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Qualcomm

Introducing Qualcomm[®] Snapdragon Sound[™] Technology

James Chapman

VP and GM, Voice, Music and Wearables
Qualcomm Technologies International, Ltd



Now more than ever...

Sound Matters



Inferior
sound quality



Choppy audio
and dropped calls



Audio / video
out of sync



Frustrating
setup and pairing



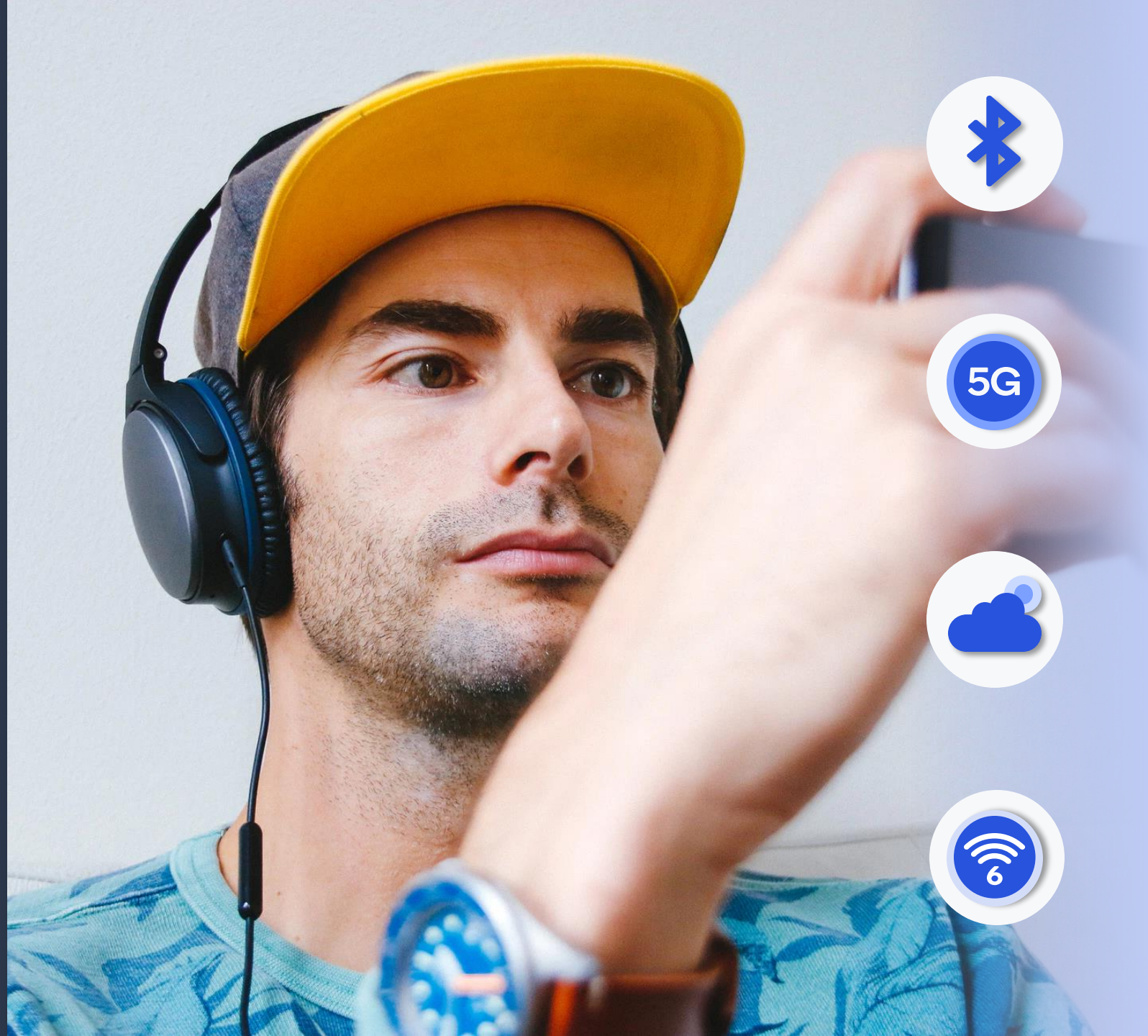
Short
battery life

Wireless audio pain points

Challenge:

Replace The Wire

With the benefits of
a wired audio experience
wirelessly - everywhere



Enter





Qualcomm[®] Snapdragon Sound[™]

An optimized chain of audio technologies and software to enable seamless, immersive audio across mobile devices and wireless audio accessories





Mobile Platforms
& Technologies



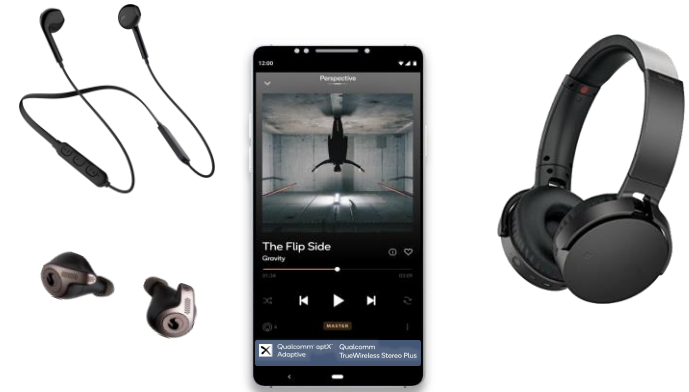
Processing &
Connectivity



Audio & Video
Technologies

Qualcomm® Snapdragon Sound™

End-to-end optimized audio platform



Premium Sound

Premium crisp, clear sound for music listening, recording & voice calls



Robust Connectivity

Glitch-free Bluetooth audio even in the most congested RF environments



Low Latency

Ultra-low latency for immersive gaming, movies and conferencing



Rich User Experiences

Easy pairing of devices, multiple connections and seamless UI



Long Battery Life

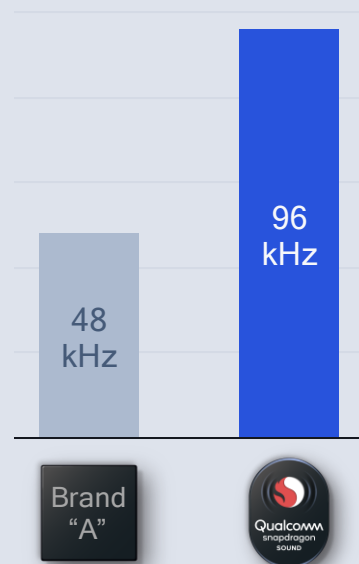
Optimized for lowest power consumption on phone and earbud

Benefits of Qualcomm® Snapdragon Sound™

vs. leading competitor phone + earbud solution (Bluetooth link)

2x

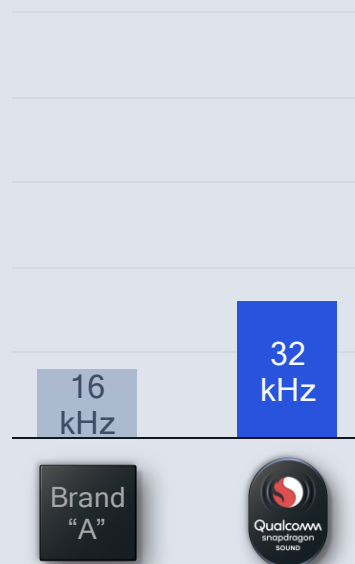
kHz
for high-res
music listening



Music listening

2x

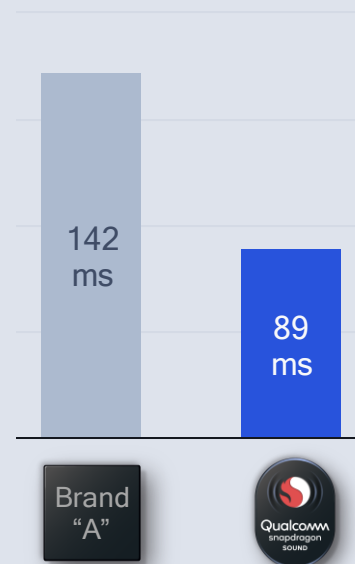
kHz
sampling frequency for
crystal clear voice calls*



Voice calls

45%

Lower
latency for audio/video
synchronization



Gaming & video

System optimized for:



Robust connectivity

Designed to minimize dropouts and glitching even in the busiest RF environments



Dynamic adaptation

Designed to seamlessly adapt in presence of interference or weak signal to ensure best possible performance



Long battery life

Industry leading power consumption for real world use cases including ANC and always-on-voice activation

*Qualcomm aptX Voice vs. mSBC. Test conducted by Qualcomm Technologies International, Ltd.. Battery life varies significantly with settings, usage and other factors. Qualcomm Snapdragon Sound is a product of Qualcomm Technologies, Inc. and/or its subsidiaries.

Why Use Qualcomm Technologies?

Wireless Audio



Mobile Audio



A leader in wireless audio

Why Now?



The age of true wireless

Consumers have embraced true wireless - overcoming social awkwardness of early Bluetooth solutions



Rise in HD music streaming

Streaming services and availability of HD music catalogs are helping to drive demand for end-to-end HD quality



5G & Wi-Fi 6 Expansion

5G and Wi-Fi 6 driving media consumption, gaming and streaming - increasing need for low latency, robustness and audio quality



Evolution of gaming

Incredible growth around the world in mobile as a platform for both casual and competitive gaming



Shift to remote working

Remote work has increased demand for clear voice and video calls to improve clarity and reduced listener fatigue



Mobile OEMs

Reduced development time

Pre-certified solutions across
accessory and device segments
shorten development time



Audio Brands

Product differentiation

Tap into massive Android
ecosystem - vertically integrated
experience



End Users

Choice & quality

Freedom of choice across product
types and brands, all verified for
quality and performance

Why Qualcomm[®] Snapdragon Sound[™]?

Combining the best of mobile and wireless audio

Qualcomm® Snapdragon Sound™



Mobile Platforms and Technologies



Headset & Earbud Technologies



Audio and Voice Technologies



Qualcomm®
Snapdragon™ 888
Mobile Platform



Qualcomm® QCC515x
Bluetooth Audio SoC

Qualcomm®
TrueWireless™ Mirroring



Qualcomm®
FastConnect™
6900 System



Qualcomm® QCC514x
Bluetooth Audio SoC

Qualcomm®
Active Noise Cancellation
(ANC)



Qualcomm
Aqstic™ Audio
Codec



Qualcomm® QCC3056
Bluetooth Audio SoC

Qualcomm®
aptX™ Adaptive Audio

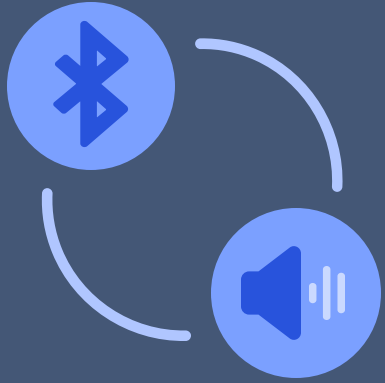


Qualcomm
Aqstic™ Smart
Speaker Amp

Qualcomm® aptX™
Voice Audio

Qualcomm® HDR &
3D Audio Record

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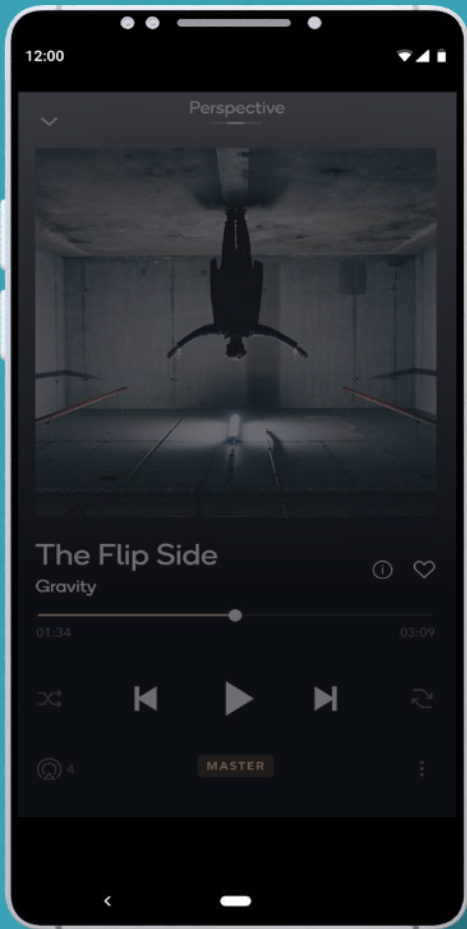


Interoperability testing

Rigorous testing protocols for both earbuds and smartphones with dedicated team and facility

- HD music quality
- Super wideband voice quality
- Ultra low latency
- Robustness





On Device



On Packaging



amazon music **HD**




audio-technica®



How sound should sound



Thank you

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