



Qualcomm® Toq™ Wearable Reference Design

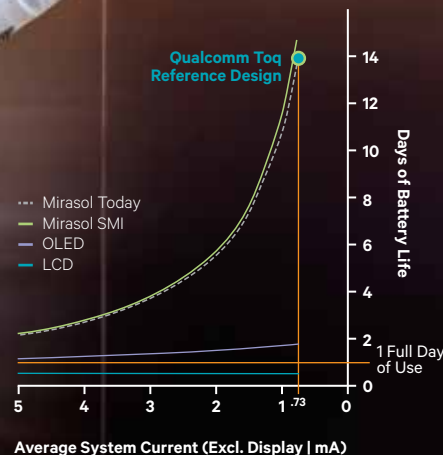
For device manufacturers looking to quickly enter and win in the emerging smart wearable category, the Qualcomm® Toq™ Wearable Reference Design platform is the only one of its kind. Leveraging the value of a proven mobile industry leader, the Toq reference design platform provides an accelerated path to market for wearables and category-defining differentiation through always on, always useful experiences. Toq reference designs, with Qualcomm Mirasol displays at the center, are highly optimized for power management, cost reduction and differentiation through industrial design flexibility and end-consumer value.

Qualcomm created the Toq reference design platform to empower device manufacturers to both quickly and cost-effectively enter the wearable space, and to do so with the necessary technologies and systems to position them for success.

- Low power Mirasol display
- Robust and highly power-optimized system
- Ability to support multiple mobile operating systems
- Mature SDK that supports platform-wide application development
- Keep BOM costs very low to ensure appropriate ASPs and market success



Battery Life as a Function of System and Display Current



Assumes: 300 mAh battery | 45 min. interactive, Rest Always On | 1.5-1.6" displays, measured by Qualcomm Labs



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