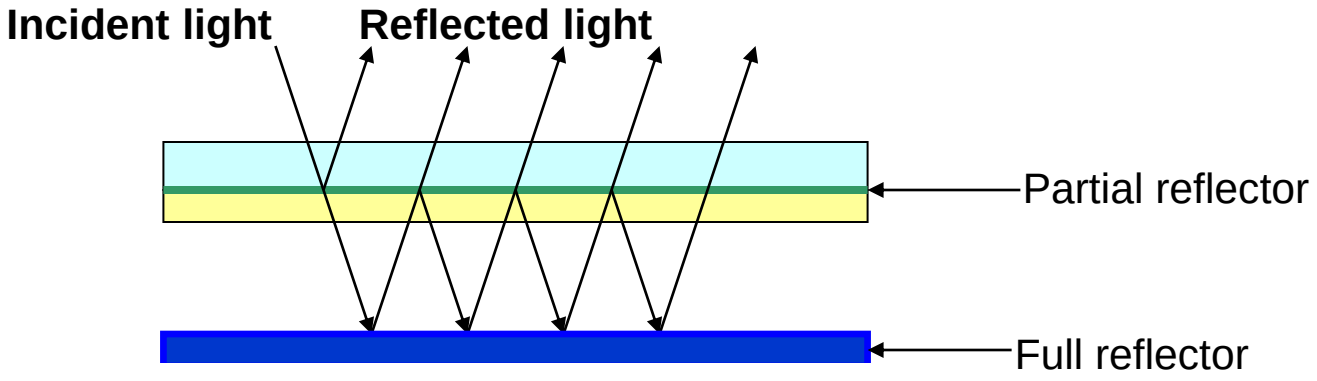
mirasol Is the Low-Power, Color Video Solution

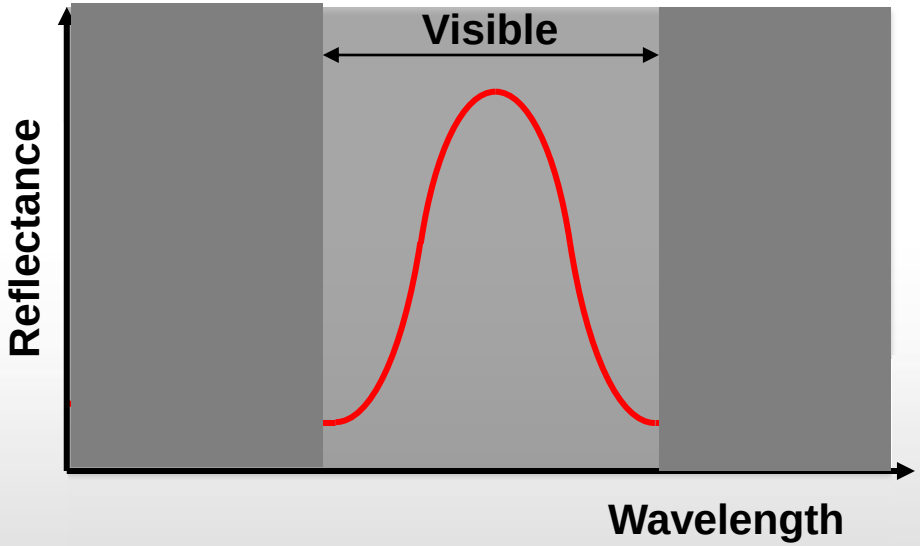


MEMS based reflective display

- Light modulation from applied voltage
- Color selection from constructive interference
- Memory from electro-mechanical behavior

IMOD Core Concept - The Adjustable Etalon





- Reflectance peak outside visible range
- Display appears dark

The Value of Consistent Viewing Quality

Indoor Lighting

EPD Display

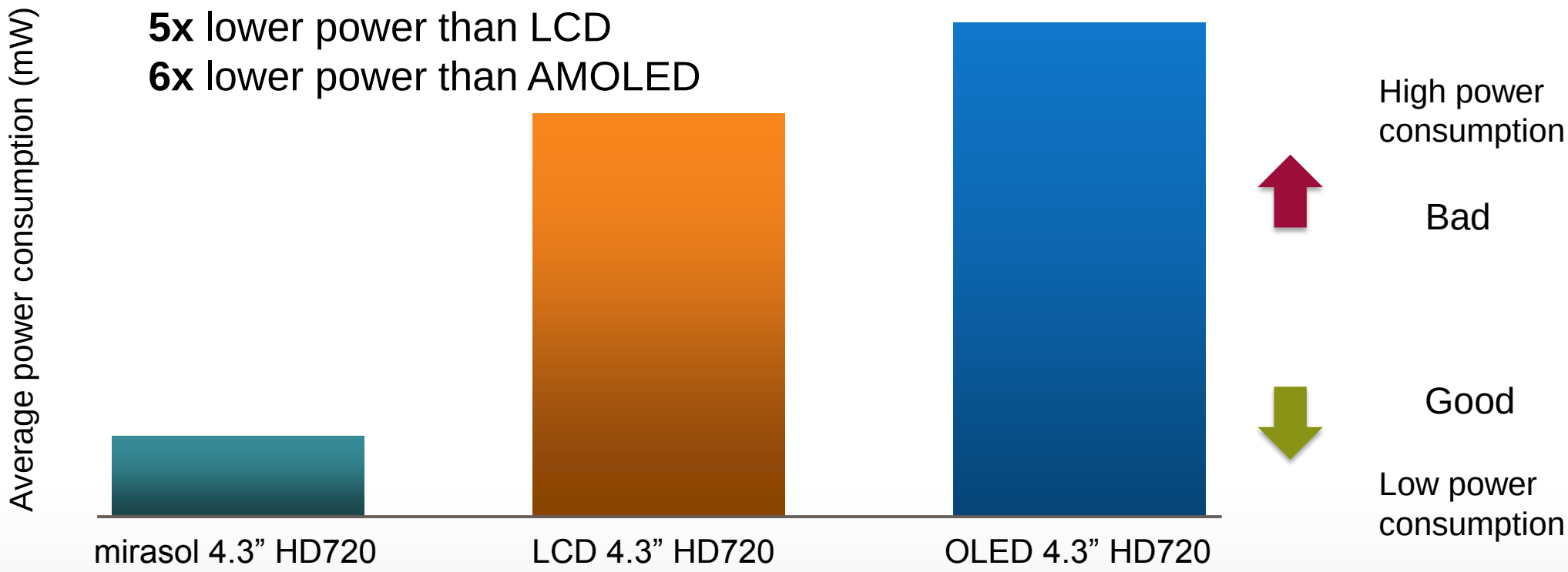
Overcast

mirasol® Display

Bright Sunlight

TFT Display

Display Power Comparison – Average Over Ambient and Usage



Source: QMT research labs

2x Longer Battery Life In a Smartphone

SmartPhone Comparison

Battery Life Benefit of mirasol displays	Up to **2.2x** The use of a LCD based phone Up to **2.5x** The use of an AMOLED based phone
4.3” mirasol 1280x720, 343 ppi	Up to **2.7 days** 9.0hours use
4.3” TFT-LCD 343 ppi	Up to **1.25 days** 4.2hours use
4.3” AMOLED 343 ppi	Up to **1.1 days** 3.7 hours use

Usage Model

206 minutes/day of active use

- 3G Voice – 22 minutes/day
- Web Apps (3G) – 40 minutes/day
- Web Browsing – 40 minutes/day
- MP3 10 minutes/day
- Gaming – 5 minutes/day
- Video 10 minutes/day
- Check email 8x a day, 5min/session
- Email Synchronization 144x per day
- Camera – 5 minutes/day
- SMS Messages 12 minutes/day
- User Navigation 20 min/day
- Display on 2min/interaction

Notes:

75% indoor use/25% outdoor use

Display power estimates based upon typical content (required for AMOLED) and content update rate (required for mirasol) for each application

Usage model equivalent to model used in module comparison

Smartphone model assumes a 1420 mA-hr battery

Source: QMT research labs

mirasol Color eReaders

eReaders commercially available since November 2011

	Color Nook	mirasol eReader	mirasol Advantage
Battery Capacity	4010 mAhr	2000 mAhr	< ½ battery capacity
Continuous Reading	7.7 Hours	17.4 Hours	2.2x more
Reading Usage	15 Days	21 Days	1.4x more
Reading + Web Usage	6.3 Hours	11 Hours	1.75x more

Source: QMT research labs

What Does This Mean?

Everyone in the Value Chain Benefits

Designers

Design flexibility with potential use of smaller battery

Product Differentiator

OEMs

Lower costs via smaller battery

Product Managers

Improved energy budget - enables flexibility in applications and features

Carriers

More energy = more Available Revenue Time = higher ARPU

Consumers

Fewer charging cycles, extended battery life

Increased viewability

Increased access to services due

mirasol Commercialization

Currently available devices in Korea, China and Taiwan

Bambook Sunflower

Hanvon C18

Kyobo eReader

Koobe Jin Yong Reader

mirasol Fabrication Facilities

Current mirasol display fabrication facility

Pilot Line
Longtan Science Park
Taoyuan, Taiwan

Planned mirasol display fabrication facility

Generation 4.5 fab
Longtan Science Park
Online end 2012

Mobile Devices of Tomorrow

The mirasol display technology is not an evolution but a first of its kind revolution

- mirasol aligned with mobile display market dynamics
  - Higher formats, finer resolutions and larger diagonals
  - Thinner, lighter devices, with longer battery life
  - 1/5th the average power consumption* of competing displays
- mirasol displays enable new consumer experiences and new use models

* Averaged over display sizes and device use models, source: QMT research labs

Thank you

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Innovation at Qualcomm

Samir Khazaka, Sr Dir
Head of Analyst Relations
April 2012

QUALCOMM®

Driving Innovation in the Era of Smart Connected Devices

Mobile | Computing | Consumer Electronics | Internet of Everything | Networking

Enabling Smart Connected Devices

Connecting Everything

Supporting More Users,
at More Places,
with More Capacity

Evolve 3G/4G/WiFi

Small Cells/HetNets

Intelligent Connectivity

Peer to Peer

Making Devices Smarter

Leveraging Computing
Power and Sensors to Enable
New User Experiences

Computer Vision

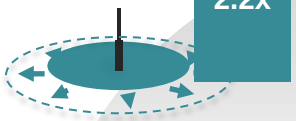
Indoor Location

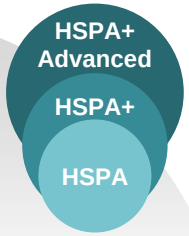
Improving Web Experience

Context Awareness

Continuously Improving Wireless Performance

LTE Advanced
Realizing the full benefits of Hetnets





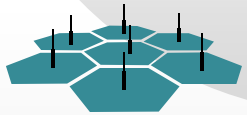
HSPA+ Advanced
Maximizing the performance of HSPA+

WIFI
Next-Generation WLAN

3G/4G/ WiFi

1x Advanced
Up to 4x voice capacity to free up resources for data

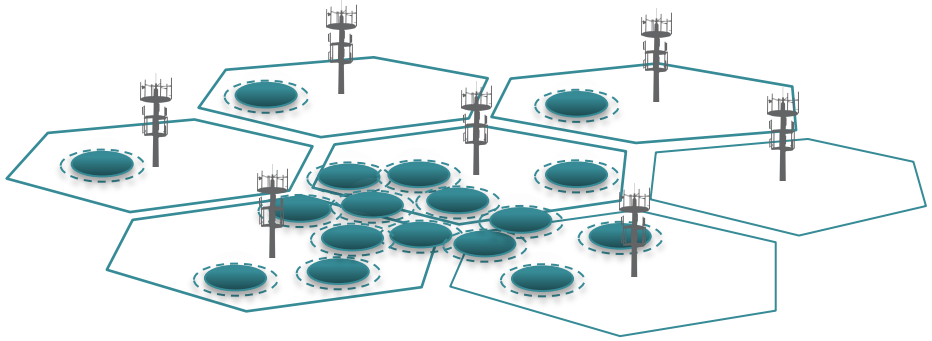
DO Advanced
Increasing capacity where and when needed



WCDMA+
Increased Voice Efficiency to Free Up Resources for Data

The Next Leap in Performance: Small Cells

Adding Small Cells Like Picocells, Femtocells, and Remote Radioheads



Optimizations Makes the Leap Even Bigger—Smart Hetnets

LTE Advanced

HSPA+ Advanced

DO Advanced

Small Cells

Bring Network Closer To User

Better Techniques

Higher Order MIMO, Smart Networks

How Do We Get More Capacity?

More Spectrum

New Bands/ Refarming

Radio Link Approaching Theoretical Limit

Note: Other improvements, such as higher order modulation will also help, but 64QAM is already commonly used.
Other options are to use the available capacity better and reduce, e.g., power or signaling overhead to get more usable capacity.

UltraSON™ Enables Expanding Role of Small Cells

Initially: Indoor Femto Hot Spots

Unplanned

Restricted

User's broadband connection

Next: Denser Indoor and Outdoor Deployments

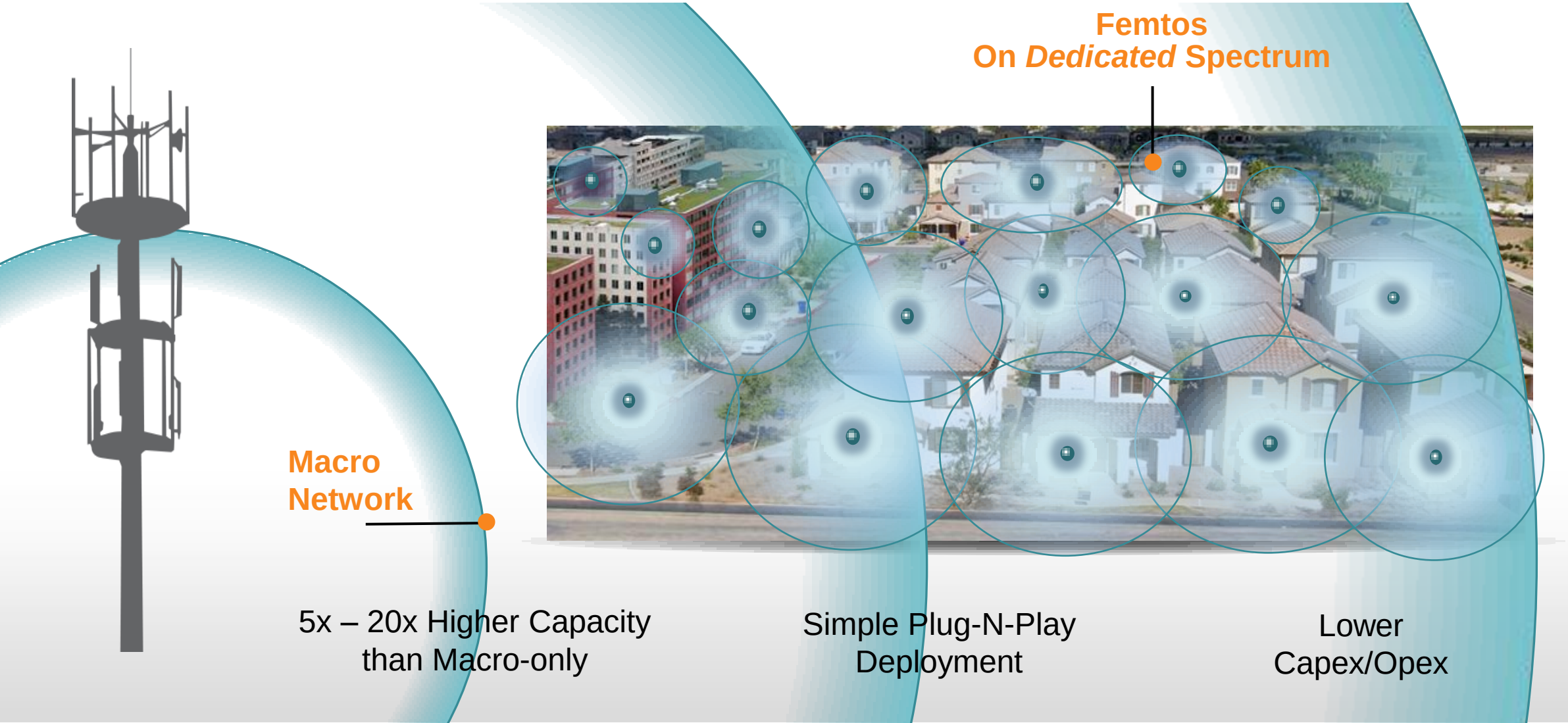
Open

Seamless handoff

Interference coordination

Neighborhood Femtos - New Deployment Model

Open-Access Indoor Femtos Providing Outdoor Coverage

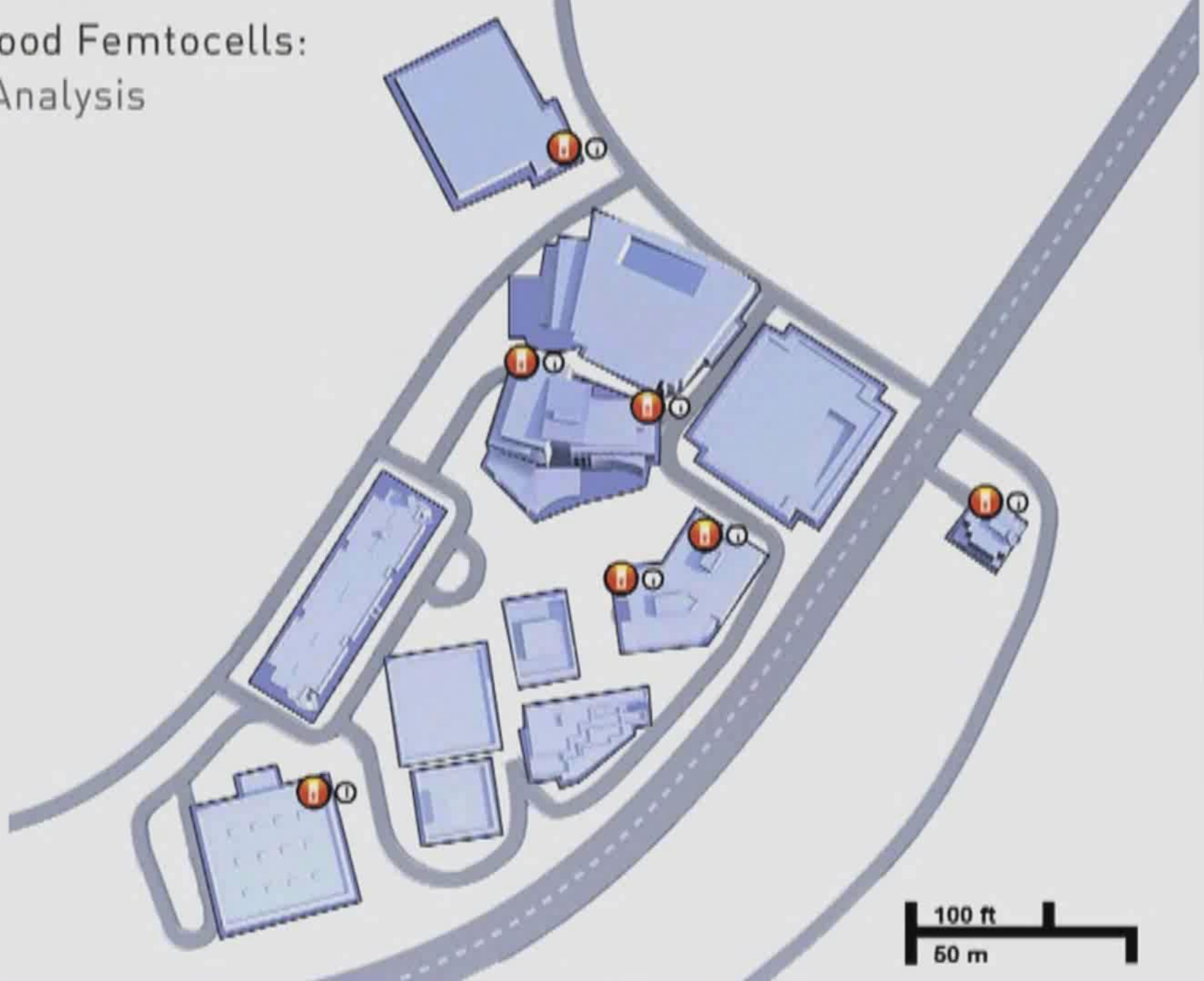


5x – 20x Higher Capacity than Macro-only

Simple Plug-N-Play Deployment

Lower Capex/Opex

Neighborhood Femtocells:
Coverage Analysis



Intelligent Connectivity

Connection Based On:

Coverage

Data speed

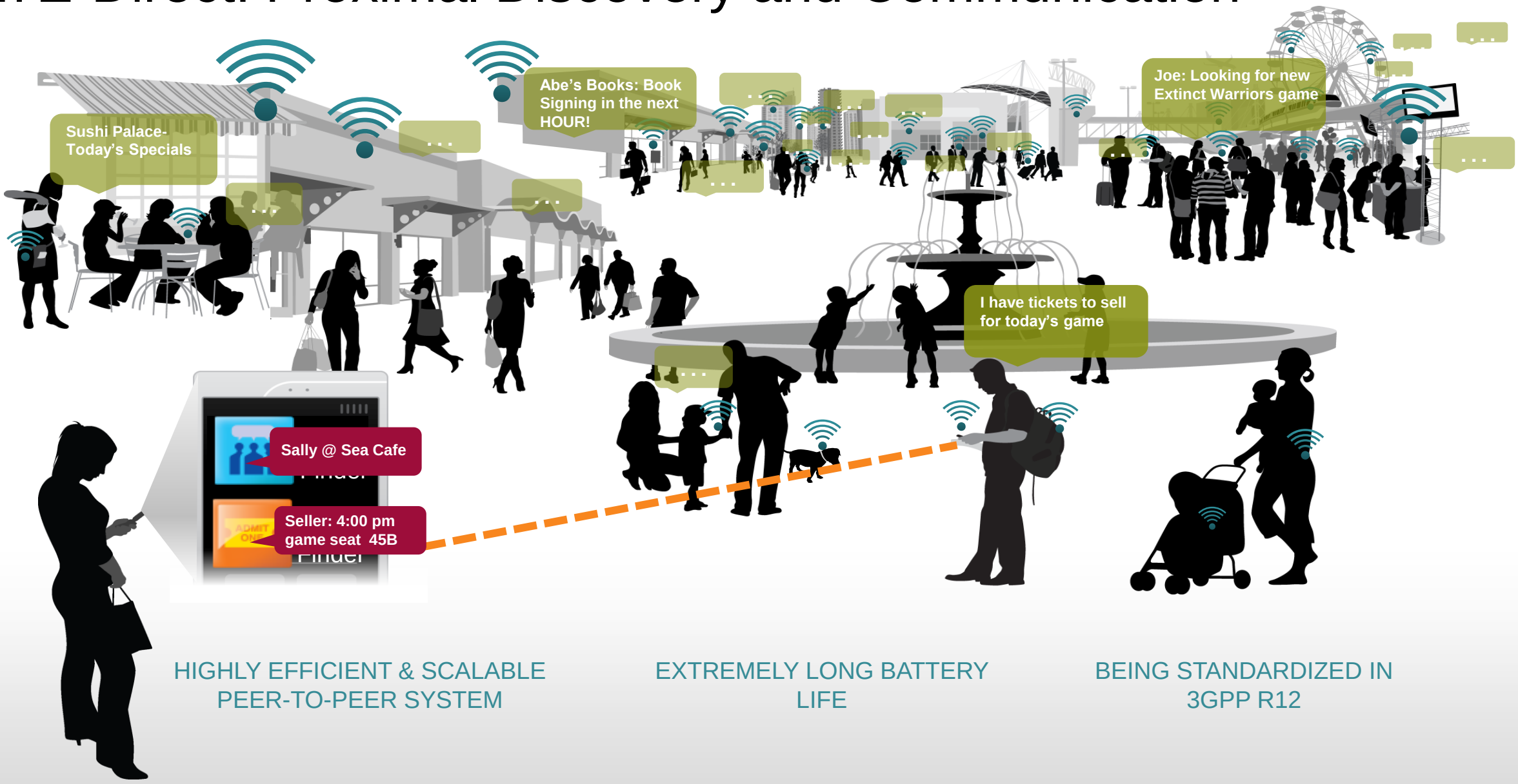
Internet connectivity

Type of app

Operator policies

Per link decision

LTE-Direct: Proximal Discovery and Communication



HIGHLY EFFICIENT & SCALABLE PEER-TO-PEER SYSTEM

EXTREMELY LONG BATTERY LIFE

BEING STANDARDIZED IN 3GPP R12

Enabling Smart Connected Devices

Connecting Everything

Supporting More Users,
at More Places,
with More Capacity

Evolve 3G/4G/WiFi

Small Cells/HetNets

Intelligent Connectivity

Peer to Peer

Making Devices Smarter

Leveraging Computing
Power and Sensors to Enable
New User Experiences

Computer Vision

Indoor Location

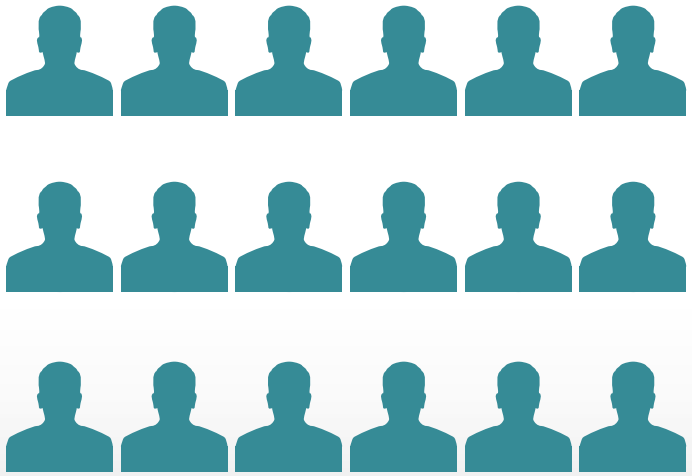
Improving Web Experience

Context Awareness

Vuforia™ – Strong Market Traction

22,000+

Registered Developers from 130 Countries



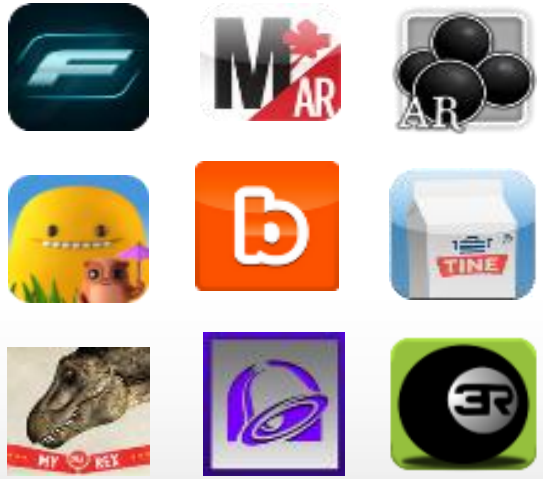
400+

Models of Smartphones and Tablets Supported

Video

300+

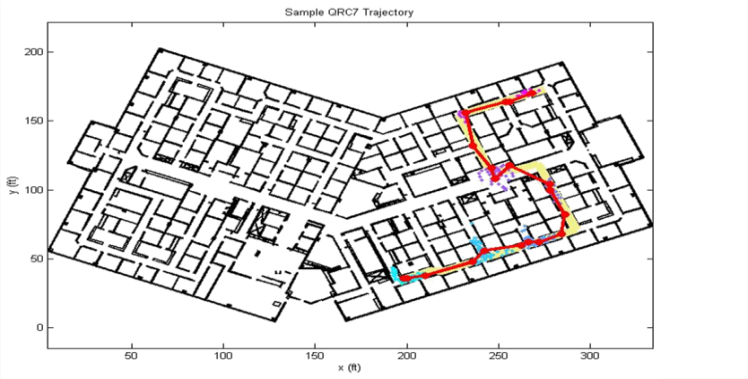
Apps in Android Market and iOS Apple Store



Accurate Indoor Positioning

High Accuracy (<5m)

Leverages existing WLAN AP and infrastructure



Integrated into Qualcomm Chipsets

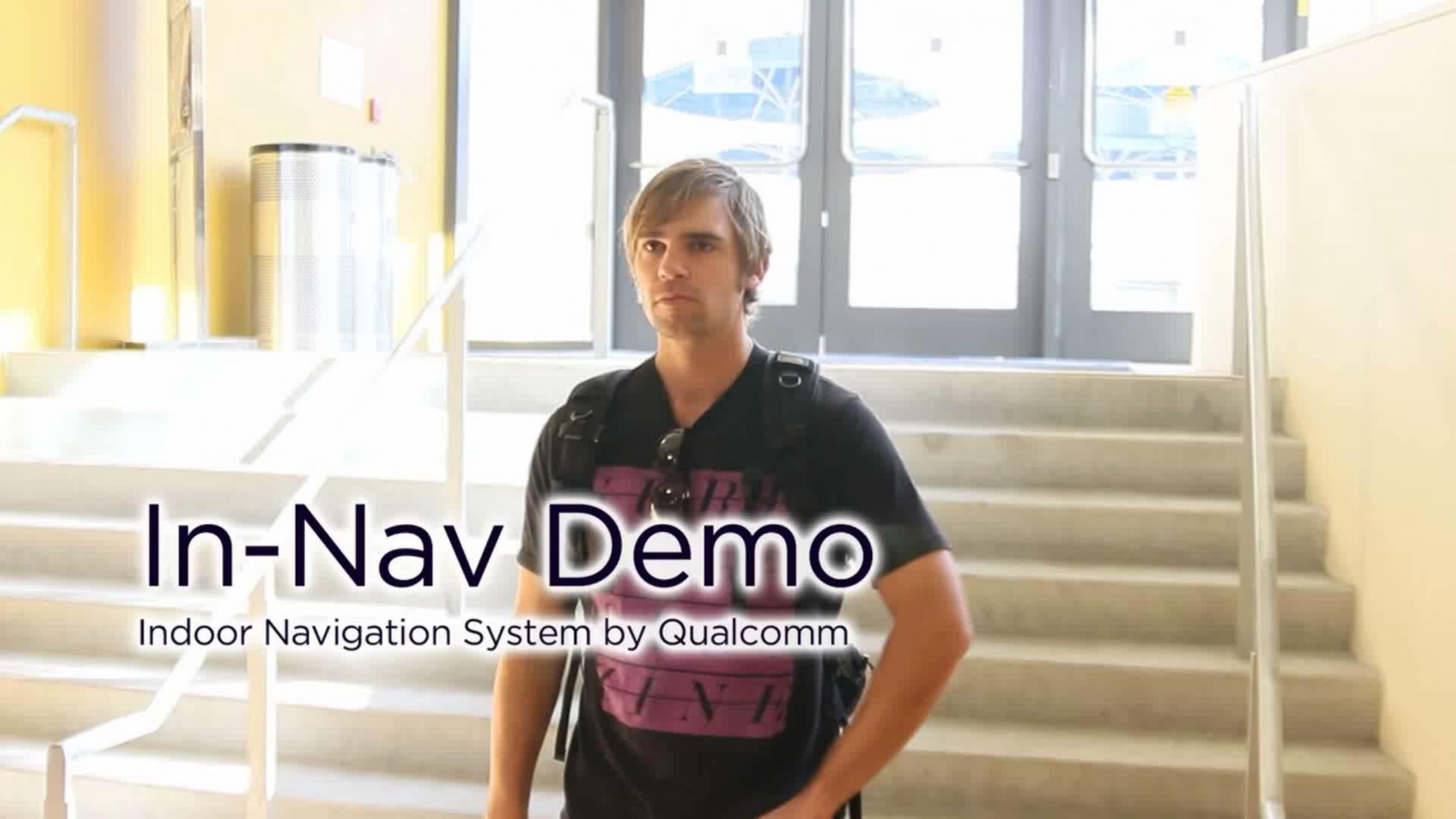
Highly efficient mobile based solution

AP/ Map Server

Indoor Positioning Discovery Server

Scalable Across Commercial Venues

Airport, train stations, malls, museums, hospitals, sports venues etc.

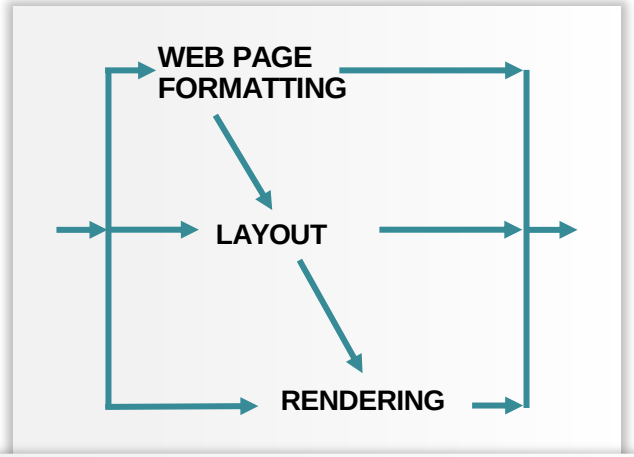

In-Nav Demo
Indoor Navigation System by Qualcomm

Web Browser Acceleration

Exploiting Concurrency for HTML and Javascript

Mobile Computing Increasingly Multi-core

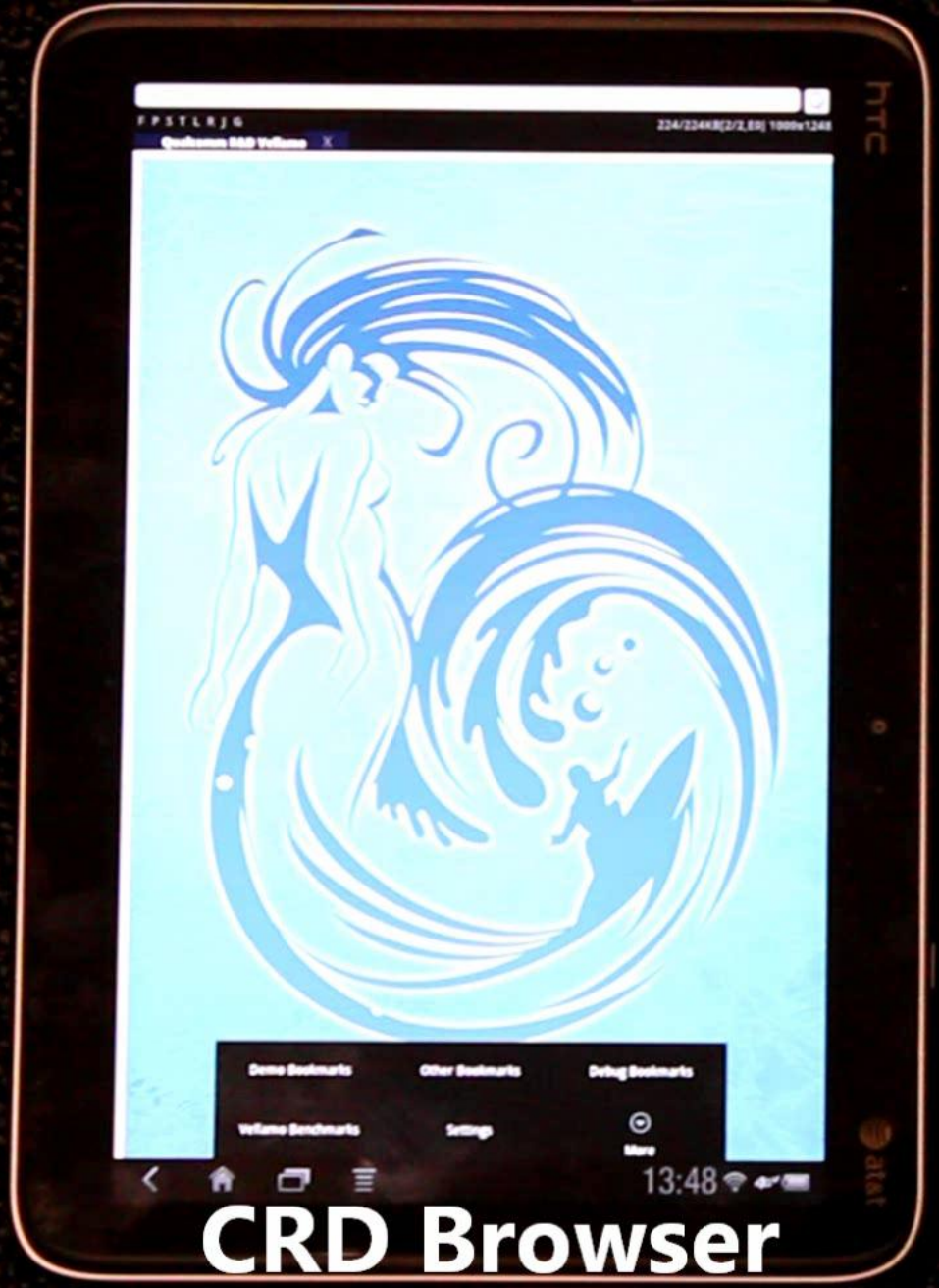
Multi-Core CPU/GPU, DSPs, and Hardware Accelerators



Developing for Snapdragon SoC

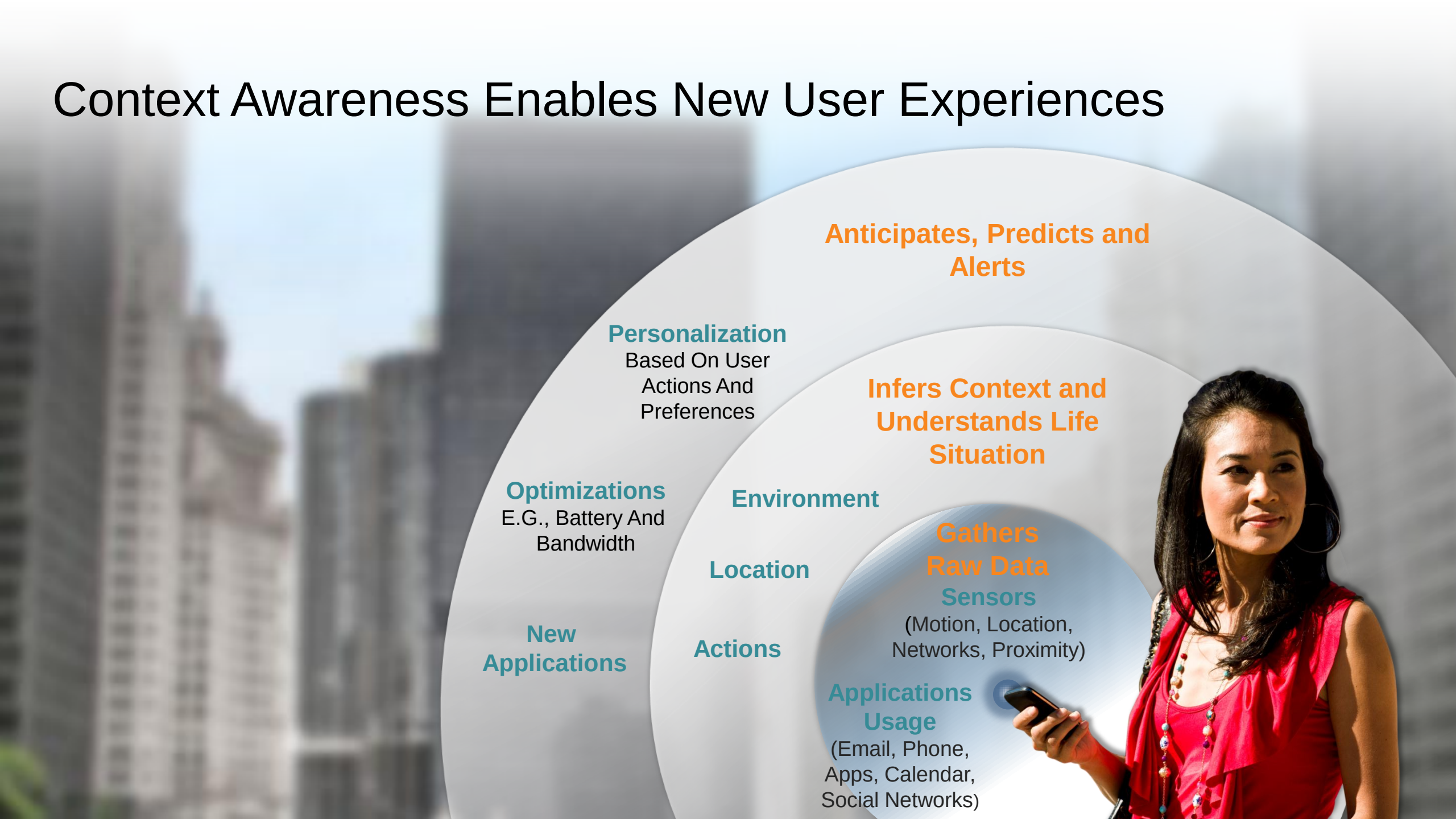
Concurrently use all CPU cores & Designed to exploit Adreno GPU, Hexagon DSP, & other hardware accelerators

Significantly Faster Browsing Experience


htc
13:48
CRD Browser


htc
13:48
WebKit

Context Awareness Enables New User Experiences



Enabling Smart Connected Devices

Connecting Everything

Supporting More Users,
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Context Awareness

Computer Vision

Indoor Location

Improving Web Experience

Leading the Way in the Era of Smart Connected Devices

- Strong track record of leadership
- Broad R&D initiatives to drive innovation
- Well positioned to lead the era of smart connected devices

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