



Innovation
Qualcomm
ISTANBUL
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QUALCOMM

Two Revolutions in the Connected Home

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INDUSTRY
ANALYST
SUMMIT
EMEA

MEDIA
REVOLUTION



M2M
REVOLUTION



Media Revolution



Evolving Connectivity Opportunities



CONSUME

Accessing Media
and Content Everywhere

GNSS
PON
802.11n, ac, ad
Powerline
Bluetooth HS
3G/4G

CONNECT

Communications, Email,
Browsing, Chatting

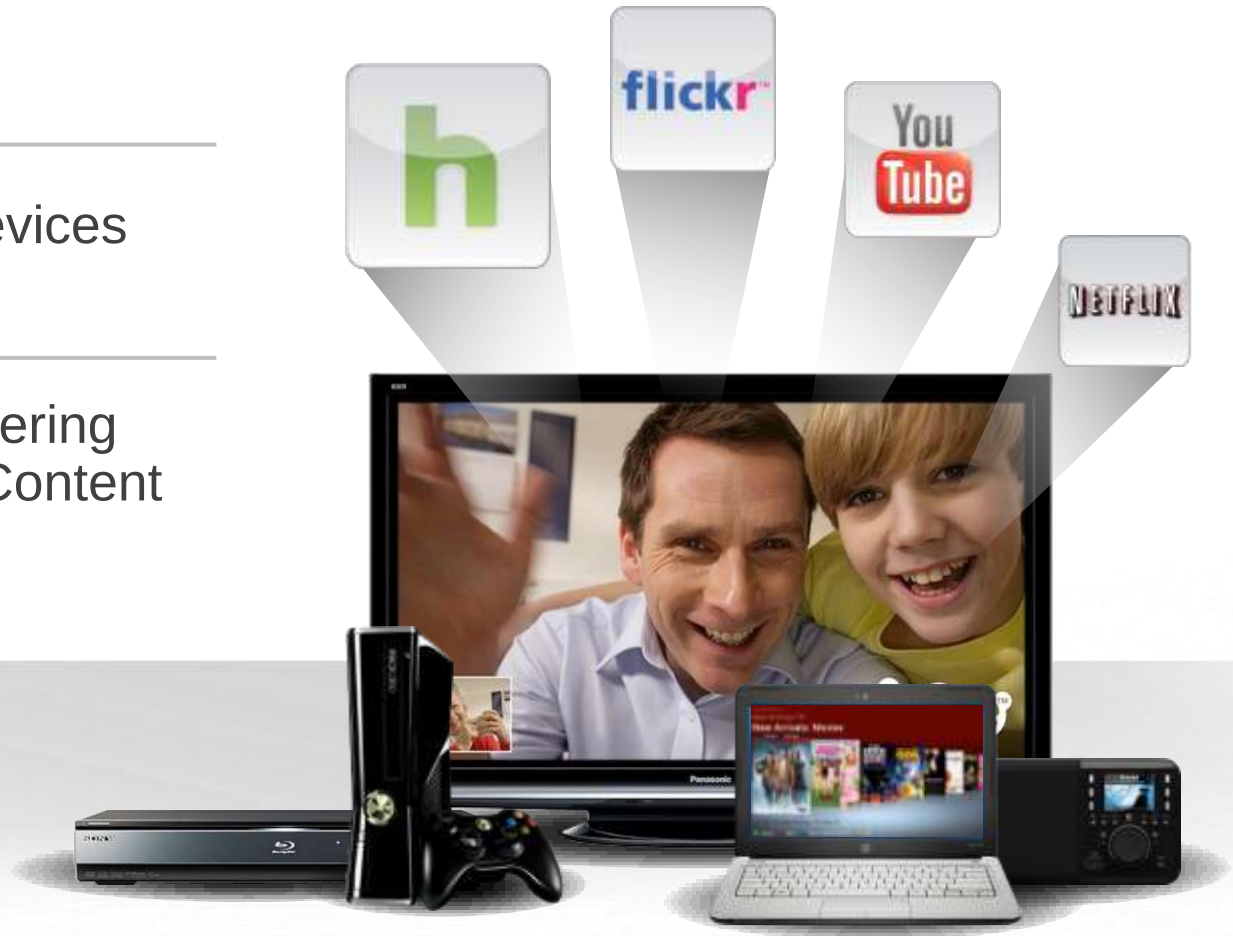
Ethernet
GPS
Bluetooth
802.11a/g/n
3G

Growing Demands on Home Networks

More Digital Media

More Connected Devices
Consuming Media

More Services Delivering
and Moving Media Content
Around the Home



Non-Negotiables for Service Providers

Flawless User Experience

Reliable Capacity **into**
and **within** the Home

Intelligent Management
Capabilities



Qualcomm Connects the Digital Home

- Wireless
 - End-to-end Wi-Fi ecosystem
 - Enhanced Video over Wireless
 - Peer-to-peer content transfer
 - Femtocells
 - 3G/4G mobile broadband
- Wired
 - High-speed fiber to the home (PON)
 - HomePlug AV powerline
 - Ethernet



Hybrid Networks: A Game Changer

Flexible Approach
for Connecting
Any Device in
Any Environment





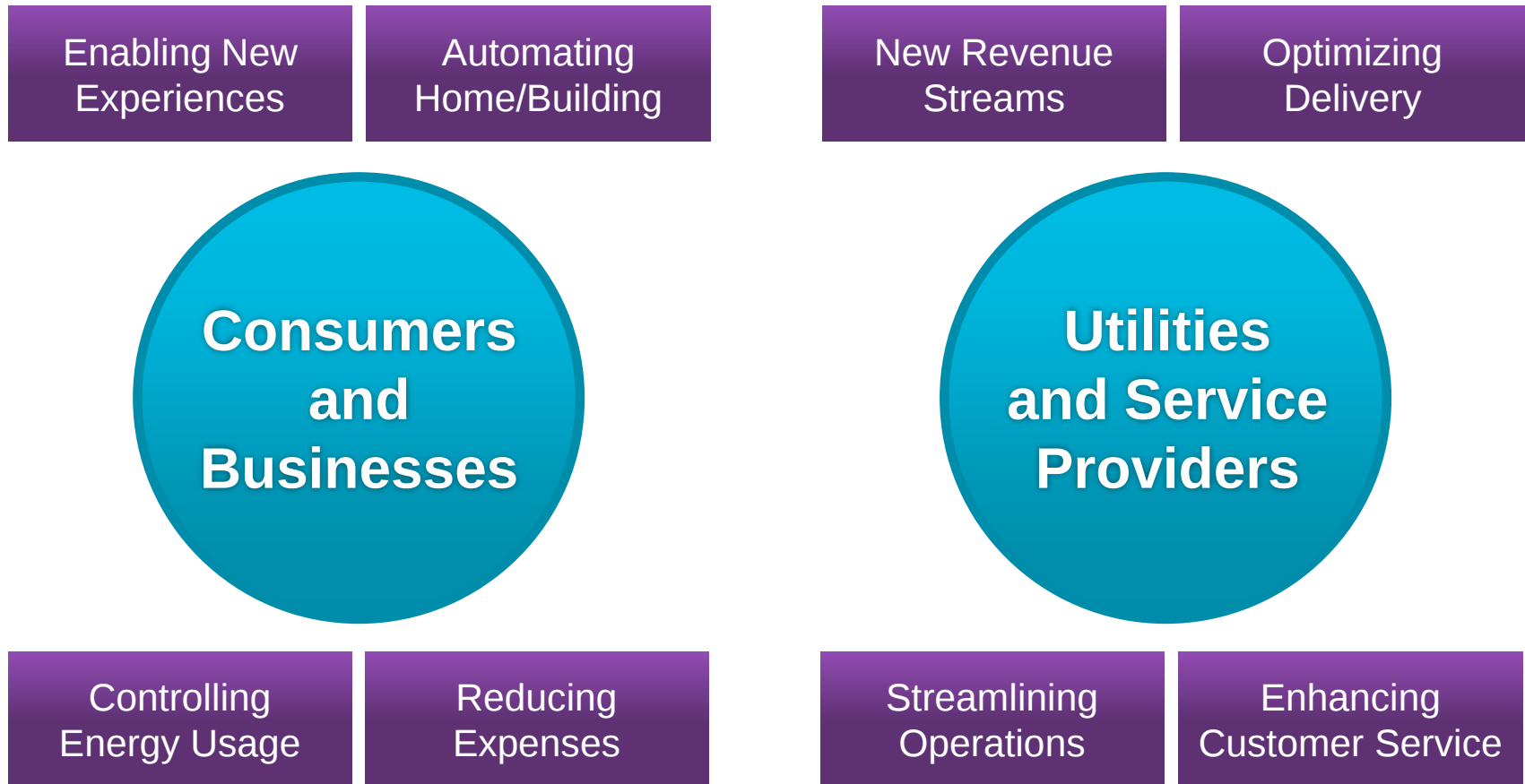
M2M Revolution



Evolving Connectivity Opportunities



Smart Grid, Smart Home, and Smart Devices

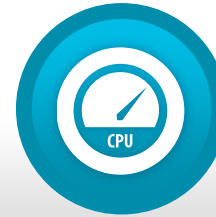


100+ IP Addresses in the Home

Non-Negotiables for Connecting Smart* Applications



Qualcomm Connects M2M Applications

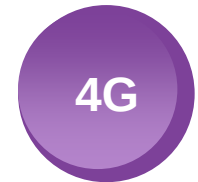
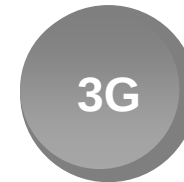


Optimized to reduce power, design complexity, and reliance on system resources



Green PHY

Latest powerline standard for low power, low data rate connectivity



Complements other technologies to support fixed and mobile applications

Two Revolutions Converge

HomePlug Green PHY

HomePlug AV

Ethernet

Wi-Fi

Low Power Wi-Fi

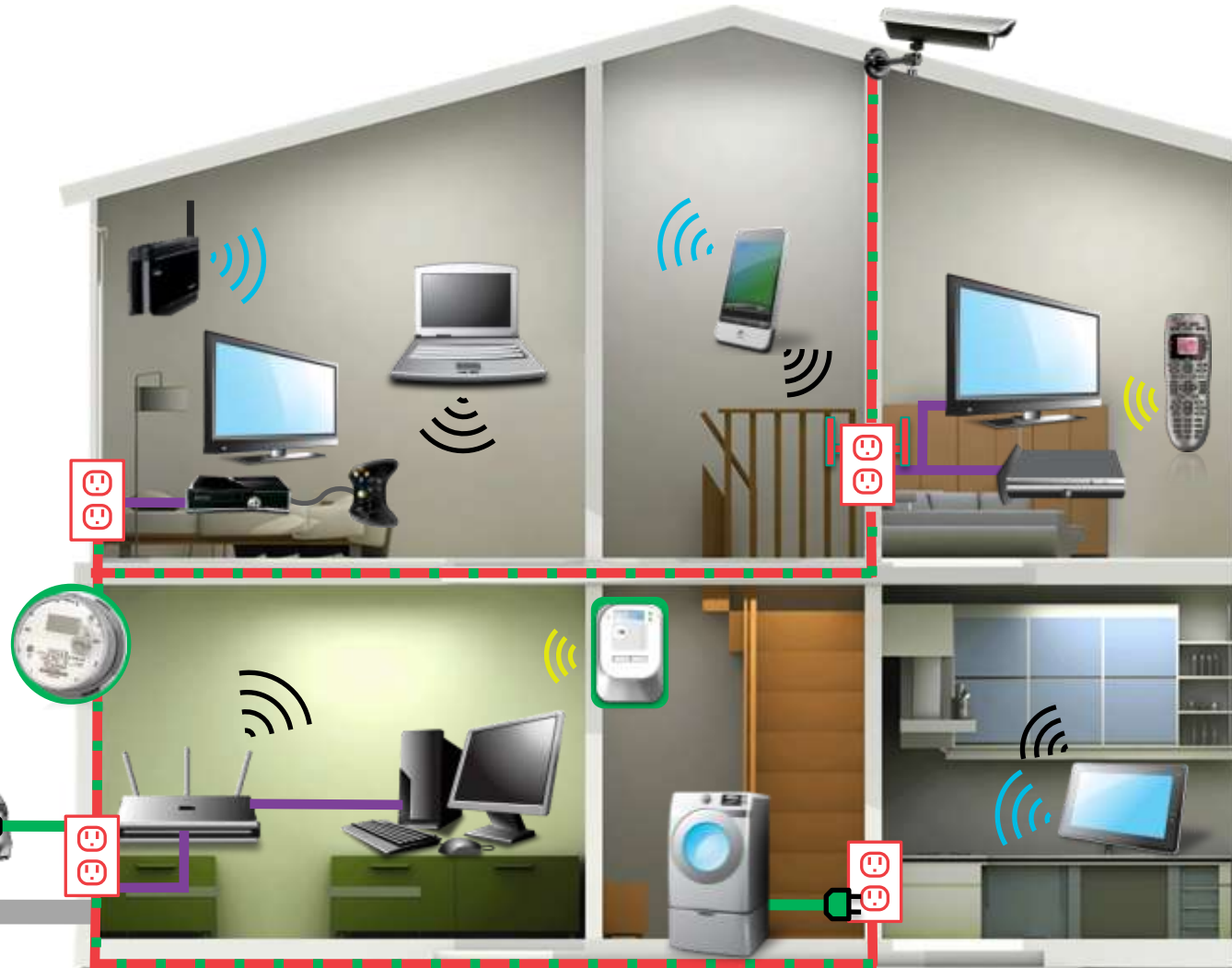
Cellular



Mobile
Broadband



Fixed Broadband



Qualcomm Connects the Internet of Everything



Wide Area Network Solutions

- 3G/4G cellular
 - Mobile Station Modems (MSM)
 - Mobile Data Modems (MDM)
 - Snapdragon
 - Gobi
 - Metro/femtocells
- Passive Optical Network (PON)



Local Area Network Solutions

- Wi-Fi
 - 802.11n
 - Ultra-low power 802.11n
 - 802.11ac
- Powerline (PLC)
 - HomePlug AV
 - HomePlug Green PHY
- Ethernet



Personal Area and P2P Solutions

- Bluetooth
- Direct Connect™
- Direct Display™
- WiGig (801.11ad)
- Skifta
- AllJoyn

LOCATION TECHNOLOGIES



Thank You

