Qualcomm Technologies, Inc. Wearables Update

May 31, 2016

Pankaj Kedia
Sr. Director & Business Lead, Smart Wearables Segment
Qualcomm Atheros, Inc.

Internet of Things

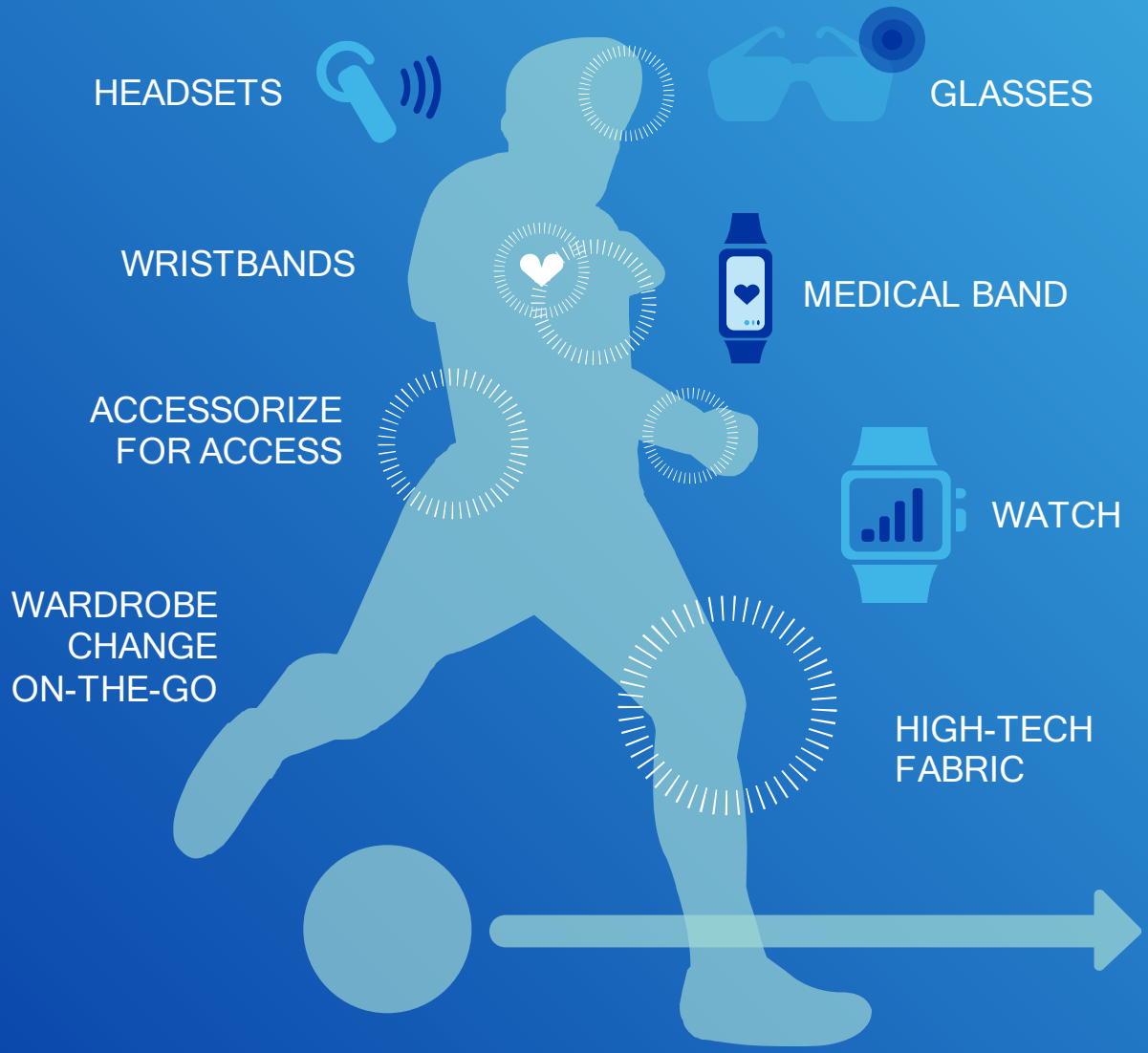
Smart Bodies

Smart Homes

Smart Cities

Qualcomm Technologies' Wearable Vision

- Multiple wearables per person
- Connected with each other



Wearable Progress

- ☑ 100+ wearable products using our technologies
- ☑ More than 80% of Android Wear smartwatches based on Qualcomm® Snapdragon™ processors
- ☑ World's first LTE connected smartwatches
- ☑ Supports multiple software platforms
  (Android Wear, Android, Tizen, WebOS, Linux, RTOS)
- ☑ Depth of product offerings: from Bluetooth low energy to full connected chipsets
- ☑ Breadth of segments: from smart watches to wearable accessories

Qualcomm Snapdragon is a product of Qualcomm Technologies, Inc.

Wearables Opportunity

WEARABLES

GROWING
INNOVATING
SEGMENTING

Multi Purpose

Targeted Purpose

SMART GLASSES

SMART WATCHES

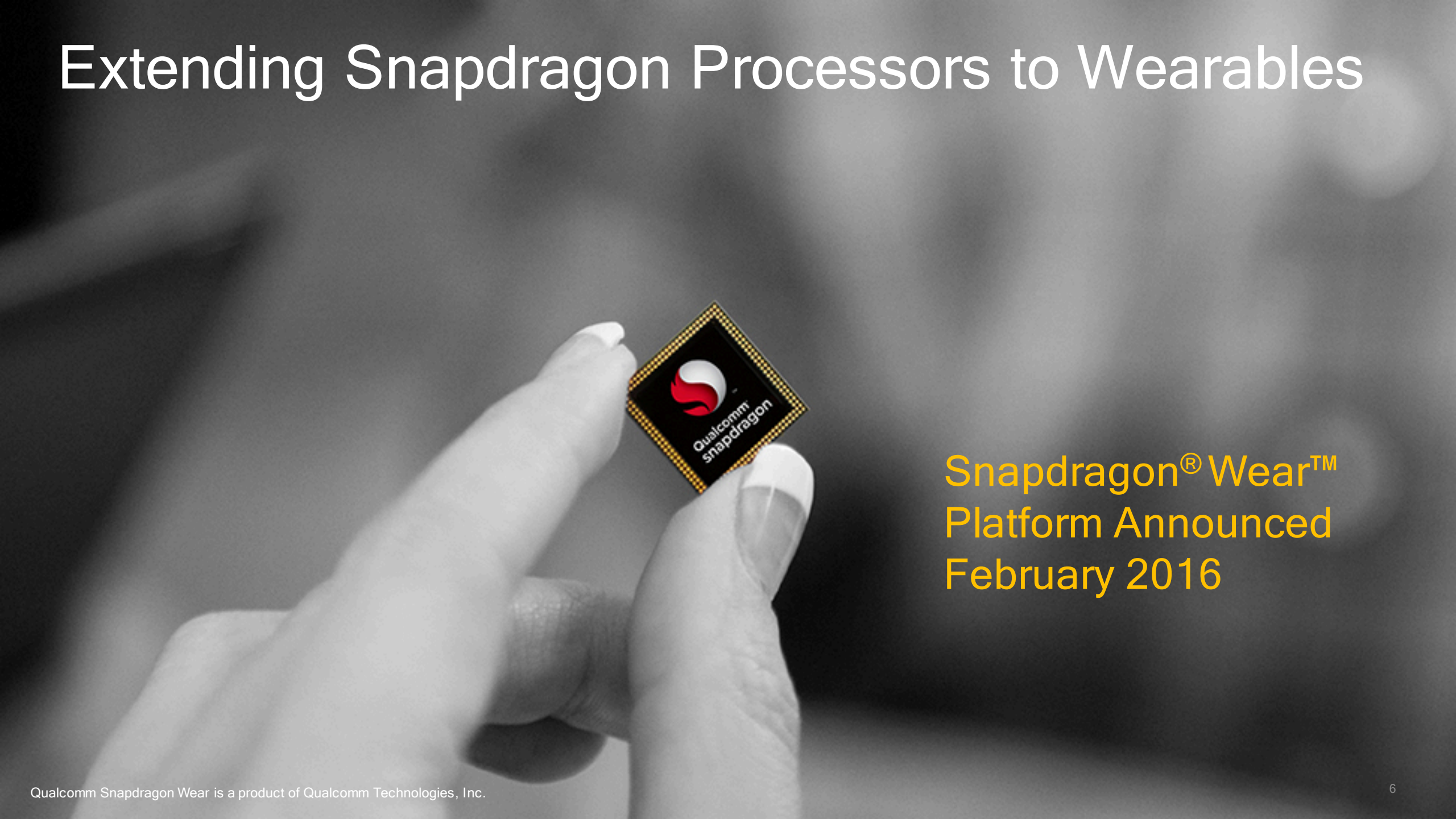
KID / ELDERLY WATCHES

FITNESS TRACKERS

SMART HEADSETS

SMART ACCESSORIES

Extending Snapdragon Processors to Wearables



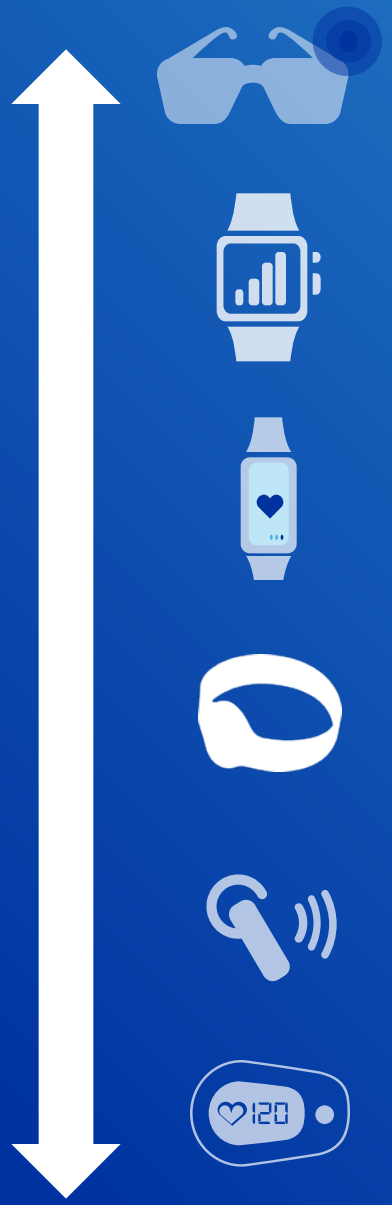
Snapdragon® Wear™
Platform Announced
February 2016

Qualcomm Snapdragon Wear is a product of Qualcomm Technologies, Inc.

Announced: February 2016

Multi Purpose

Targeted Purpose



Snapdragon Wear 2100

Designed for the next era of general purpose wearables

Snapdragon Wear 2100

Thriving Ecosystem of Software and Hardware

Android Android Wear

SMALL SIZE

30% smaller*

LOW POWER

25% lower*

SMART SENSING

Integrated low-power sensor hub

ALWAYS-ON CONNECTIVITY

Next Gen LTE with integrated GNSS

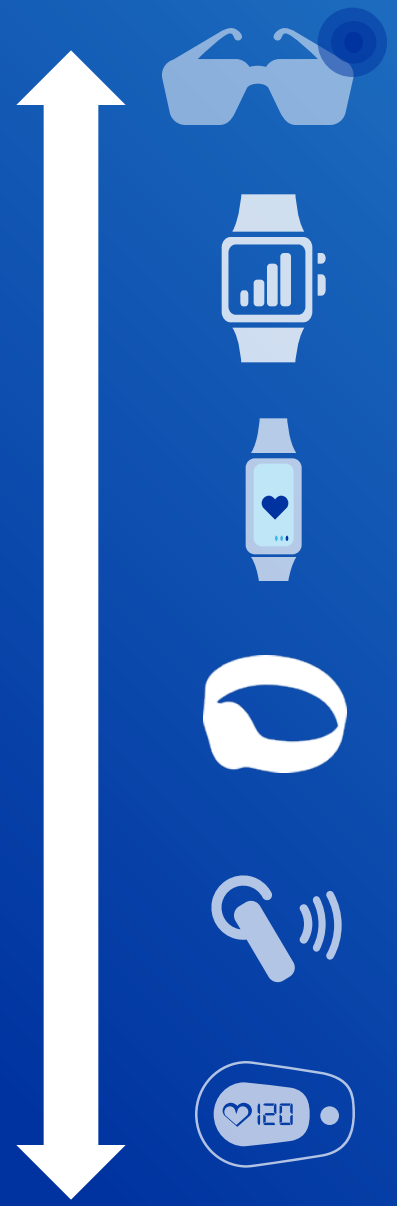
Performance Optimized Range of Wearable Segments

* Compared to Snapdragon 400

Announcing Today

Multi Purpose

Targeted Purpose



Snapdragon Wear 2100

Designed for the next era of general purpose wearables

Snapdragon Wear 1100

Designed for the next generation of targeted purpose wearables

Snapdragon Wear 1100

Thriving Ecosystem of Software and Hardware

Linux RTOS

SMALL SIZE

45% smaller*

LOW POWER

Up to 7 days LTE Standby†

SMART SENSING

Support for external sensors

ALWAYS-ON CONNECTIVITY

Next Gen LTE Cat 1 w/ GNSS

SECURE LOCATION

HW based security, next gen GNSS

Performance Optimized Range of Wearable Segments

* Compared to Qualcomm QSC6270. † With typical 325 mAh battery. Qualcomm Single Chip is a product of Qualcomm Technologies, Inc.

FOCUS TODAY:

Kid Watches and Trackers

Let’s look at the evolving kid watch user experience

frog

Rika Nakazawa

Head of Global Strategic Partnerships

“Cracker Jack's Prize In The Box Will Now Be Digitized...”

WEARABLES FOR KIDS (AND THE PARENTS)

DESIGNING FOR THE WHY

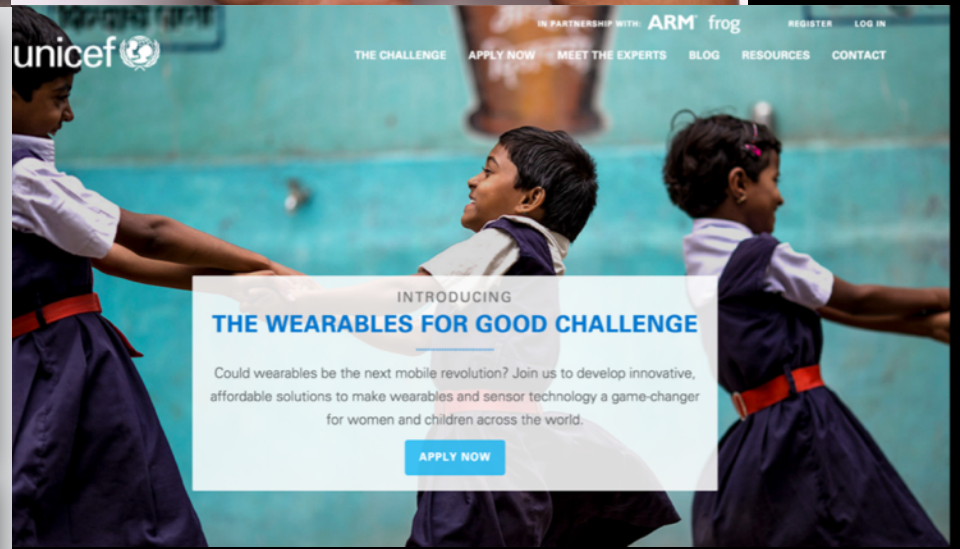
@RIKAMARIEN

UNICEF/ARM/FROG

+

WEARABLES FOR GOOD

A global design challenge for innovators interested in creating wearable and sensor-based solutions that address pressing maternal, newborn, or child health issues in the resource-challenged areas of the world.



Wear Able

Where

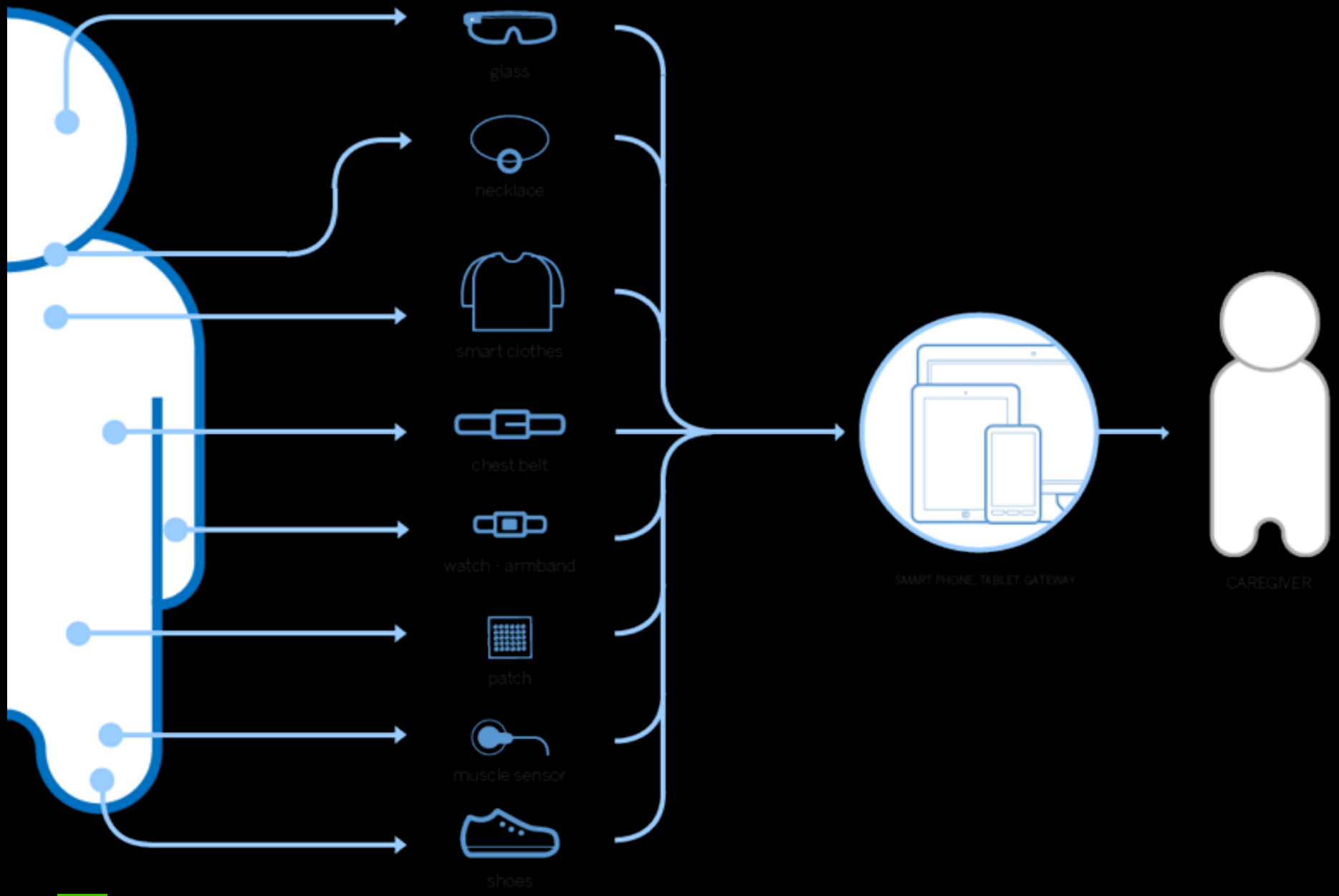
Why + What

Cracker Jack
BRAND
COATED
NUTS
Cracker Jack
CARAMEL COATED
POPCORN & PEANUTS

Where

a wearable is just
one touchpoint in a system
of people, objects, data and processes

Where-ing the Wearable



Why + What

why is this useful, delightful

73
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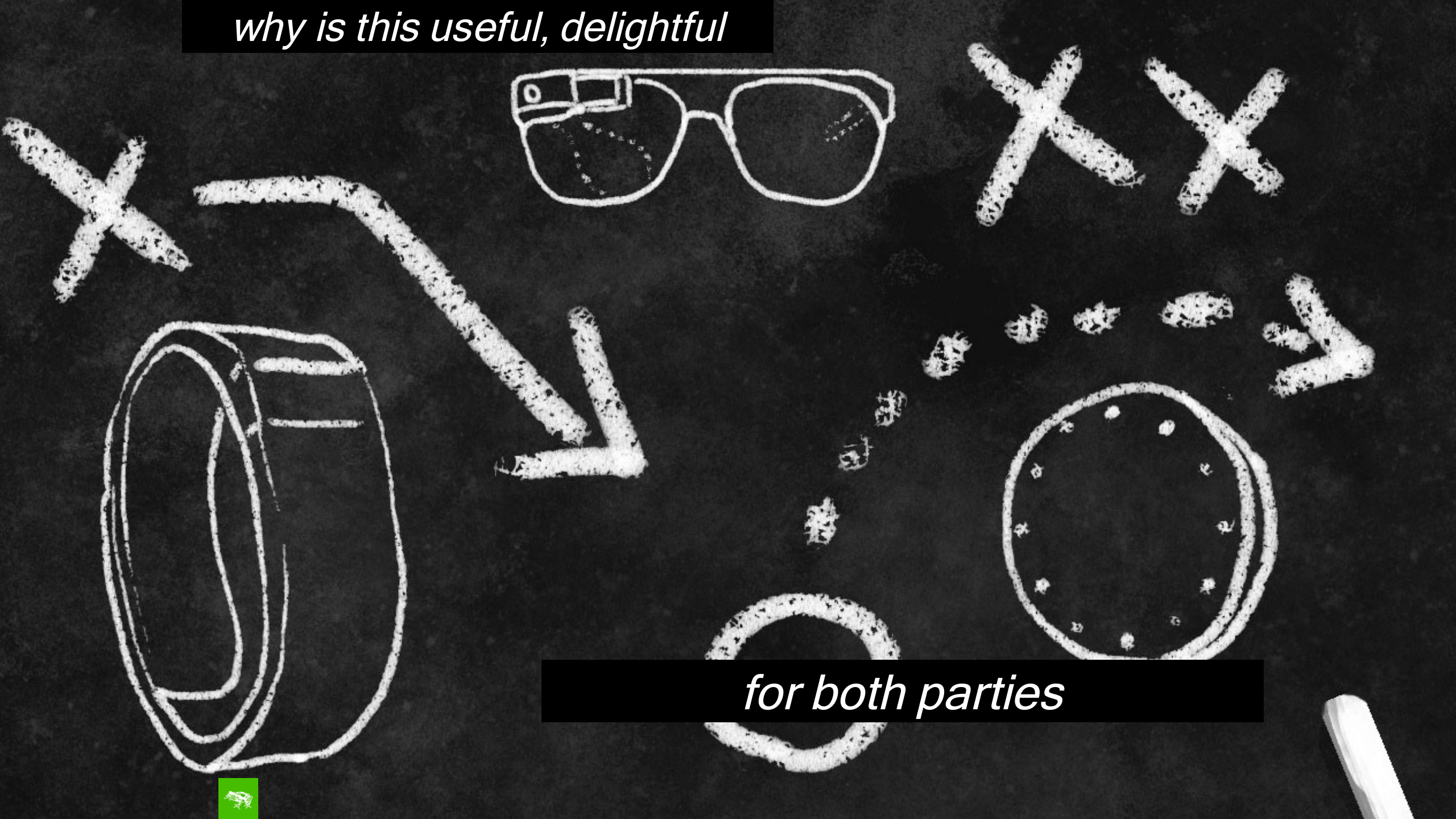
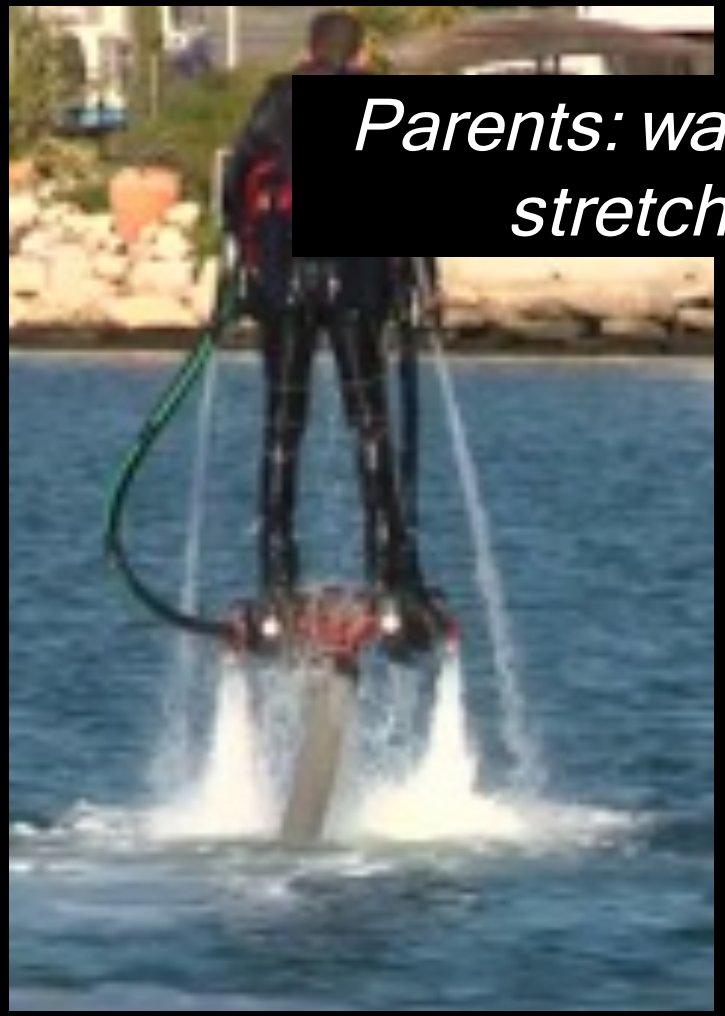
11
77° PARTLY CLOUDY


why is this useful, delightful
for both parties



Parents: want their kids to (safely) stretch their imagination

Kids: want to be superheroes

(ok, we all want to be superheroes…)

Parents: want their kids to be able to phone home
Kids: want to have their minds blown

Parents: want to know about their kids

Kids: want to know and be connected to their friends

Education

Play

Health/Safety

a kids wearable is a touchpoint in a system

representing human intention and aspiration

with the design intent to engage parents and kids alike

thank you

Kid Watches and Trackers Shipping Today

Huawei
Dococchi

Available on DoCoMo In Japan

Infomark
JooN
JooN 2

Available on SK Telecom in S. Korea, and others globally

ZTE
Mamorino

Available on KDDI In Japan

LG
Gizmo Gadget
Gizmo Pal
Gizmo Pal 2

Available on VerizonIn USA

LGIT
Olleh
ttock ttock

Available on Korea Telecom In S. Korea

Whistle
GPS Pet Tracker

Available globally

SecuryKid
Beach

Available globally

Snapdragon Wear 1100

Evolution of Targeted Purpose Wearables

Qualcomm 6270 / 6155

144mm²

ARM9

3G

GNSS Gen 7
(GPS only)

Power Optimized for Feature Phones

Software based security

Snapdragon Wear 1100

79mm²

ARM Cortex A7

4G LTE CAT 1

GNSS Gen 8c
(GPS, Beidou, GLONASS, Galileo)

Power Optimized for Wearables
with Power Save Mode (PSM)

Hardware based security
(HW Crypto engine, HW RNG, Trustzone)

Choices for Next Generation Kid Watches and Trackers

Snapdragon Wear 2100

General Purpose Wearables

Quad ARM Cortex A7

Android, Android Wear

4G LTE CAT 4/3/1

Integrated Sensor Core

Rich UI and User Experience

Snapdragon Wear 1100

Targeted Purpose Wearables

Single ARM Cortex A7

Linux, RTOS

4G LTE CAT 1 with PSM

Support for External Sensors

Focused UI and Experience

Announcing Today

Range of Kid Watch and Tracking Partners and Platforms

Snapdragon Wear 2100

BORQS

infomark

Snapdragon Wear 1100

Aricent

SurfaceInk®

Announcing Today

Range of Kid Watch and Tracking Products

Snapdragon Wear 2100

anda

infomark

inWatch

SK telecom

Snapdragon Wear 1100

weBandz

Let me introduce you to some of the companies we are working with

Aricent

Scott Runner
VP of Converged IoT Solutions

Aricent ADAPT for Wearables

Aricent
Engineering the Future

About Aricent

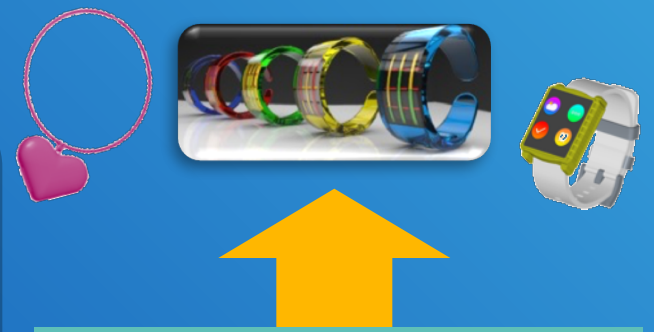
- Aricent is a global design and engineering company innovating for the digital era. With more than 25 years experience and over 12,000 designers and engineer, we help the world's leading companies solve their business and technology challenges – from the customer to chip.

- Converged IoT Solutions from Aricent: Industry technology-driven solutions that bring together human-centered design, silicon, hardware full-stack OS and cloud services so companies can get to market faster and cost effectively wherever they play in the ecosystem.

Making Kid Wearable Development like "Child's Play"

Introducing the Kid Watch leveraging the Aricent ADAPT for Wearables Solution

- A unique Converged IoT Solution – called Aricent ADAPT for Wearables that brings together silicon, hardware and software for a more Kids Wearable marketplace
- First platform based on Snapdragon Wear 1100
- Aricent ADAPT for Wearables allows OEMs to build kid, teen and elderly wearables in a variety of form factors and product features quickly & reliably.
  - Lowest Cost, Lower Power LTE/3G connected tracking platform
  - Linux based OS with modular features to support tracking, 2-way voice, messaging, fitness tracking and speech interface
- In active discussions with a number of prominent OEMs



Aricent ADAPT for Wearables -- Converged IoT Solution

BORQS

George Thangadurai
Executive VP
International Business

Borqs' Smartwatch Offerings

- Global leader in IoT solutions delivering products and E2E solutions for smart connected devices
- Borqs Smartwatch = Differentiated Hardware + Software
- Proven product track record: Commercial shipments in 15+ countries, 15M+ units
- Global presence: 5 countries, 650+ employees, for locally customized products, deployment and support

Announcing ready to commercialize smartwatch solutions for kids, elderly, enterprise and youth

- Snapdragon Wear 2100 platform ecosystem partner
- Reference designs and PCBA
- Customized Android, Custom UI & Companion Apps
- E2E Services, Vertical solutions, App store, SDK

Custom UI, Watch Faces, Apps

App Store, Companion App, SDK

infomark

John Han
Director, Global Sales

Infomark JooN 3

Infomark is an innovator of connected lifestyle devices specialized in the design, manufacturing and sales of 3G, 4G wireless communication devices such as kid's wearable phone, hotspot and M2M devices. Its award wining kid's phones and hotpots are being sold worldwide to more than 30 countries.
Leveraging the success of our first and second generation JooN phone launches for SKT, Infomark is expanding it's wearable products to other major global markets.

We are introducing our 3rd generation kids watch phone, a.k.a. JooN3, based on Snapdragon Wear 2100. Together with SK Telecom, we will unveil the design in 2nd half of 2016.
JooN3 will provide 3G, WiFi and BLE connectivity. Location tracking utilizing GPS, A-GPS and WiFi, and its iOS & Android apps provide Geo-fencing and many other advanced features as well.
Android OS and higher resolution screen will provide flexibility for Android ecosystem app developers.

SurfaceInk®

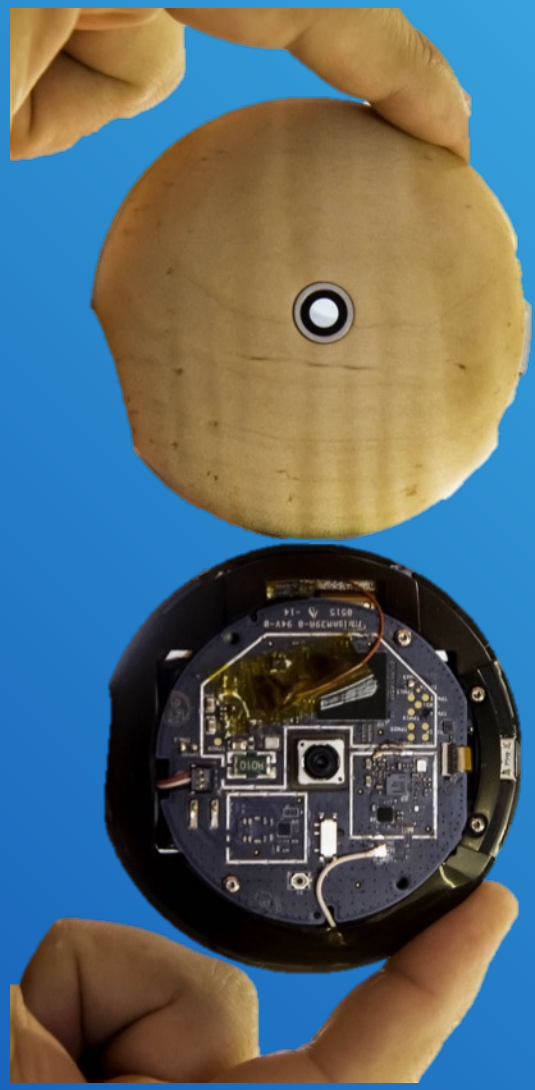
Jason Burton
VP of Engineering

SurfaceInk Wearables Solutions

SurfaceInk provides high-impact, strategic, product development consulting. By way of a well-defined and robust product development philosophy, SurfaceInk's experienced team executes client projects in Research and Development, Proof of Concept Development and Full Cycle Product Development for consumer and business-to-business product markets. SurfaceInk has collaborated on over 400 products ranging from desktop and laptop computers, to medical devices, toys, and a variety of consumer electronics. For more information, please visit www.surfaceink.com.

Wearables, IoT & Mobile Device Announcement Today:

- SurfaceInk announcing Snapdragon Wear 1100 Reference Design Partnership with Qualcomm
- Small form-factor platform design can be directly implemented into wearables, IoT, and mobile devices, radically decreasing time-to-market in competitive space.
- Available Q3-2016
- For more information contact info@surfaceink.com



Jose Delmar
CEO Anda Technologies

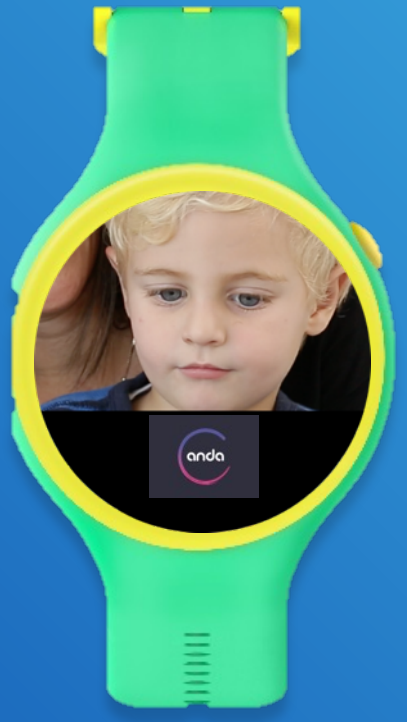
Anda Wearable for Children

Anda Technologies

- We are a Latin American children's wearable designer and developer of family-focused, digital lifestyle products and solutions that are smart, intuitive, high quality and accessible to all.
- Our management team and advisors boost a combined 50+ years of technology and telecommunications expertise across Latin America and the U.S.

Our Children's Wearable

- We are pleased to announce the upcoming launch of the industry's first symbol-based communication wearable for children
- Designed with a 360 degree round, full color screen, medical grade materials, and featuring Snapdragon Wear 2100 next-generation wearables processor, the device will revolutionize the way parents and children communicate while apart.
- We have partnered with Borqs to bring this product to market on December 2016



inWatch

Neo Wang
Founder & CEO

inWatch Kids

Shenzhen inWatch Technology Co., LTD

- Based in Shenzhen China, inWatch is the leading wearables brand in China
- Established in 2012, inWatch is devoted to wearables development
- Existing products include: inWatch T with TencentOS, inWatch Run with Alibaba YunOS, and more

Announcing inWatch Wear 4G, a new generation of smartwatch:

- Including the new inWatch Kids for OEMs and ODMs, based on Snapdragon Wear 2100
- General functions: five relocation, two-way voice communications, dynamic heart rate, video calling, geofencing, multiplicity forewarning, and more
- Additional value: payment technology, kid's social functions, kid's educational functions, kid's health and sport functions
- Available for global OEM/ODMs in September 2016

inWatch

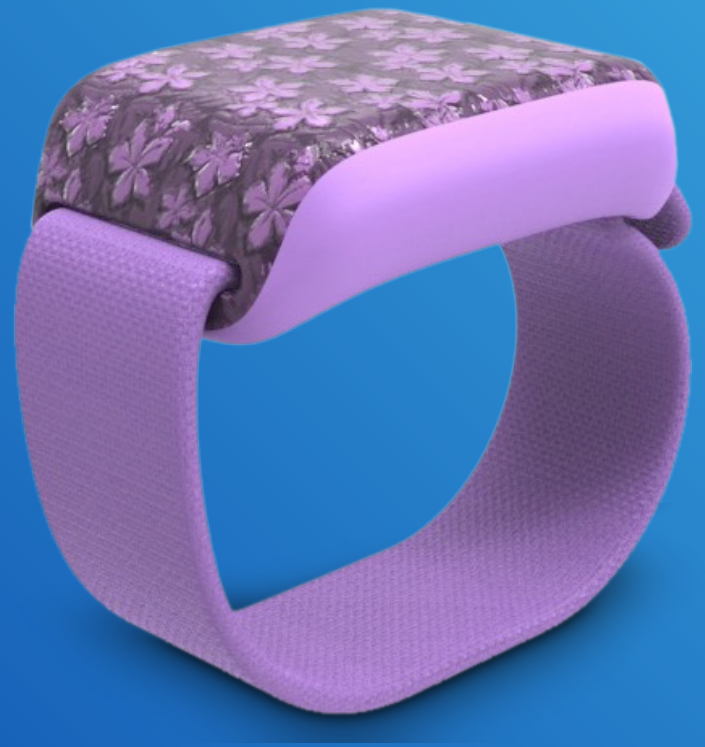
weBandz

Ryan Shapiro
Founder

WeBandz “Tracking Bracelet”

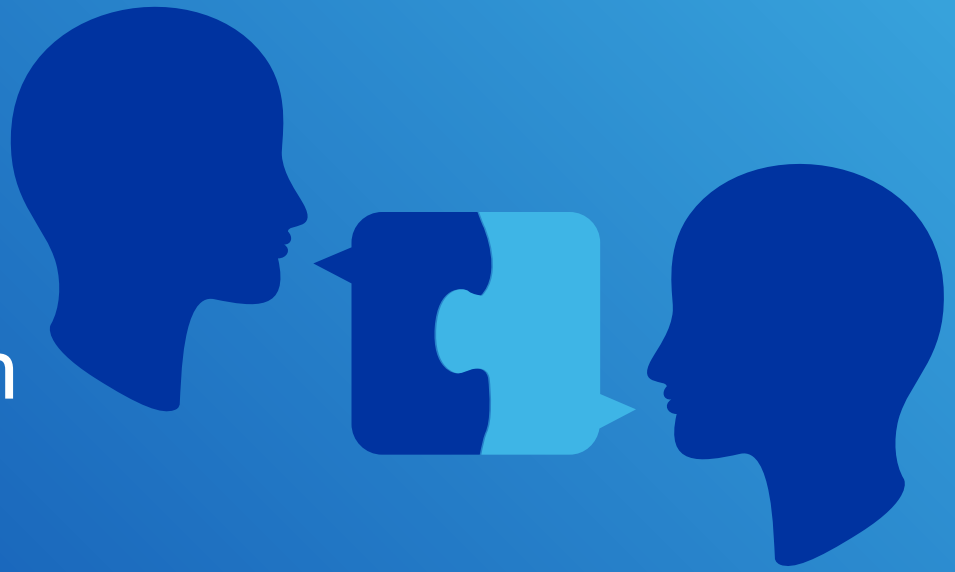
Based out of Miami Florida, WeBandz is a technology company focused on the uncharted waters of the wearable tracking market. The Webandz founders noticed early on the lack of devices in the market that kids were actually willing to wear. After more than a year of designing, building, prototyping and eventually recreating the process over again, the company is excited to account its first product.

- Based on Snapdragon Wear 1100
- Comfortable/modular design, easily adaptable for adults and pets
- 4G LTE & CSR Bluetooth Low Energy
- SurfaceInk as design partner, Flextronics as ODM partner
- Insane battery life
- Shipping Q4 2016



Thank you to all of our presenters!

We invite you now to take the next 60 minutes to visit the demonstration tables of our partners around the room for more information on their products.



Thank you

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For more information, visit us at:

www.qualcomm.com & www.qualcomm.com/wearables

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