

February 2019

Mobile World Congress
(MWC)

Qualcomm

Making XR a reality for everyone

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Qualcomm Technologies, Inc.

Embargoed until February 25th, 2019 10:00 a.m. CEST, 1:00 a.m. PT





The
opportunity
for mobile XR
is strong...

Augmented Reality is gaining traction



Snapdragon powers all key XR platforms



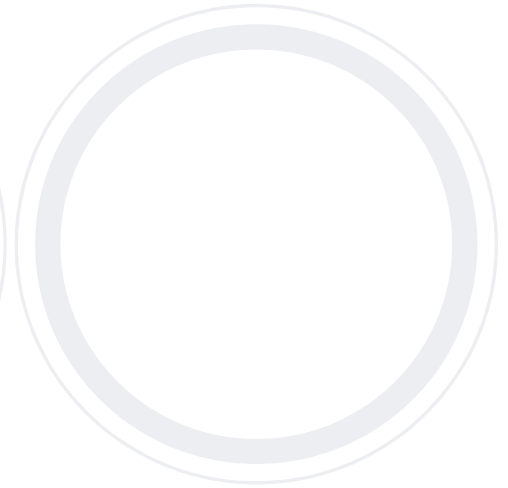
Oculus



Google Daydream



HTC VIVE



Stay tuned...

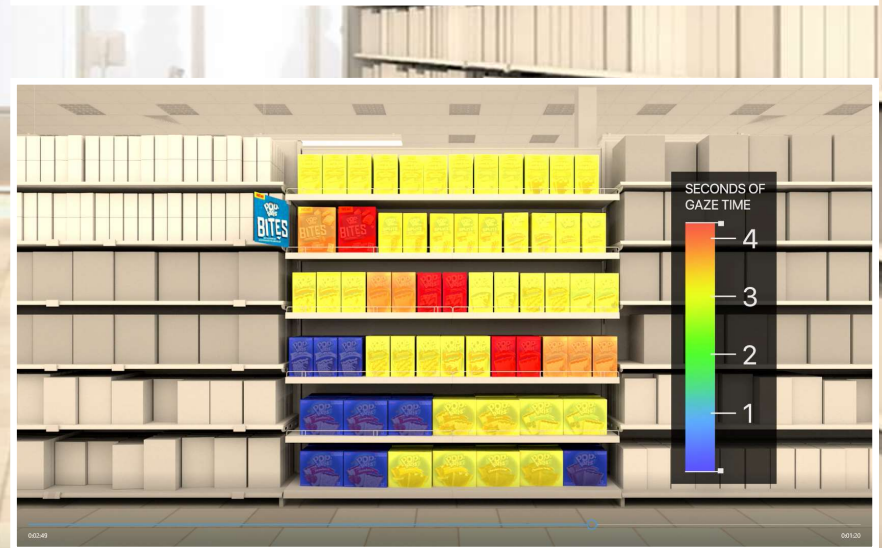


Truly mobile XR

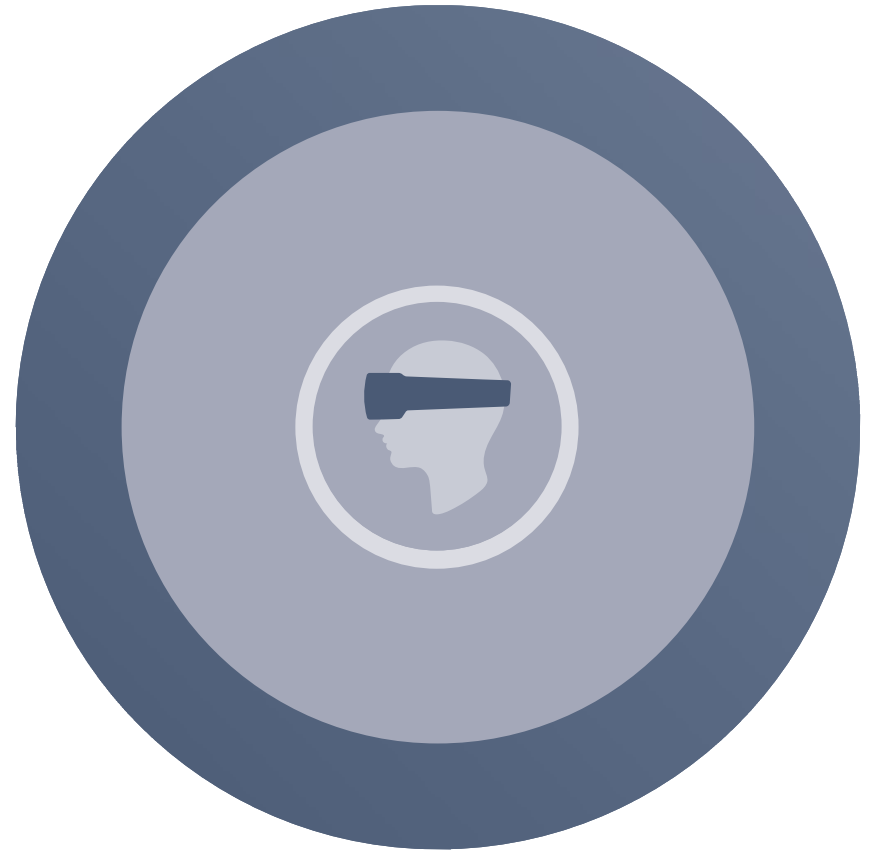
Mobile XR integration is transforming enterprise

VR merchandising offers accurate and better results for product placement using eye tracking

Qualcomm > accenture
Kellogg's



Immersive experiences for 5G smartphones



Qualcomm

snapdragon

855 mobile platform



5G Mobile Platform
mmWave & sub-6



Immersive
Compute



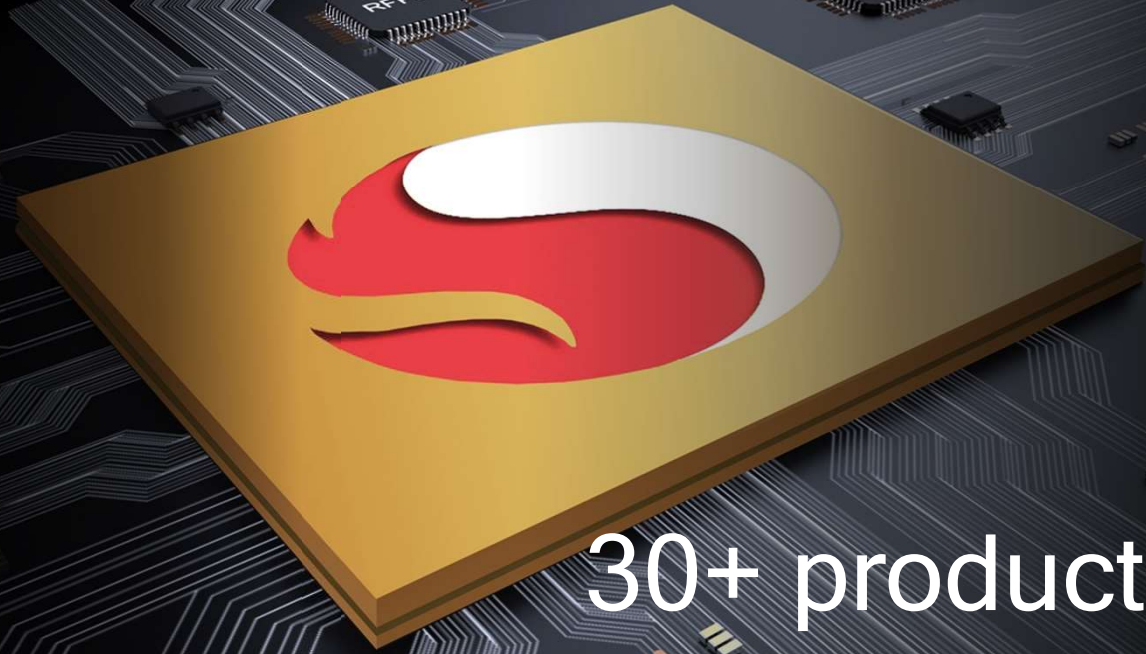
Computer Vision Processing
(CV-ISP)



Artificial
Intelligence Engine



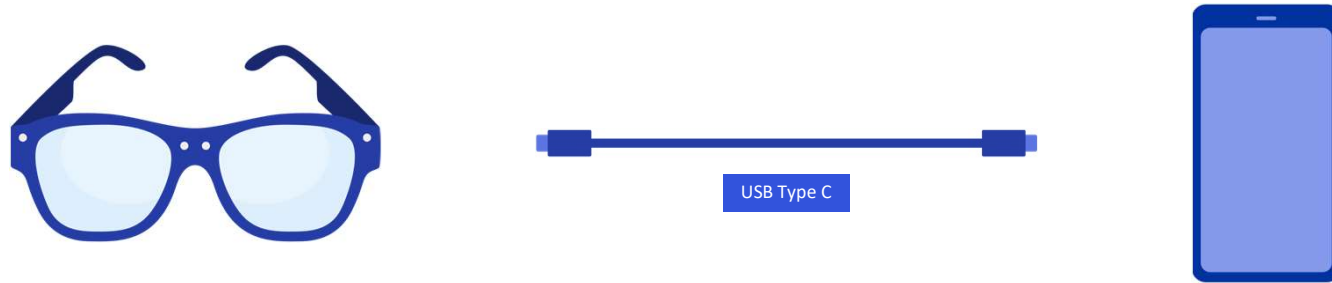
7nm Power &
Performance



30+ product
announcements



Next generation immersive mobile computing with 5G



-
- AR or VR
 - Comfortable, light
 - High Quality Displays

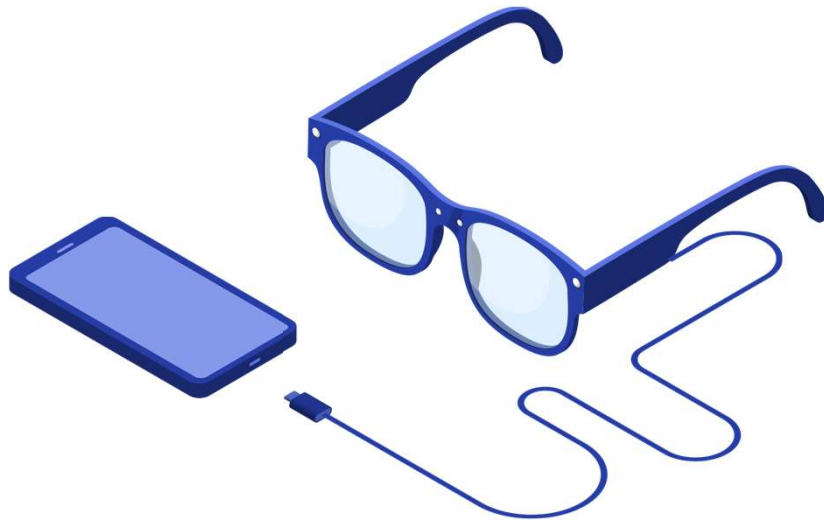
- Tracking Cameras (head, hand, controller, eye) and sensors

-
- Snapdragon 855 based Smartphone
 - DP out ready (DP+USB enabled)

- Software: Snapdragon 855 SW



XR viewers pave the way



Source: QCT research and analysis

OEM

- Ability to offer different levels of immersive devices

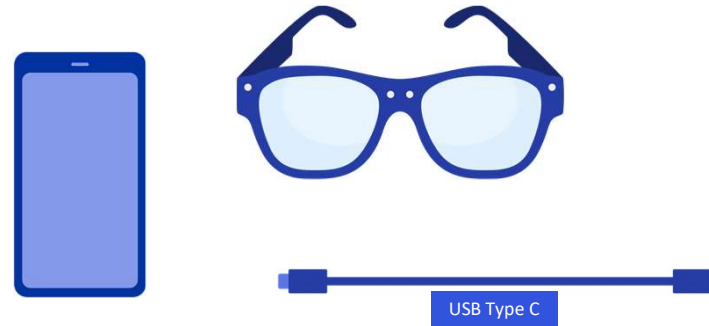
Operator

- Bring new experiences to customers as they unveil 5G
- Ability to bundle offering at point of sale

End user

- New and seamless XR experiences

Extending HMD Accelerator Program (HAP) to XR viewers



Smartphone to Viewer compatibility and performance



1

Product
Reference
Design



2

ODM
Partners



3

Component/
Peripherals/
Technology
Partners



4

Performance
and Quality
Metrics/Testing



5

Marketing
Support

Qualcomm
snapdragon

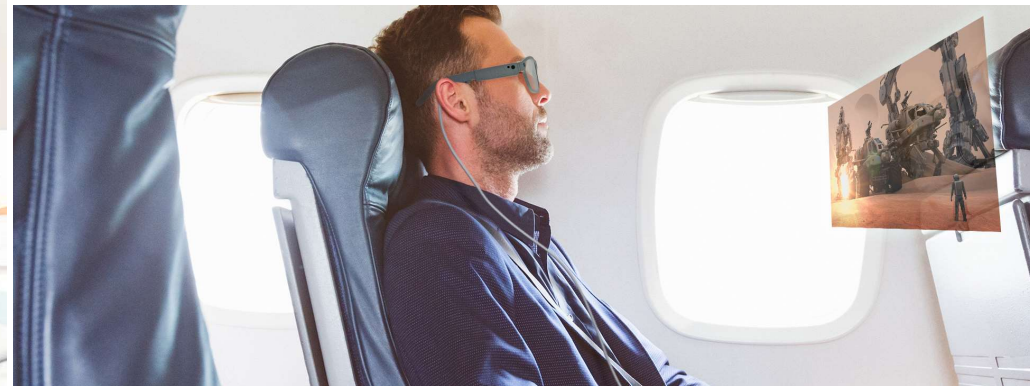


Acer Viewer



nReal Light

First wave of XR viewers

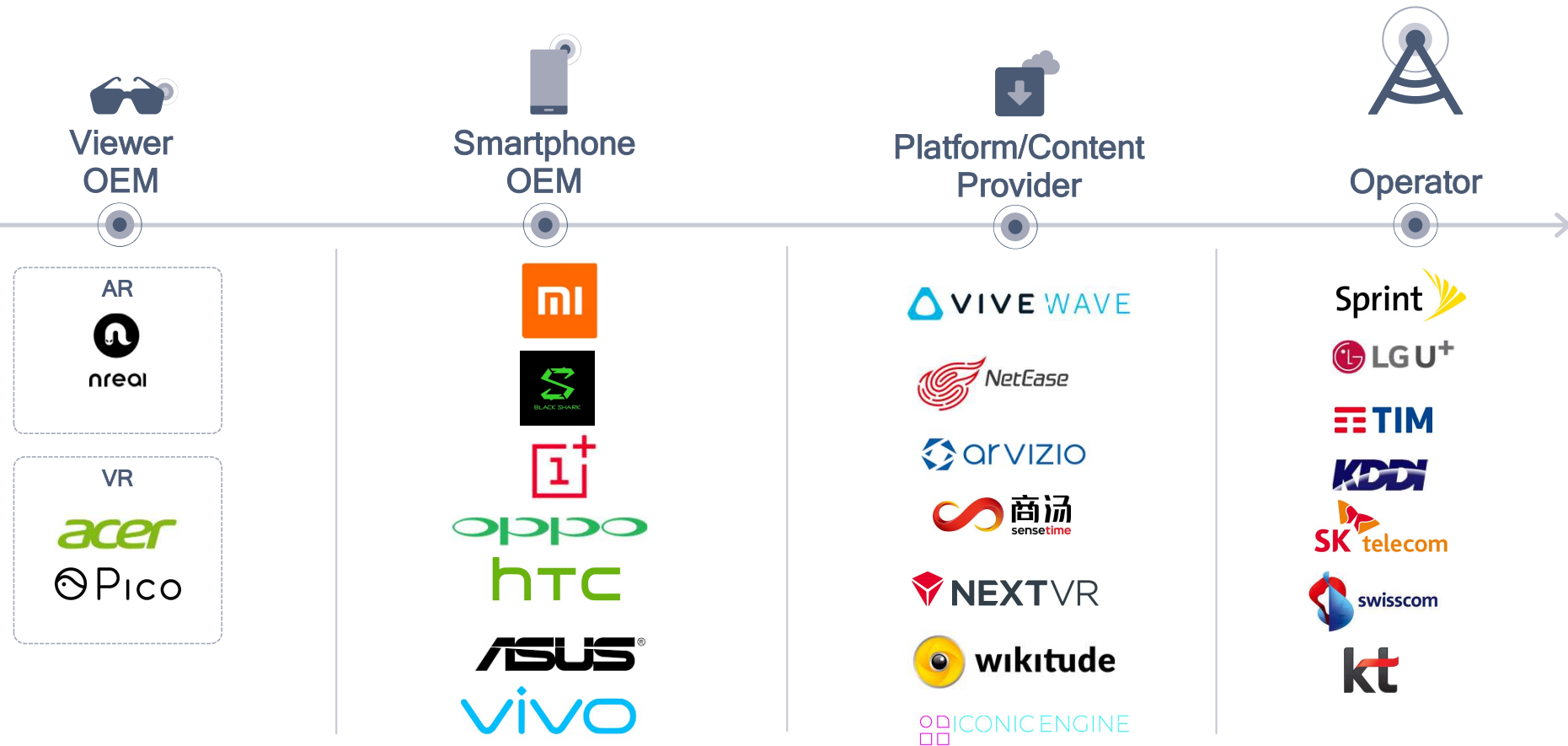


AR: Big screen experience anywhere with existing apps



VR: Immersive entertainment over 5G

Ecosystem collaboration embraces XR viewers and offers end-to-end solution









Qualcomm innovation fuels XR advancement





Thank you

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