

Peggy Johnson
Executive Vice President of
Global Market Development

Qualcomm Labs: Fostering Mobile Innovation



@JohnsonPeggy1
#nextinmobile





Incubating ideas to create new businesses



TRANSFORMING HEALTH

45% REDUCTION
in mortality rate for chronic disease
patients using telehealth

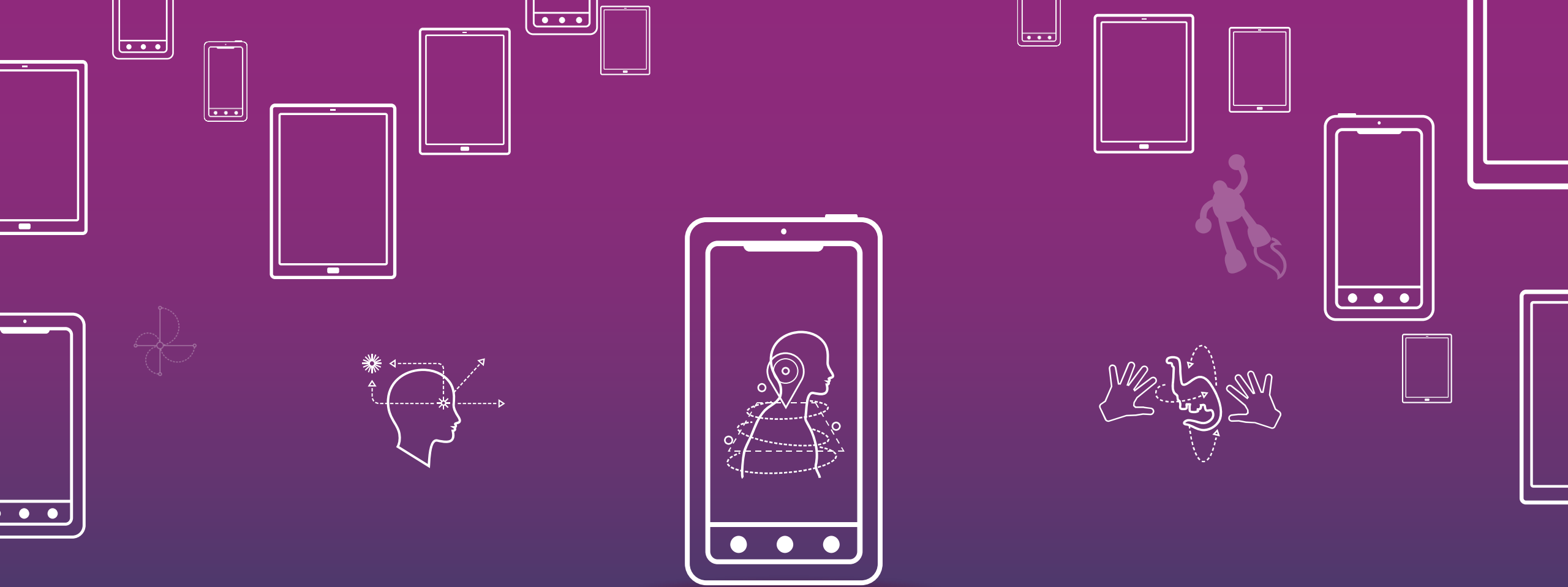


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DIGITAL 6TH SENSE



AUGMENTING OUR LIVES WITH A **DIGITAL 6TH SENSE**



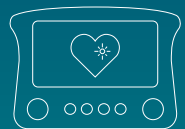
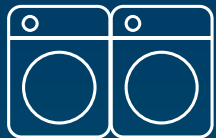


THE INTERNET OF EVERYTHING

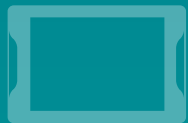
24 BILLION CONNECTED

devices estimated in 2020



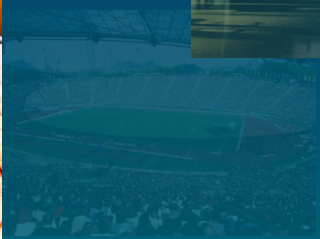


CONNECTED THINGS



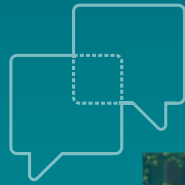


CONNECTED PLACES





CONNECTED PEOPLE



VIEWED THROUGH **AUGMENTED REALITY**



Lighting



Multimedia



Security



Fitness

68°

Inside
Temperature



Sync To Cloud



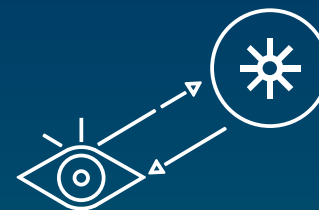
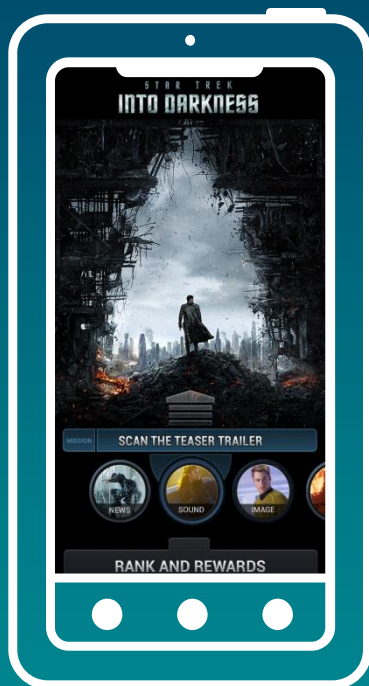
Friends Watching



71°

Outside
Temperature





**Image
recognition**



**Audio
recognition**



Gimbal™



Geofencing

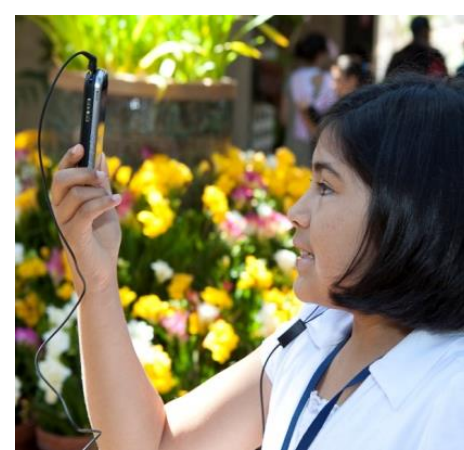
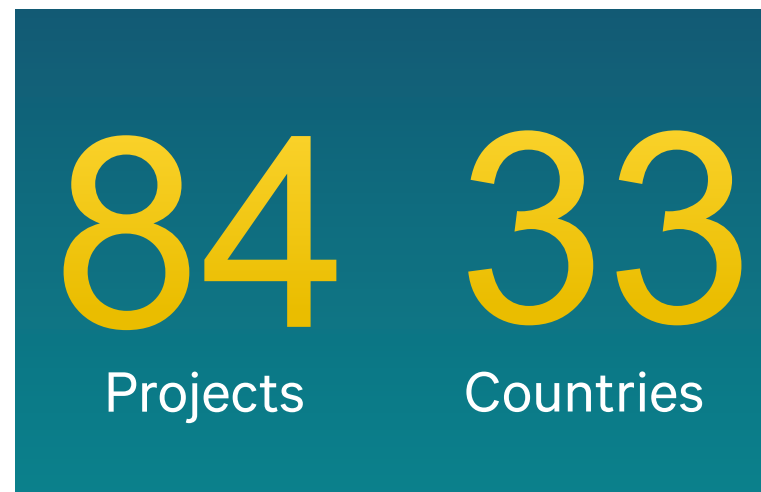
LTE Broadcast





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