

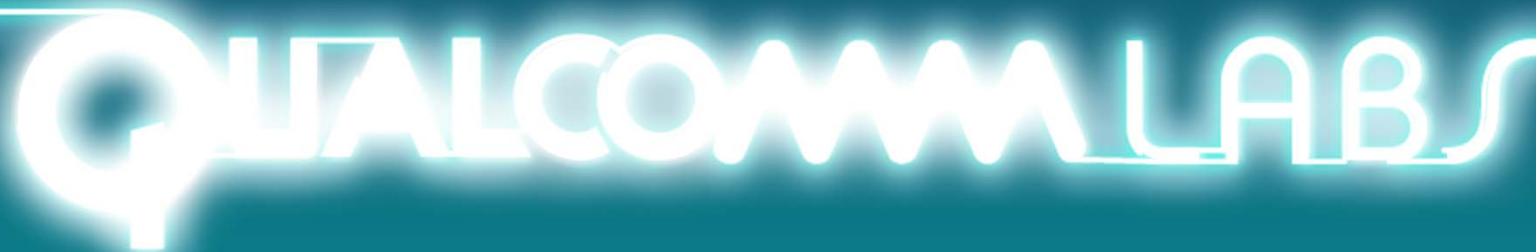
Peggy Johnson
Executive Vice President of
Global Market Development
Qualcomm Technologies, Inc.

Qualcomm Labs: Fostering Mobile Innovation



@JohnsonPeggy1
#nextinmobile





Incubating ideas to create new businesses

@QualcommLabs Qualcommmlabs.com



@QualcommLife QualcommLife.com

TRANSFORMING HEALTH

45% REDUCTION

in mortality rate for chronic disease
patients using telehealth



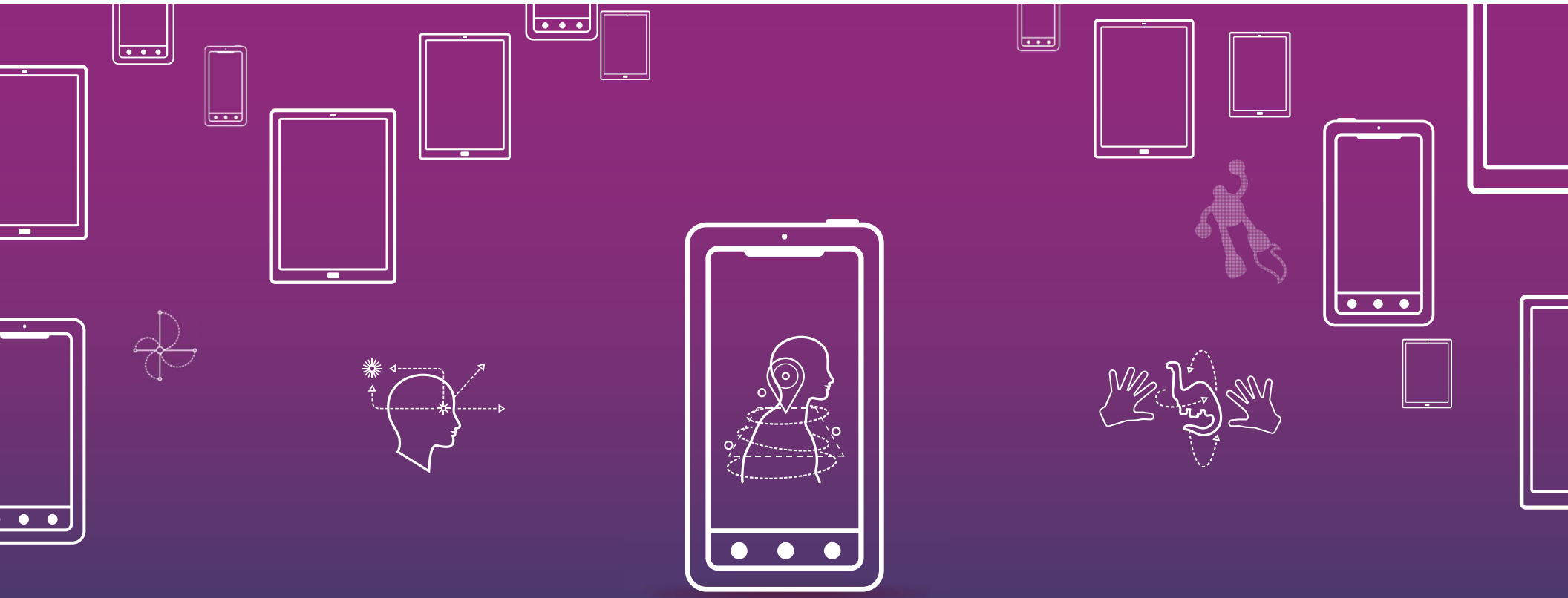
Source: U.K. Department of Health, Dec. '11

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at home and on the move



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DIGITAL 6TH SENSE



AUGMENTING OUR LIVES WITH A DIGITAL 6TH SENSE

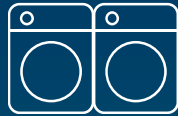




THE INTERNET OF EVERYTHING 24 BILLION CONNECTED devices estimated in 2020

Source: Machina Research on behalf of GSMA, Oct. '11





CONNECTED THINGS





CONNECTED PLACES





CONNECTED PEOPLE



VIEWED THROUGH AUGMENTED REALITY



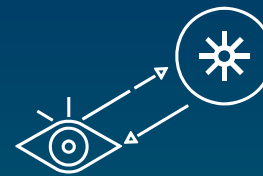
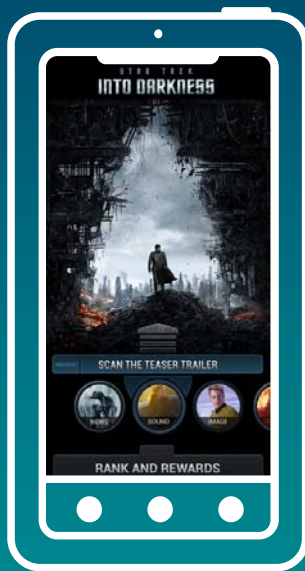


Image
recognition



Audio
recognition



Gimbal™



Geofencing

Gimbal is a product of Qualcomm Technologies Inc.

LTE Broadcast



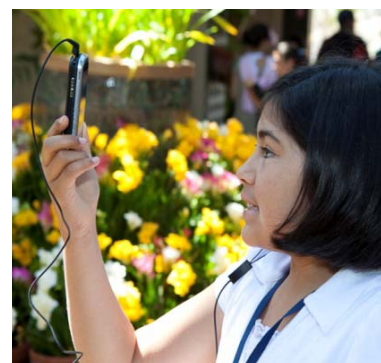


OMMA
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84 33
Projects Countries



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