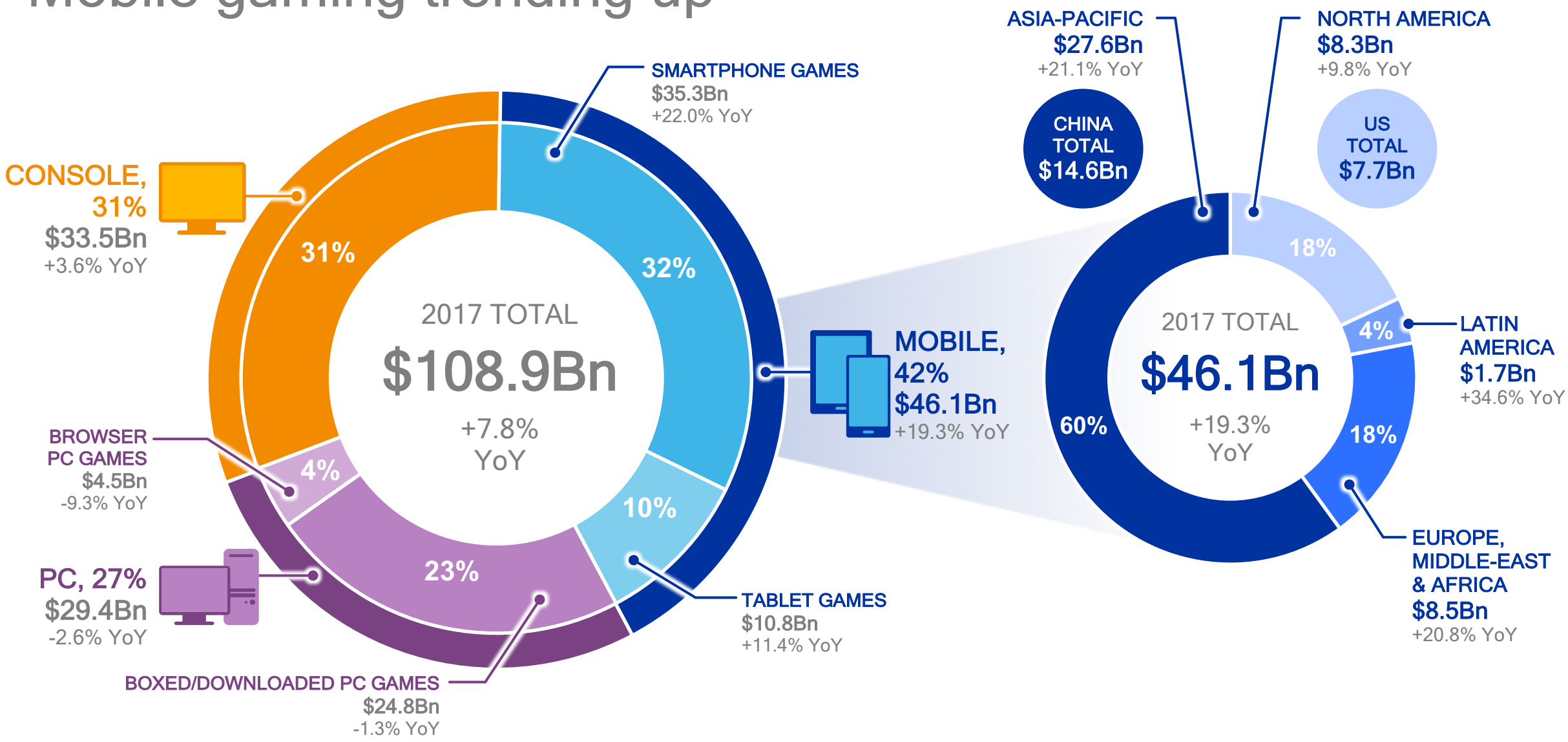
The Future of Mobile Gaming

Micah Knapp
Senior Director, Product Management
Qualcomm Technologies, Inc.

December 7, 2017

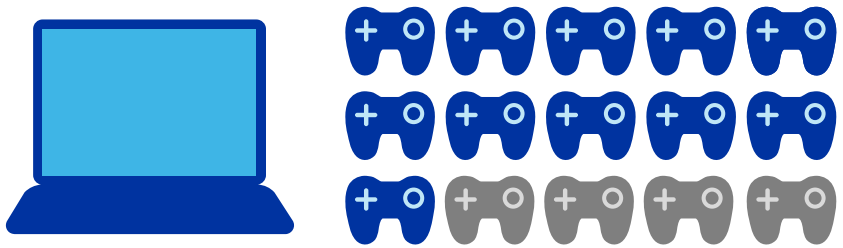


Mobile gaming trending up



Source: Newzoo 2017 Global Games Market Report

PC/Console to Mobile game adaptation is driving growth



PC

11 of today's **top 15 PC games**
have or will be ported within one year



ARPU

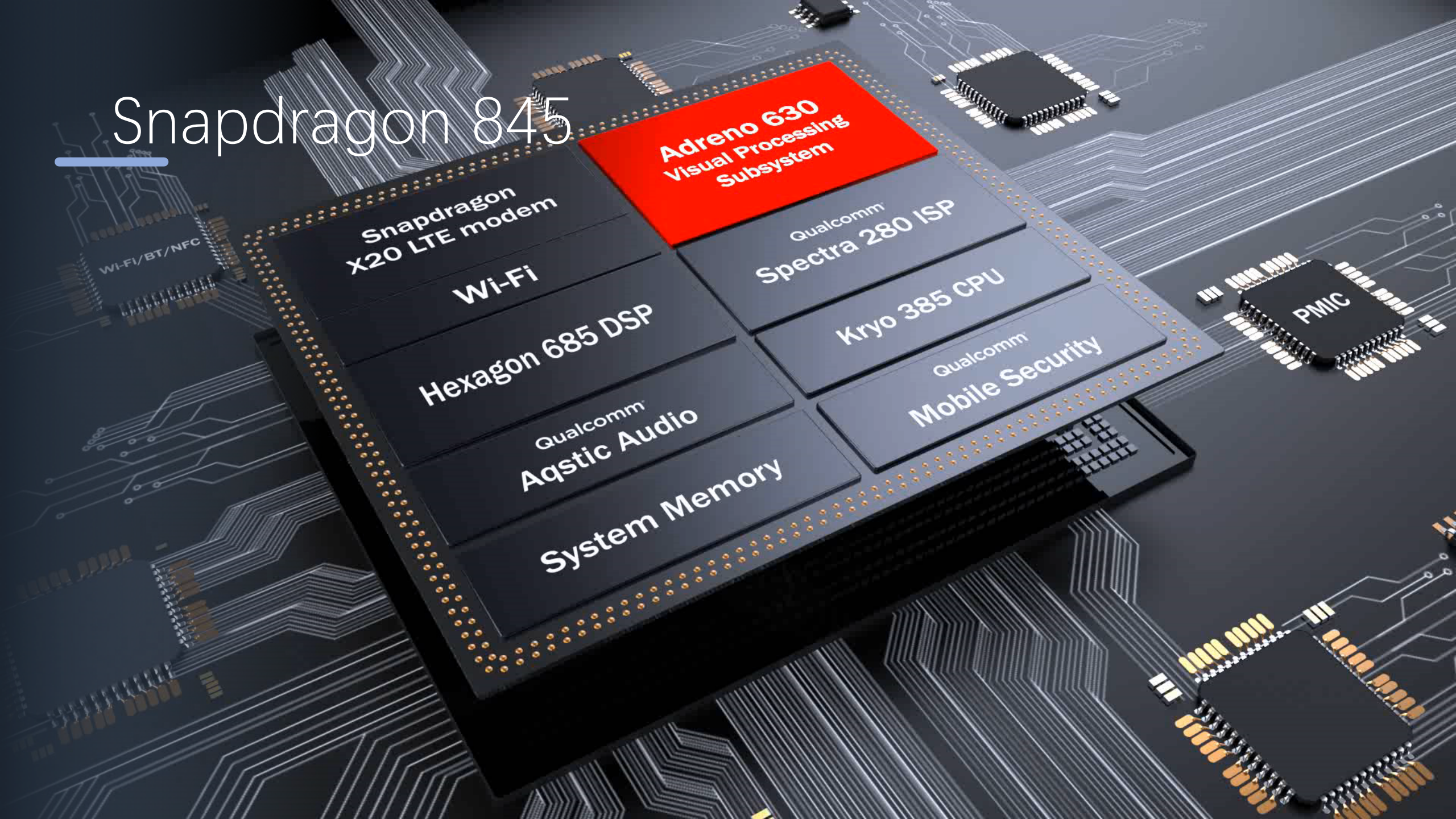
Mobile versions
of same game generate
higher revenues than
PC version

Source: 17173 Niko Partners Games Database 2017

Console gaming is already mobile



Snapdragon 845



High quality games on premium devices provide superior game experiences for players









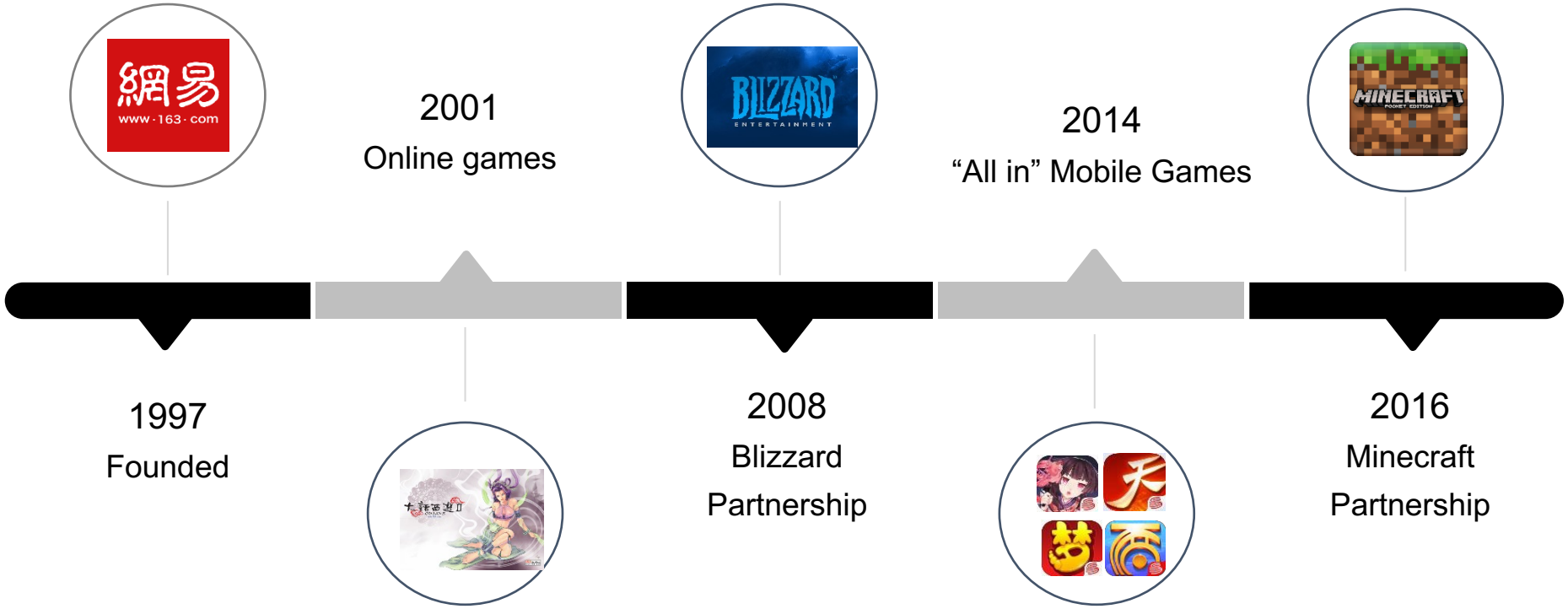


Fangda Wan

Senior Director

Strategic Development

NetEase Games-the Largest Game Developer in China



No.7 Worldwide by Game Revenues

4000+ Developers

100+ Games

Messiah Game Engine



Messiah

A self-innovated game engine developed by Netease, has been awarded with more than 20 patents of original design , and is fully compatible with advanced game technologies.

- Developed in 2014
- A new engine with over 20 original technology patents
- Brand new next-gen engine designed for native parallel execution
- Higher performance and fancy graphics

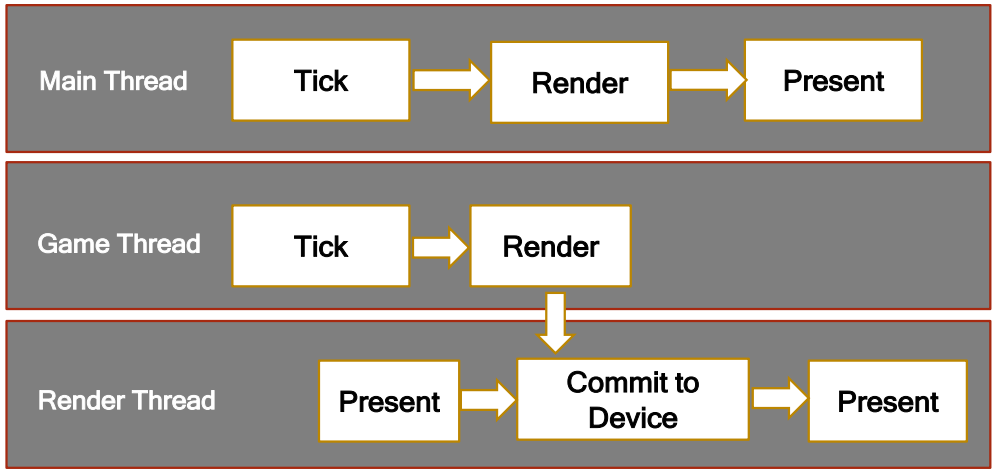
Everything's in Parallel: Multi-threading

Performance avg. 20%↑

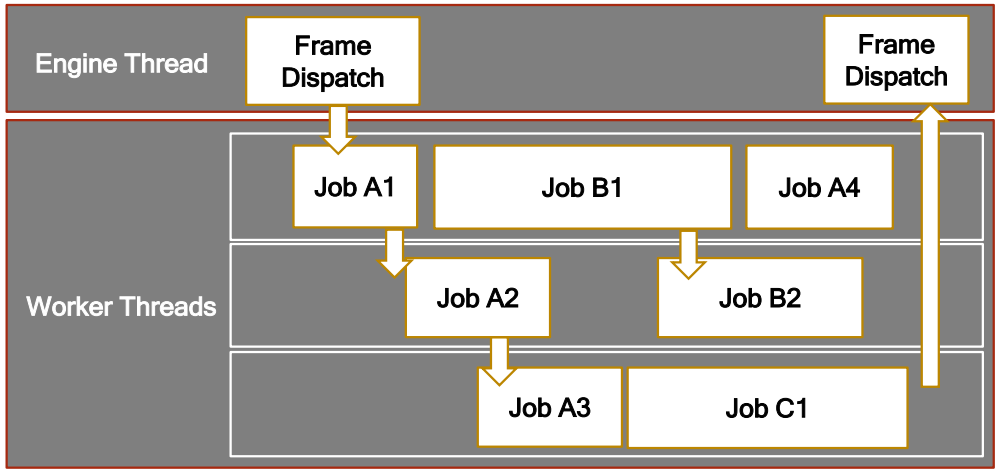
Phone Temperature

Power Consumption

Traditional multi-threading mode



Messiah multi-threading mode



High-Quality Visual Performance

Physically Based Rendering(PBR) | HDR | Bloom | Dynamic Shadows | Exponential Fog













Tianxia Mobile

The next generation 3D MMORPG mobile game









Knives Out

A new and dauntless attempt to develop a survival sandbox game

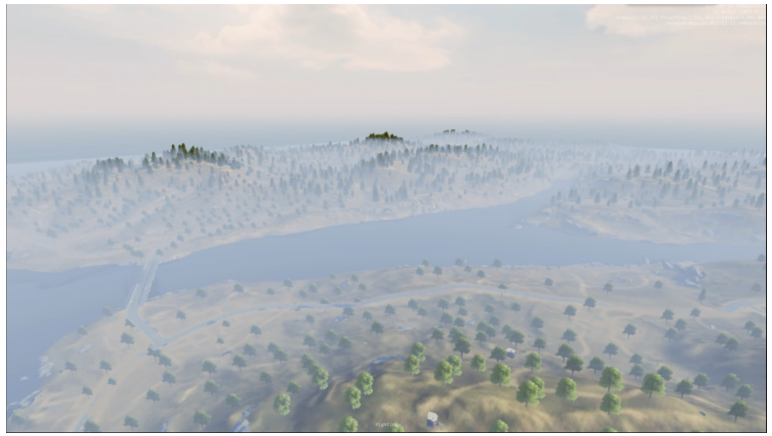
6km*6km Map

3M blades of grass

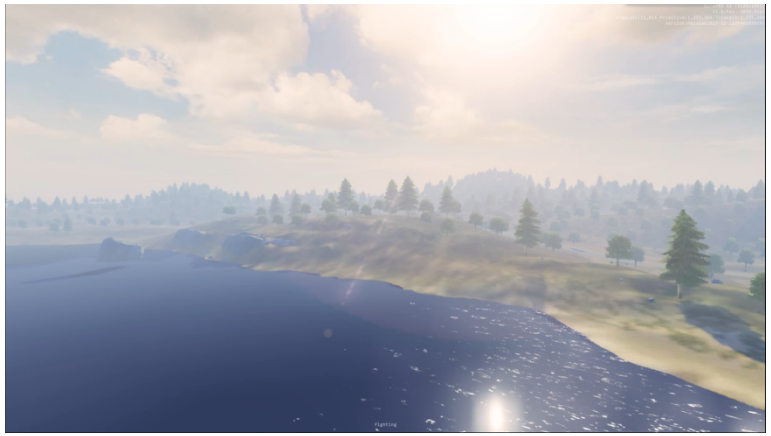
Dynamic Weather Condition

High Dynamic Range Environment

Global Illumination













Innovative Gameplay

Survival Sandbox Game	Twitch Plays	VR	AR
Knives Out Rules of Survival Survivor Royale	A new form of live-streaming interaction and gaming	Twilight Pioneers Expert's Choice Award Vision AR/VR Summit Asia	Yume-Alice’s dream Puzzle AR game









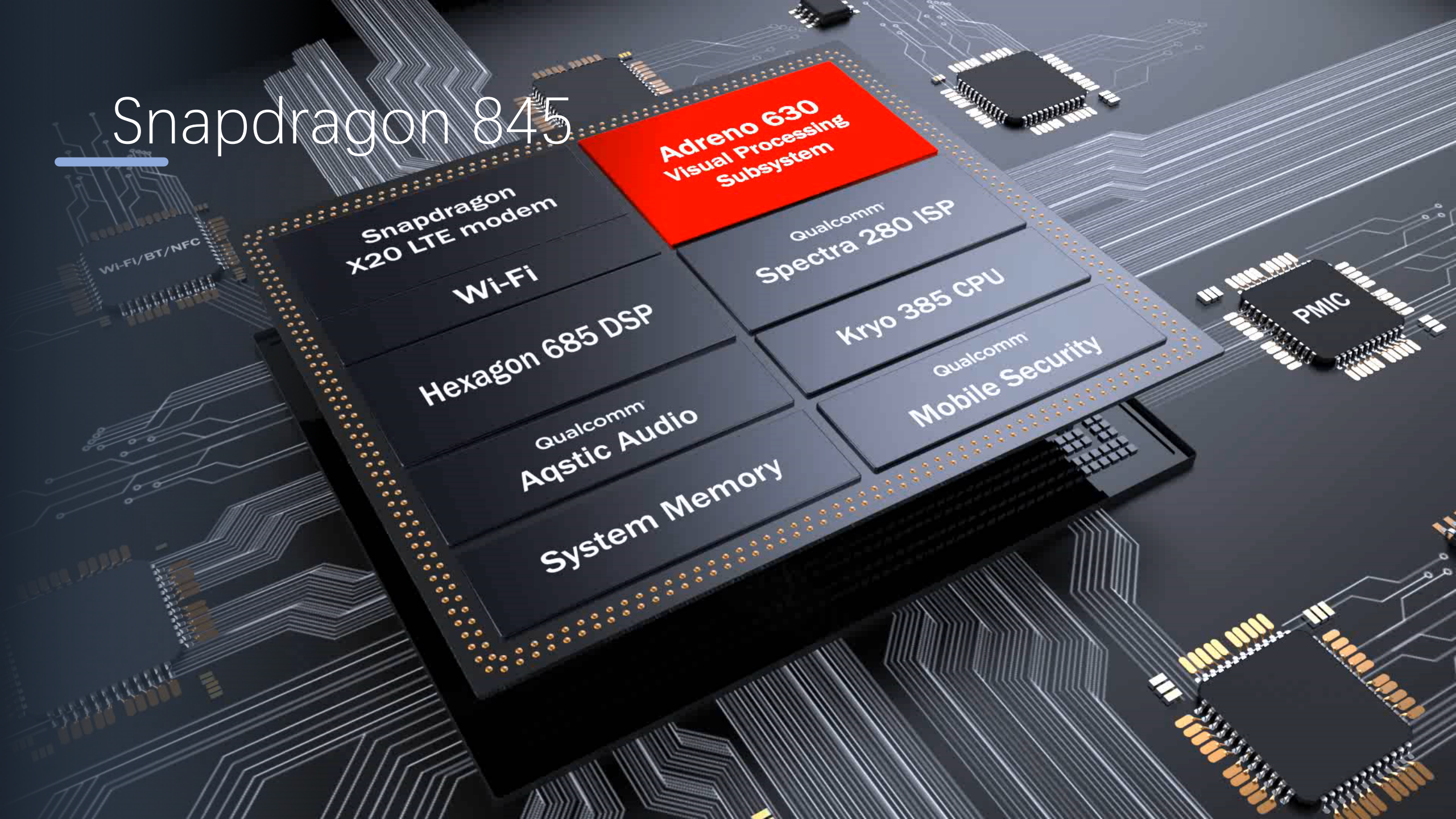








Snapdragon 845



Thank you

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