Making Spaces for a New Generation of XR
Blending the lines between physical and digital

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Embargo Lifts Tuesday, Nov 9 at 6am PT
The screen disappears and the world becomes your home screen.
A decade of cutting-edge XR R&D

2007
Qualcomm Research initiates first AR project

2021
Snapdragon XR1 AR Smart Viewer

- Snapdragon XR1 Platform
- XR1 Powers next Glass Enterprise Edition 2
- Nreal Light

2020
Announce first AR developer challenge

- Snapdragon XR2 5G Platform
- Launched Snapdragon XR2 5G Platform
- Launched XR Viewers for 5G smartphones and XR Optimized Program established

2019
- ODG R-8 & R-9 powered by Snapdragon® 835 Mobile Platform
- ODG R-7 powered by Snapdragon 805

2018
- Open Austria Research Center on AR
- Lenovo Think Reality A3

2017
- Launch XR Viewers for 5G smartphones and XR Optimized Program established
- Qualcomm Snapdragon XR1 platform launched
- Snapdragon XR1 powers next Glass Enterprise Edition 2

2016
- Lenovo Think Reality A3
- Snapdragon 850 powers Hololens 2

2015
- Lenovo Think Reality A3
- Snapdragon 850 powers Hololens 2

2014
- Lenovo Think Reality A3
- Snapdragon 850 powers Hololens 2

2013
- Lenovo Think Reality A3
- Snapdragon 850 powers Hololens 2

2012
- Lenovo Think Reality A3
- Snapdragon 850 powers Hololens 2

2011
- Lenovo Think Reality A3
- Snapdragon 850 powers Hololens 2

2010
- Lenovo Think Reality A3
- Snapdragon 850 powers Hololens 2

2009
- Lenovo Think Reality A3
- Snapdragon 850 powers Hololens 2

2008
- Lenovo Think Reality A3
- Snapdragon 850 powers Hololens 2

2007
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Qualcomm
Accelerating Headworn AR

1. Introduced AR viewers as an accessory to phone
2. Introduced AR smart-viewers category
3. Need to go beyond enabling hardware
A platform for developers to create headworn AR experiences that adapt to the spaces around us.
Open, cross-device AR ecosystem
Developer-first Platform
Technology and Innovation
Proven Technology and Innovation

Qualcomm Snapdragon XR2 5G platform
Qualcomm Snapdragon XR1 platform
Expanding Technology Offerings

- Image Recognition & Tracking
- Object Recognition & Tracking
- Hand tracking

150K+ Devs
180+ Countries
Open, cross-device AR ecosystem
Developer-first Platform

AR as a Feature
Robust resources
Pathfinder Program
Developer-first Platform

AR as a Feature

Robust resources

Pathfinder Program
Developer-first Platform

AR as a Feature

Robust resources

Pathfinder Program

SDK support for leading 3D Engines, Epic Unreal Engine 4 and Unity

Create with the 3D tools you know, Unreal Engine Editor and Unity Editor, AR Foundation and MARS

Robust resource library with documentation, sample code, tutorials, knowledge base, and tools
Early Access Developers
Developer-first Platform

AR as a Feature

Robust resources

Pathfinder Program

Early access to:
- Platform technology
- Project funding
- HW development kits
- Co-marketing and promotion
Technology and Innovation

Open, cross-device AR ecosystem

Developer-first Platform

Snapdragon spaces

Positional Tracking
Local Anchors & Persistence
Image Recognition & Tracking
Object Recognition & Tracking
Plane Detection
Hand tracking
Spatial Mapping & Meshing
Occlusion
Scene Understanding

Pathfinder

OpenXR
EPIC GAMES
Unity
oppo
Lenovo
motorola
hololone
NIANTIC
\(\text{NTT docomo}\)
\(\text{T Mobile}\)

TRIPP
farinARscape
outplay
\(\text{RESOLUTION}\)
\(\text{NZXR}\)
Nokia
Felix & Paul
scope
FIGMIN
XR
Early Access Developers and Pathfinder Program Now

General Availability
Spring 2022
Thank you

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