

The image features a solid red background. In the upper portion, there are several thin, parallel lines that curve from the top left towards the right. Below these, a grid of thin black lines is visible, creating a pattern of squares that also curves across the frame. At the bottom, there is a large, soft, curved gradient that transitions from a light pinkish-red to a slightly darker red, suggesting a light source or a shadow.

Wireless Reach™

“Wireless technology is a powerful tool that not only empowers individuals but also transforms developing regions. We believe it’s important to actively promote social uses of our technology throughout the world, enabling much-needed connectivity and economic and social benefits.”

- Dr. Paul E. Jacobs, Chief Executive Officer



QUALCOMM believes access to advanced wireless voice and data services improves people's lives. QUALCOMM's Wireless Reach initiative supports programs and solutions that bring the benefits of connectivity to developing communities globally. Wireless Reach is an important way of enabling our Company to link its commitment to

social responsibility with its obligation to its shareholders. We view Wireless Reach as a strategic program that supports the Company's long-term strategic goals.

India: Connecting Village Knowledge Centers

Though wireless teledensity in India has grown exponentially since 2000, there is still a huge disparity between urban and rural connectivity. To overcome this, the government of India and several state governments, civil society organizations, industry partners and donor agencies have created an initiative, named Mission 2007, to facilitate and accelerate through multi-stakeholder collaborations, the provision of Village Knowledge Centers in each of India's 600,000 villages. These centers provide a central meeting point for knowledge-based livelihoods and income-generating opportunities for farming communities and underserved people.

In support of India's Mission 2007 initiative, QUALCOMM has formed an alliance with the NASSCOM Foundation and Tata Teleservices to provide CDMA2000 wireless connectivity solutions to 65 Village Resource Centers in India. Under the scope of this alliance, NASSCOM Foundation and QUALCOMM will provide connectivity and online content to Village Knowledge Centers in the states of West Bengal, Orissa, Maharashtra, Andhra Pradesh, Karnataka, Tamil Nadu, Goa, Gujarat and Kerala.

The NASSCOM Foundation represents the software industry's commitment to leveraging IT for empowering the underserved. QUALCOMM, as NASSCOM Foundation's technology supporter, will provide Internet connectivity with CDMA2000 fixed wireless terminals to the centers. CDMA2000 enables both voice and data and is best suited to provide comprehensive connectivity to rural India. Furthermore, it will enable inclusive growth and development for the benefit of these underserved citizens.

Peru: Connecting a Rural Clinic

A small healthcare clinic, located in a rural village named Coya a few hours from Machu Picchu, serves the indigenous population of the "Sacred Valley" of the Incas. Through our partner, FACES Foundation, teams of doctors fly in from the United States to volunteer their time and serve residents who would otherwise have no access to healthcare. It is not uncommon for as many as 500 patients to receive medical attention each week. To date, 12,000 residents have received medical care. Prior to QUALCOMM's involvement, the clinic had no connectivity of any kind.

Although fixed-line communications had been attempted, the harsh mountainous terrain made wireline connectivity extremely unreliable. QUALCOMM provided the clinic with CDMA wireless voice and data equipment including laptops, CDMA camera/video phones, data cards and related services allowing external communications for the first time.

Now, the clinic and visiting physicians can communicate with colleagues and medical specialists from all over the world in real time.

China: Enabling Rural Innovation & Entrepreneurship

There is a significant difference between the eastern coastal cities and the western countryside of China in terms of wealth and wireless connectivity. While the country's overall mobile phone penetration is about 35 percent, it is as high as 90 percent in some urban areas. Wireless Reach in China aims to harness advanced wireless technology to positively contribute to the long-term development and sustainability of underserved communities in three of China's western provinces: Shaanxi, Guizhou and Ningxia.

In collaboration with China Unicom and the international non-governmental organization, PlaNet Finance, QUALCOMM donated 1,000 wireless handsets pre-charged with a two-year service voucher and gave them to PlaNet Finance's network of microfinance workers and loan recipients. The initiative improves successful PlaNet Finance programs by providing the benefits of mobile communications to new entrepreneurs.

The handset recipients are microfinance loan officers or borrowers who have successful track records and regularly participate in PlaNet Finance's training programs. China Unicom's service voucher includes a weekly short message service, which enables PlaNet Finance to provide key price and loan information to its microfinance partners and recipients. The CDMA2000 handset donation helps drive the recipients' access to markets, prevents wasted journeys and makes it easier to receive microfinance loans.

Through the Wireless Reach program, QUALCOMM and China Unicom support China's overall development goals, including the country's mission to increase the use of science and technology, a goal articulated by Prime Minister Wen Jiabao at the National People's Congress in March 2006.

Indonesia: Connecting Way Kanan and Pacitan

The Lampung province on the island of Sumatra in Indonesia has rural areas with minimal telecommunications infrastructure. Here, isolated villages, some reachable only after a drive of no less than six hours over bumpy dirt roads, now have secondary schools where students can surf the Internet.

QUALCOMM, wireless operator Sampoerna Telekomunikasi Indonesia, IndoNet, Axesstel Inc., the Indonesian Ministry of Information and Communication Technology, and the State Ministry for the Accelerated Development of Disadvantaged Regions are partnering to increase teledensity and Internet penetration.

The cornerstone of the program is the establishment of computer laboratories with Internet access in five high schools in Way Kanan: Buay Bahuga, Negeri Besar, Negara Batin, Rebang Tangkas and Pakuan Ratu. In addition, cellular kiosks or “warsels” are being established in 59 villages and in the five high schools to provide increased access to telecommunications.

Similarly, a community access point (CAP) has been established in Pacitan, East Java to serve as an Internet data center for local townspeople. This CAP in Pacitan consists of a computer laboratory equipped with an EV-DO modem operating at 450 MHz (CDMA450) to provide high-speed Internet access to the public. More than 2,000 students and teachers in the Pondok Tremas district will be able to access information worldwide via the Internet for use in education, research and training.

Vietnam: Access to Information Technology

QUALCOMM has partnered with the United States Agency for International Development (USAID), Electricity Vietnam Telecom, Hewlett-Packard, Microsoft and the Center for Research and Consulting on Management on the Training Online Program in Information Technologies for Communities (TOPIC64).

TOPIC64 aims to empower underserved communities in each of Vietnam’s 64 provinces by establishing Community Technology and Learning Centers (CTLCs) with computers, software and Internet connectivity via 3G. The project seeks to educate the public in basic IT skills, management and marketing skills by providing technical expertise via teacher training and technical support at each of the CTLCs. TOPIC64 will reach a wide spectrum of Vietnam’s people, bringing wireless voice and data access to introduce new services and opportunities and stimulate economic growth.

Mexico: USAID - Training, Internships, Exchanges and Scholarships

According to the World Bank, in 74 percent of the municipalities in Mexico, bank branches do not exist. Furthermore, 85 percent of adults in urban areas have never engaged in business with a formal financial institution. Even those that do have access to financial institutions often have to travel long distances to reach them, raising transaction costs when they communicate and receive funds from their families abroad. The University of California at San Diego, the Centro de Investigación y Docencia Económicas, the Centro de Investigación Científica y de Educación Superior de Ensenada and QUALCOMM sought to overcome this constraint. A team of students and professors from the above institutions are researching use of advanced wireless connectivity to provide more efficient financial transactions. The project will then be implemented in a Oaxaca, Mexico town in coordination with the large San Diego-Oaxacan community.

What's Next

- > Build stronger partnerships with non-governmental organizations, government agencies, corporations, and local communities to identify and implement projects with high social returns.
- > Take on more projects globally, bringing the advantages of connectivity to more communities worldwide.