snapdragon™
by Qualcomm

ABOUT SNAPDRAGON

Qualcomm's Snapdragon™ family of mobile processors is redefining mobility for consumers around the world by offering an optimal combination of mobile processing performance, powerful multimedia, wireless connectivity and power efficiency to enable a new generation of advanced smartphones, tablets and other smart devices.

The Snapdragon family of mobile processors is a highly integrated, mobile optimized system on a chip incorporating Qualcomm's advanced technologies including high performance central processing units (CPU), grapics processing units (GPU) and modems, industry leading multimedia subsystems including audio, video and camera capabilities, and highly accurate GPS engines. Qualcomm's CPU cores are based on the ARM v.7 instruction set and are designed from the ground up to deliver industry leading levels of compute performance at ultra low power, allowing manufacturers to design slim and powerful devices that last longer between charges. Our Adreno GPU cores offer world-class graphics capabilities including an industry leading level of performance and resolution, as well as graphics API support to enable manufacturers and developers to deliver a wide variety of 2D and advanced 3D graphics applications.

The Snapdragon family also incorporates Qualcomm's industry leading modem technology for advanced mobile broadband and a feature rich multimedia subsystem that delivers world class audio and HD video capabilities such as advanced noise cancellation, echo cancellation, a variety of resolution support from XGA (1024x768) to WXGA (1280x800), and a wide range of audio and video codec support that help our OEM partners to deliver an outstanding mobile multimedia experience to consumers.

Product Momentum

There are currently 100+ Snapdragon-based devices announced with more than 200 Snapdragon-based devices in development, including over 30 tablets.

And, our new dual-core MSM8660 chipset is already being designed into over 60 devices by our partners. We support multiple operating systems including Android™, Chrome, BlackBerry®, webOS, Windows® Phone 7 and Qualcomm's own Brew MP™

The following manufacturers have announced they are developing Snapdragon-based products:

- Acer
- ASUS International
- BYD
- C-motech
- Compal
- Dell
- Foxconn Int'l
- HP
- HTC
- Huawei
- Inventec
- Lenovo
- LG Electronics
- Pantech
- Quanta Computer
- Samsung Electronics
- Sony Ericsson
- Toshiba
- Wistron

BENEFITS

SNAPDRAGON-BASED SMARTPHONES, TABLETS AND SMART DEVICES DELIVER:

- Optimized power management for all-day battery life
- Ubiquitous, real-time connectivity and a rich Internet experience with full Web browsing
- Access to real-time, personalized and location-aware content
- Streaming and playback of locally stored high-definition video content
- High-performance 3D user interfaces, games, maps and more
- Capture high-quality, high-resolution still pictures and HD video
- Access to social networks through instant messaging, video conferencing and chat
- Productivity with third-party applications

SNAPDRAGON FEATURES

THE FEATURE SET FOR THE SNAPDRAGON-BASED CHIPSET PLATFORM INCLUDE:

- Enhanced ARM-based single- and dual-core CPUs for high performance mobile computing
- Integrated 3G mobile broadband
- Support for Wi-Fi® and Bluetooth® connectivity
- High-performance GPUs for powerful multimedia capabilities
- Integrated high accuracy GPS engine
- High-resolution display support
- High-quality, high-resolution still image and HD up to 1080p video capture/playback
- Support for mobile broadcast solutions
- Support for leading mobile operating systems such as Android, BlackBerry, Chrome, webOS, Windows Phone 7 and Qualcomm's own Brew Mobile Platform

Snapdragon Chipset	Timing
MSM8260/MSM8660	Sampling now, devices 1H2011
MSM8255/MSM8655	In commercial devices today
MSM7230/MSM7630	In commercial devices today
QSD8250/QSD8650	In commercial devices today

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