Making XR a reality for everyone

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The opportunity for mobile XR is strong...
Augmented Reality is gaining traction

- RealWear
- RealMax
- nReal
- Rokid
- Shadow Creator
- Vuzix
- Third Eye
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
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

Source: QCT research and analysis
XR viewers pave the way

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

Source: QCT research and analysis
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
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

- Viewer OEM
  - AR
    - nreal
  - VR
    - Acer
    - Pico

- Smartphone OEM
  - OPPO
  - HTC
  - ASUS
  - VIVO

- Platform/Content Provider
  - VIVE WAVE
  - NetEase
  - ar vizio
  - SenseTime
  - NEXT VR
  - Wikitude
  - ODICONIC ENGINE

- Operator
  - Sprint
  - LG U+
  - TIM
  - KDDI
  - SK telecom
  - Swisscom
  - KT
Qualcomm innovation fuels XR advancement
Thank you

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