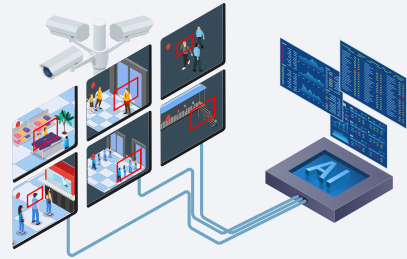


NRF 2025 Qualcomm Technologies' Game-Changing Retail Demonstrations



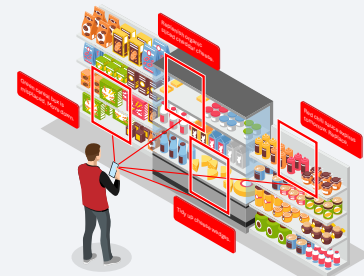
Facility-Level Video Surveillance with AI Analytics

FocusAI, Qualcomm Dragonwing™ AI On-Prem Appliance Solution

Processes real-time data through an end-to-end camera surveillance system with on-device AI analytics for loss prevention and security breaches. This comprehensive security solution identifies suspicious activities and triggers instant alerts, reducing the need for constant monitoring and lowering maintenance costs.

Qualcomm Interactive Experience Wall

Powers frictionless experiences for retail, transportation, and logistics with high-performance, low-power computing, leading-edge AI, and unrivaled connectivity. This solution is focused on improving efficiency throughout retail operations and inventory management to empower store associates and deliver improved shopping experiences to consumers.



Multimodal Gen AI Companion for Retail

Zebra Technologies, Target, Google Cloud

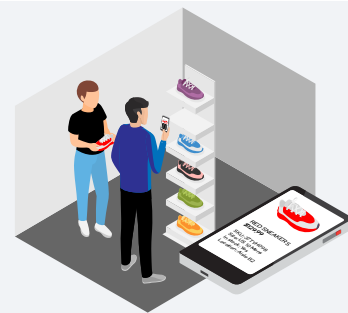
Optimizes workforces and enhances in-store guest experiences using multimodal Gen AI, leading to increased efficiency and customer satisfaction. This guest-ready aisle companion automates routine tasks for store associates, like restocking shelves and managing inventory, while addressing labor shortages and simplifying inventory management.



Asset Tracking for Loss Prevention with the Qualcomm Aware™ Platform

Digital Matter's Barra Core trackers, Qualcomm Aware Platform

Offers advanced asset tracking to ensure the security and availability of valuable assets. By setting geofences, alerts are triggered when assets move outside designated areas, providing real-time visibility and control while helping prevent theft and loss.



RFID-Enabled Handheld Solutions for Inventory Management

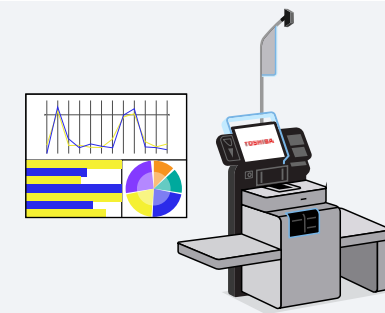
Impinj RFID Reader, Chainway device

Allows store associates to enhance store shoppability by quickly locating product sizes and quantities, while streamlining inventory management processes by reducing the time and effort required for stock checks and audits.

Loss Prevention with Computer Vision Cameras & Advanced Edge AI

Toshiba Global Commerce Solutions

Uses advanced computer vision and edge AI to monitor customer behavior to reduce the risk of retail theft. The ELERA® Security Suite with the TCx® EDGEcam+ detects and alerts to suspicious activities and incidents in real-time, helping maintain a secure, safe, and pleasant shopping experience.



Multimodal Gen AI Virtual Agents

Honeywell, Dragonwing AI On-Prem Appliance

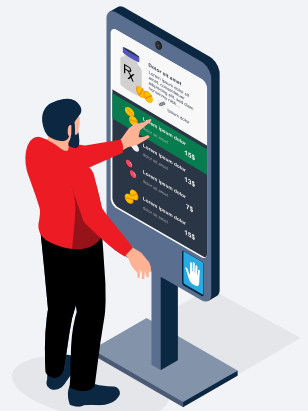
Multimodal AI virtual assistants on Honeywell's CT47 handheld devices help workers search through large spec documents via image, text, or voice—improving overall productivity by letting them focus on more critical tasks.



Point-of-Sale (POS) On-Device Troubleshooting with AI Assistant

ELO Touch, Iterate.AI

Helps store associates diagnose and resolve common POS device issues quickly through self-guided setup and troubleshooting support via AI, ensuring POS systems are always operational for guests while reducing the amount of customer care calls and tech visits.



Smart Pharmacy Kiosk with Gen AI

GoTrust self-service kiosk, Telpo device, RedRock Biometrics, Authsignal AI platform

Helps visitors locate items, schedule flu shots, get health information, and checkout faster via biometric payments. Particularly useful in busy pharmacy environments, this Gen AI solution offers personalized recommendations while reducing wait times to improve customer satisfaction.



Unattended Retail Store with Biometric Payments & Spatial Intelligence

J.P. Morgan biometrics payment device, POPID for biometric verification; AiFi spatial intelligence camera solution

Combines vision AI and face biometrics for a seamless, cashier-less shopping experience with minimized operational costs. Spatial intelligence optimizes store layouts for customers to easily find items while biometric payments enable more private and cost-effective checkouts.



FastSensor Solution for Retail & Events

FastSensor

Uses AI business analytics to identify high-traffic areas with real-time data on customer foot traffic, movements, and behavior. With the FastSensor solution, retailers can make informed decisions about staff deployment, store layouts, and product placement to improve operational efficiency, optimize inventory dispersment, and enhance the shopping experience.



Airport Lounge with Biometrics & Location

Authsignal AI platform, Qualcomm Aware Services, RedRock Biometrics, Telpo

Delivers a seamless access system through palm biometrics and hybrid positioning to enhance the travel experience and reduce operational costs. Travelers can enjoy lounge amenities with frictionless entry, exit, and payments (without physical tickets or cards), as well as personalized loyalty offers.



In-Store Geolocation & Digital Shelf Systems

EdgeSense™ by VusionGroup, Qualcomm Aware Positioning Services, Qualcomm® Hybrid Location Solution

Revolutionizes in-store shopping through digital shelf systems with Bluetooth® ESL technology, delivering real-time price updates, product info, and promotional offers to improve inventory accuracy and management while enhancing customer experiences, reducing operational costs, and offering additional monetization opportunities.