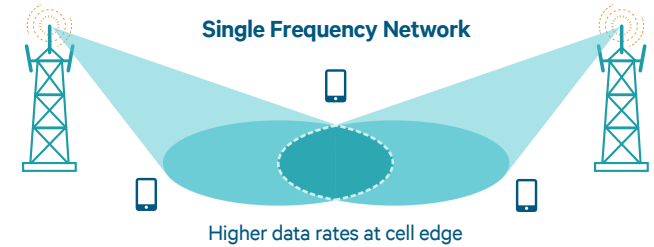


World's First Commercial LTE Broadcast Enabled Chipset

Qualcomm® Snapdragon™ 800 processor with integrated LTE Advanced modem



- ✓ Efficient one-to-many broadcast solution
- ✓ KT launched LTE broadcast and broadcast middleware using Qualcomm Snapdragon 800 in Korea
- ✓ Many operators in APAC, Americas and Europe trialing LTE Broadcast in 2014 with Qualcomm Technologies
- ✓ Several operators anticipated to launch in 2014 with Qualcomm Snapdragon 800 solution



LTE Unicast (one-to-one)

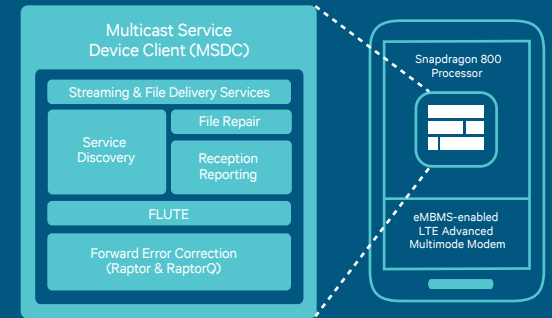


LTE Broadcast (one-to-many)



Advantages

- Interoperable with major infra equipment
- DASH and HEVC support
- Multiband and mobility support
- Performance and power optimized
- Proven SDK



Benefits

- Enhanced live video experience
- Unicast offload to reduce traffic congestion
- Increased network spectral efficiency
- No dedicated spectrum required
- No dedicated silicon needed in the device
- Enables flexible and efficient use of network resources

Enabling new experiences

- more than mobile TV
- In-venue broadcasting
- Newspaper and magazine downloads
- Breaking news events
- Over-the-air file updates
- e-learning
- Digital signage
- Mobile advertising

What is LTE Broadcast?

- Fully integrated as part of LTE standard
- Specified in Release 9, enhancements in Release 10
- Requires broadcast enabled LTE modem and middleware on mobile device
- Requires addition of BMSC and MBMS-GW to the core network

