

Market Momentum

Snapdragon powered Always Connected PCs from ASUS, HP, and Lenovo

- ASUS NovaGo
- Snapdragon Tech Summit



- HP Envy x2
- Snapdragon Tech Summit

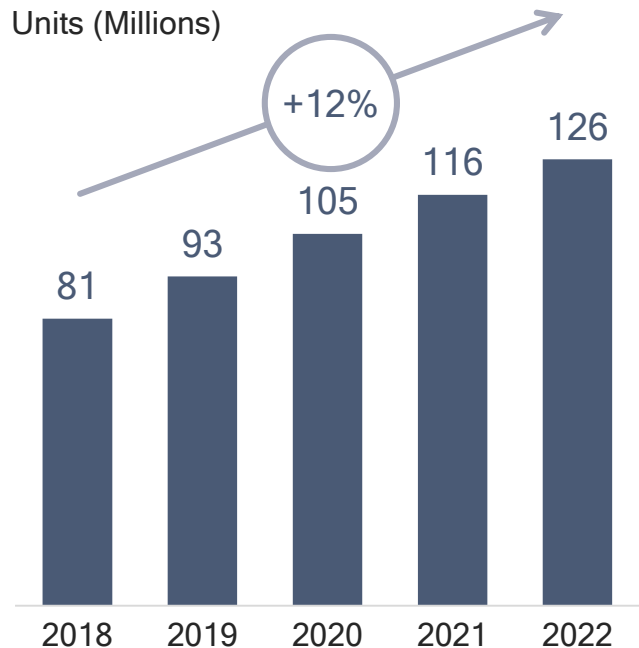


- Lenovo Miix 630
- CES

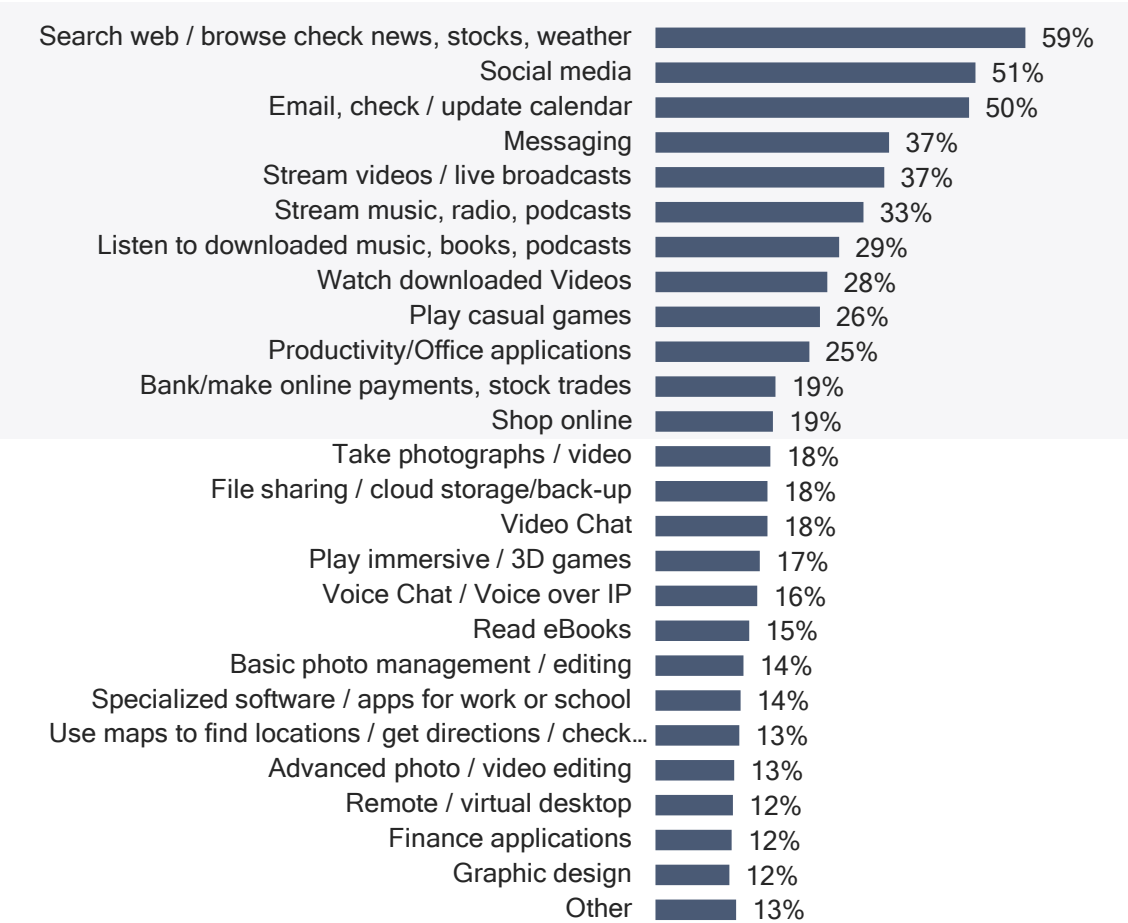


Addressing User Demands

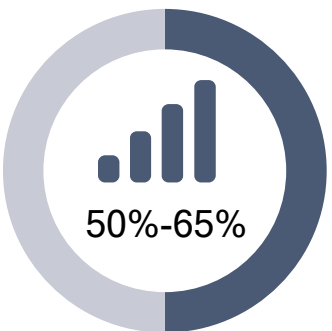
UltraSlim/Convertible PCs & Windows Tablet Shipments Worldwide



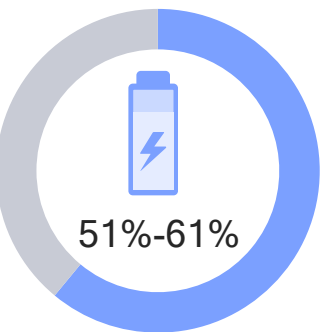
2-in-1 PC activity frequency - Daily



If users could build their own 2-in-1 PC

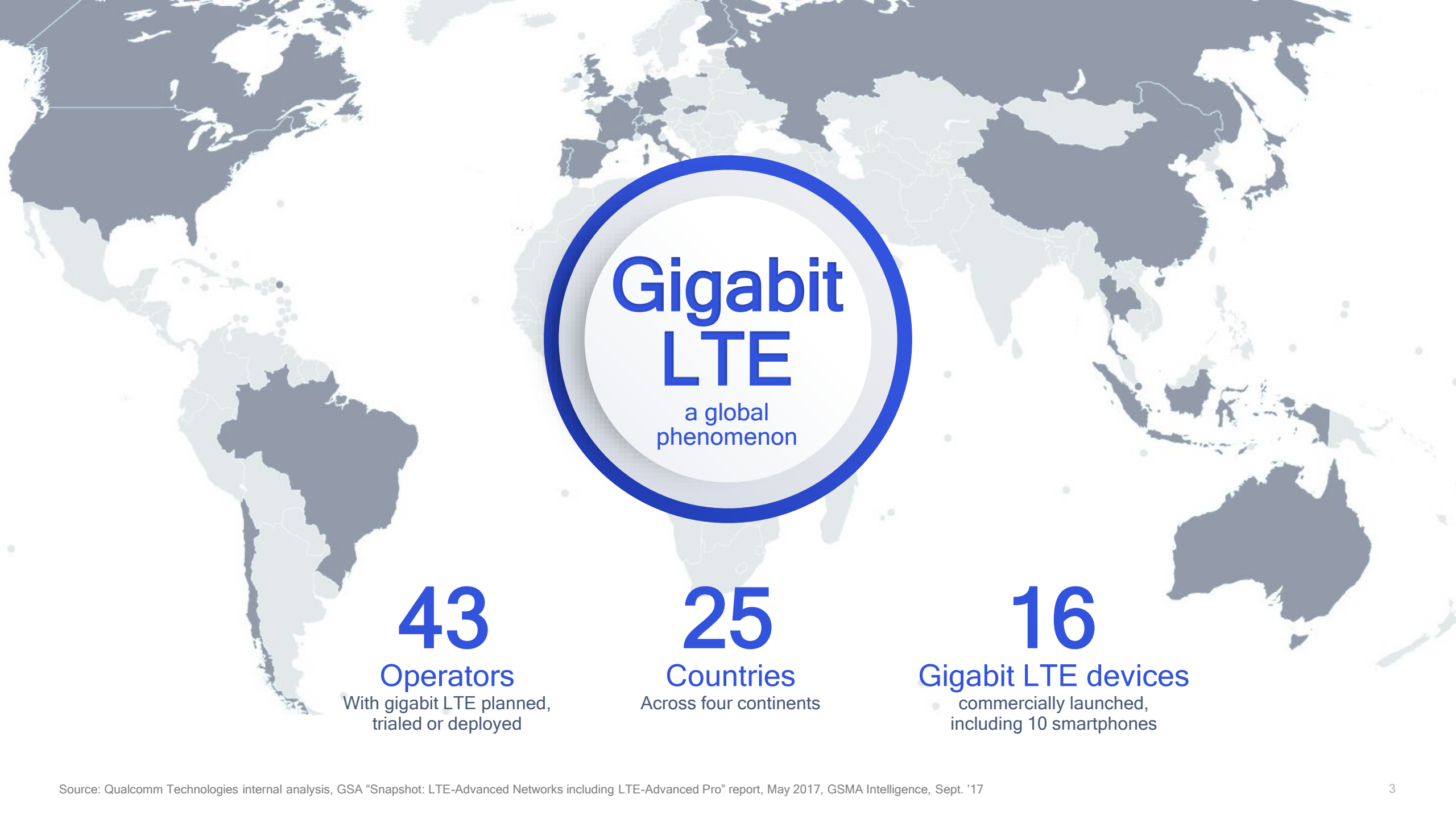


4G LTE Cellular connectivity



20+ hours Average battery life

U3.Now, thinking about all the activities you do in a typical day on your [INSERT OWNED DEVICE], how frequently do you do the following?
 NU3.Now, thinking about all the activities you would do on your next [INSERT INTENDED DEVICE], how frequently would you do the following?
 (Total Owners & Intenders N=2633)



Gigabit LTE

a global
phenomenon

43

Operators

With gigabit LTE planned,
trialed or deployed

25

Countries

Across four continents

16

Gigabit LTE devices

• commercially launched,
including 10 smartphones

Consumers are still lacking a truly mobile PC experience



Heavy & cumbersome



Slow to turn on and off



When on - runs hot and fan is loud



Overpromised battery life



Reliant on public Wi-Fi, poor connections



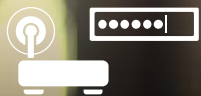
Wasted time & lost productivity

Connectivity and Productivity shouldn't be a waiting game

When you're on the go:
coffee shops, hotels,
libraries, airports, etc.



Power up
and log-in



Log-in to Wi-Fi:
password required



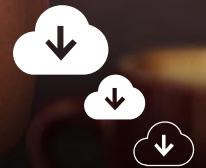
Wait for email and
apps to update



Wait for streaming
content to load



Streaming content
plays slowly
(buffering)



Tiered Wi-Fi data
speeds (i.e. hotels):
\$ / \$\$ / \$\$\$

Battery life shouldn't hold you back...



Living day-to-day with
power cord is cumbersome



Finding an electrical
plug / no charger



Low battery
anxiety



Loss of productivity when
unable to recharge battery

The Always Connected* PC is here.

Bringing the best of the smartphone to the PC.



Qualcomm



**Always On,
Always Connected***
Up to Gigabit LTE Connectivity.
When "Wi-Fi only" isn't enough.



**Beyond All-day
Battery Life¹**
Leave the power
cords at home



**Sleek, Innovative
Designs**
thin, light,
and fanless



**The Windows10
You Know**
Create. Collaborate.
Share.

Always Connected* PCs with LTE

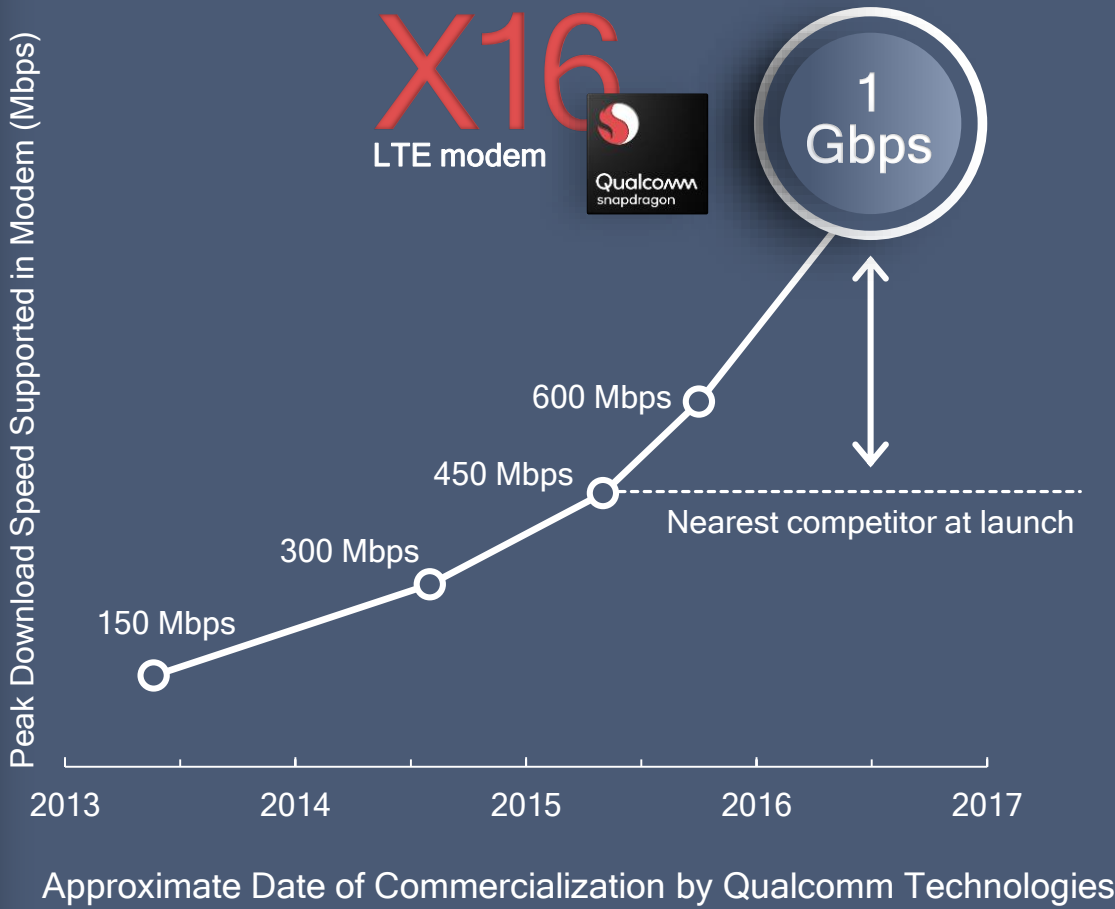
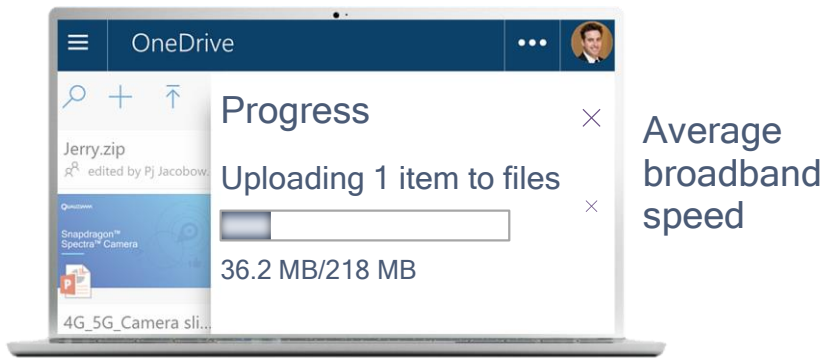
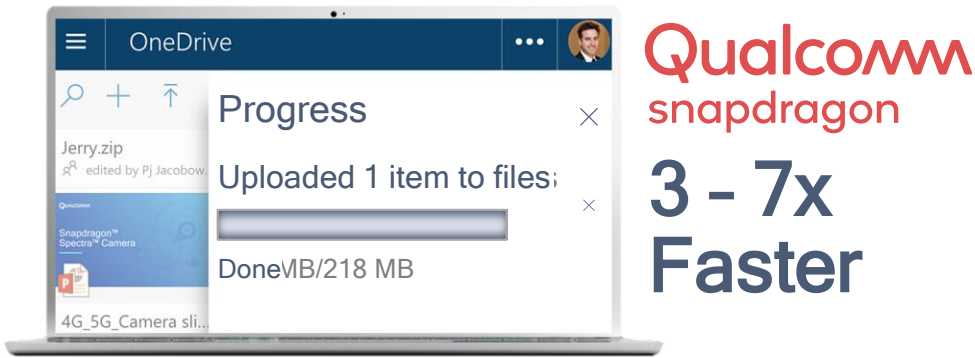
Fast, security-rich.
Apps, email and
data – on the go.

*Network connection required



Up to 3-7X faster download speeds
than average U.S. broadband

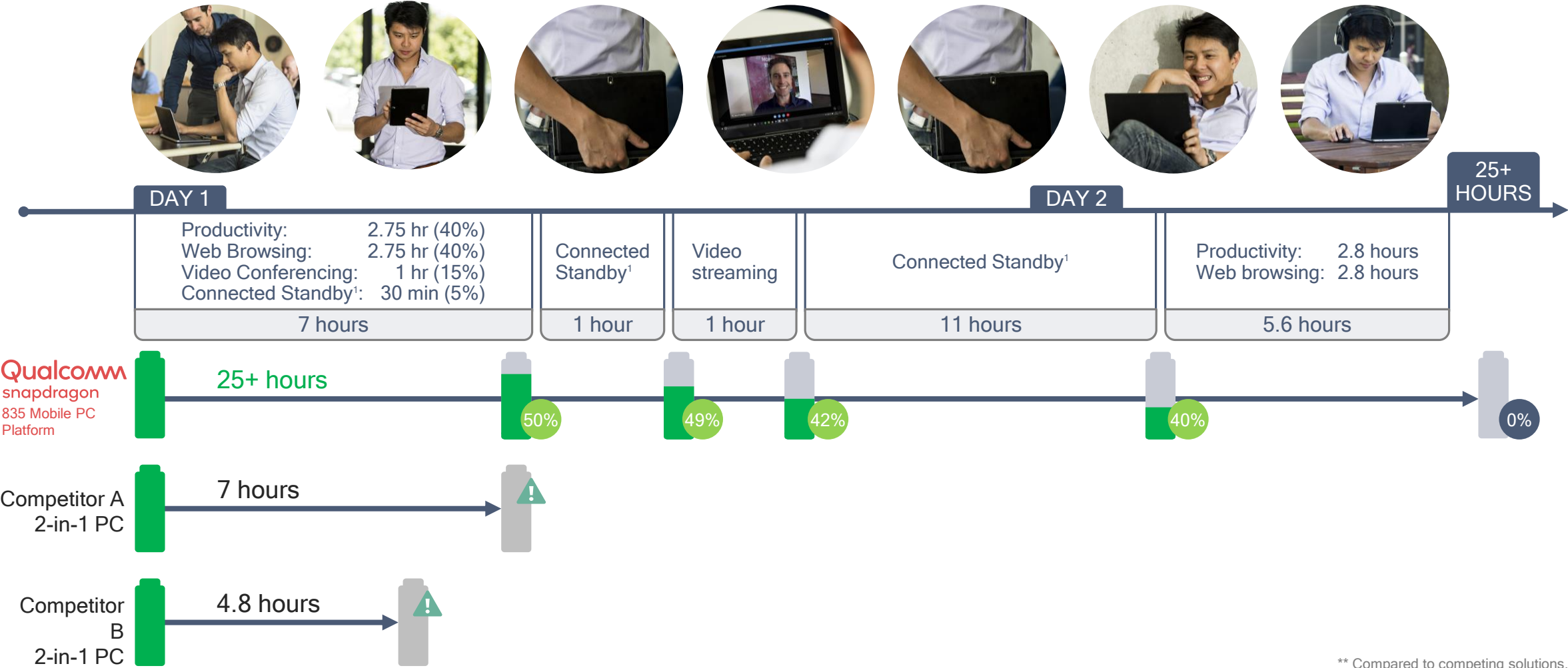
>2x peak download speeds of nearest competitor



Source: FCC Dec. 2016 -US broadband speed

Up to 2X longer battery life so your PC can last beyond all-day

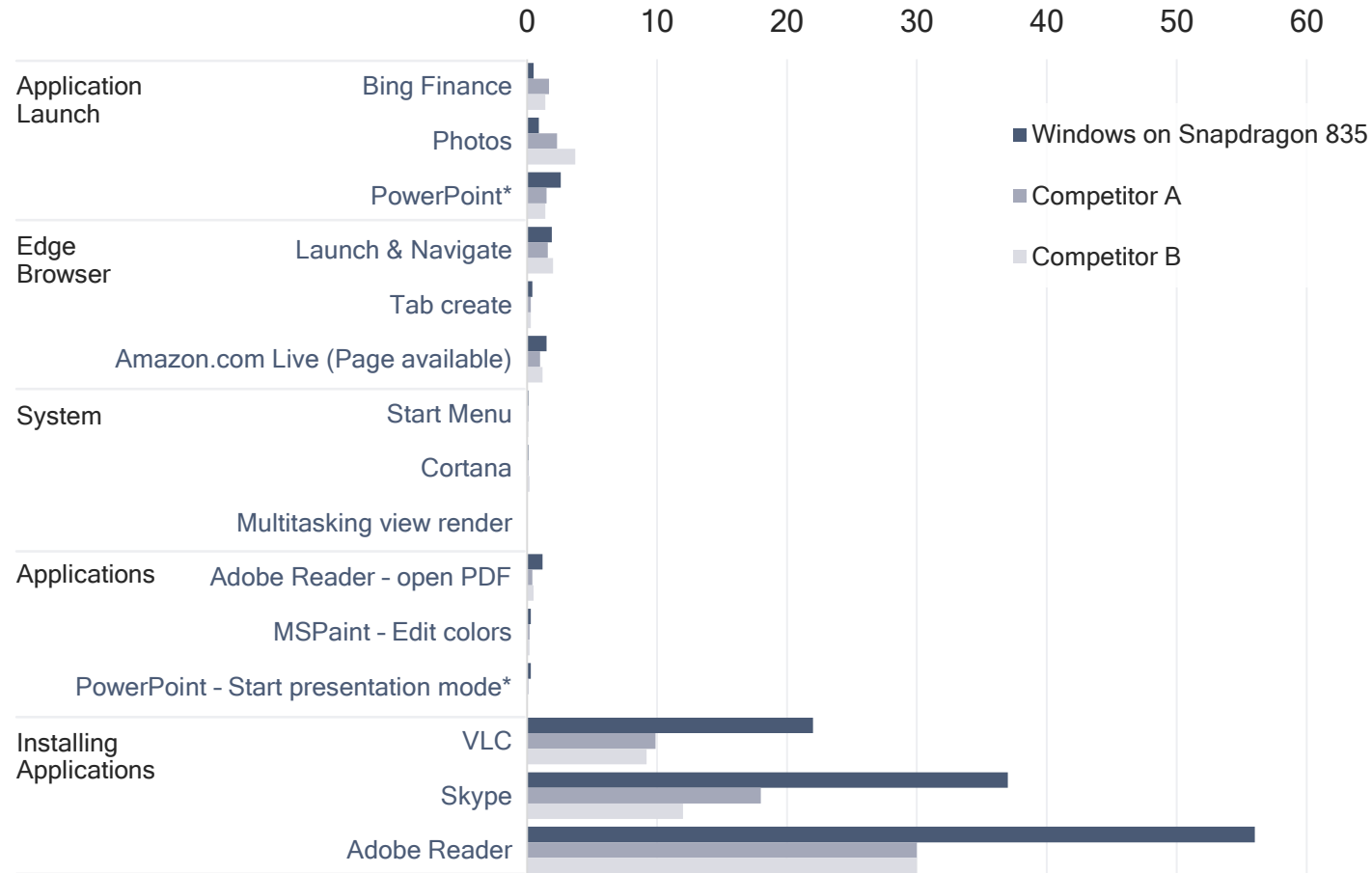
Leave your power cord behind



** Compared to competing solutions.

User Experience based Performance Testing

Making the shift to user experience validation



*Expect improved results pending MSFT application updates

Data collected using the [Windows Assessment and Deployment Kit \(ADK\)](#), which is a public tool developed by Microsoft

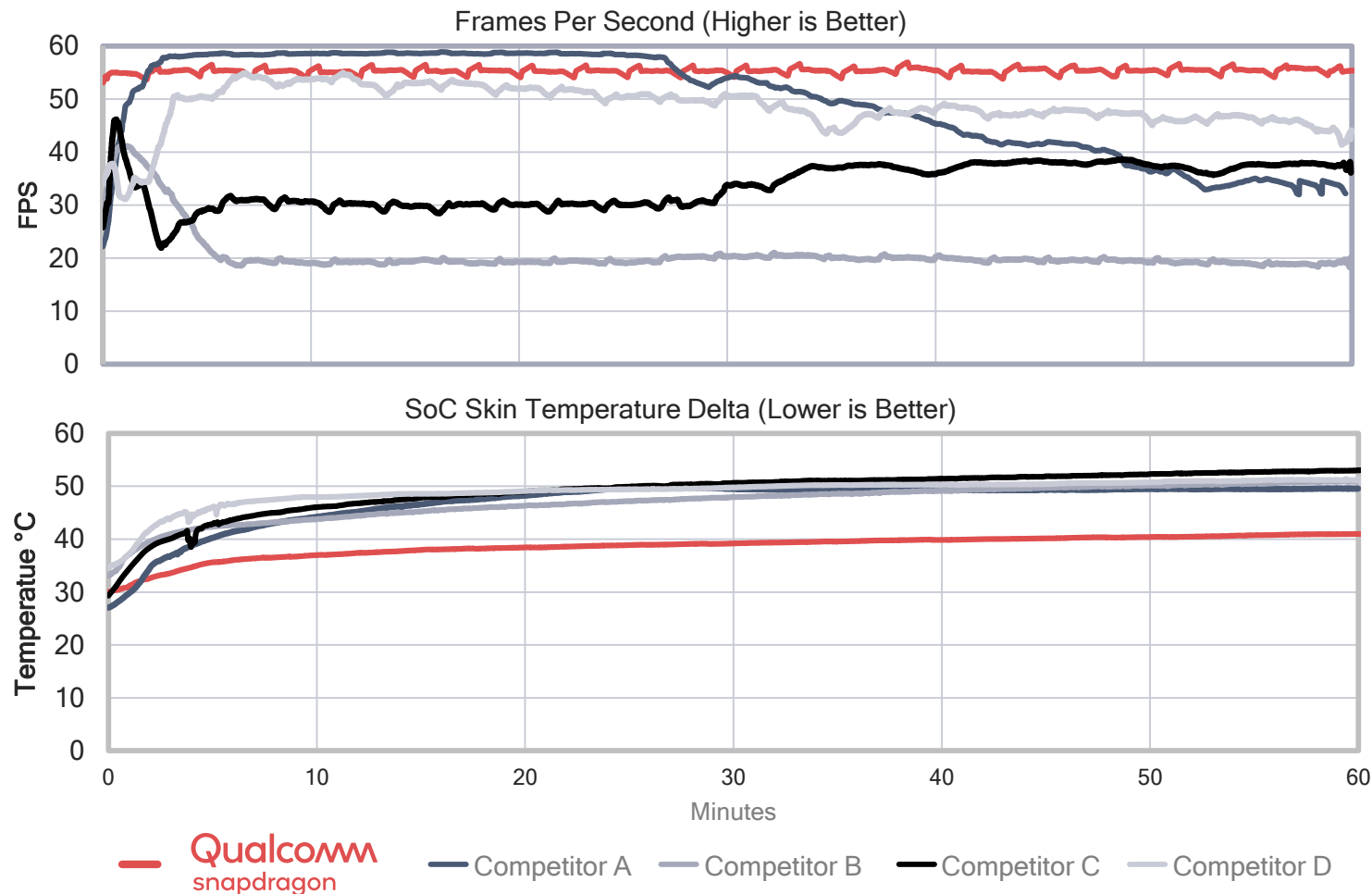
Source: QTI test results

Key Takeaways:

- Our goal is to target an optimized balance of battery life and performance based on the most common workloads.
- Minimal impact to app launch times - deltas do not lead to a significant perceived impact to the user.
- Legacy tools to measure synthetic performance have become not relevant on modern systems

Runs cool, superior performance during sustained workloads

Superior Performance and Low Thermals During Sustained Workloads

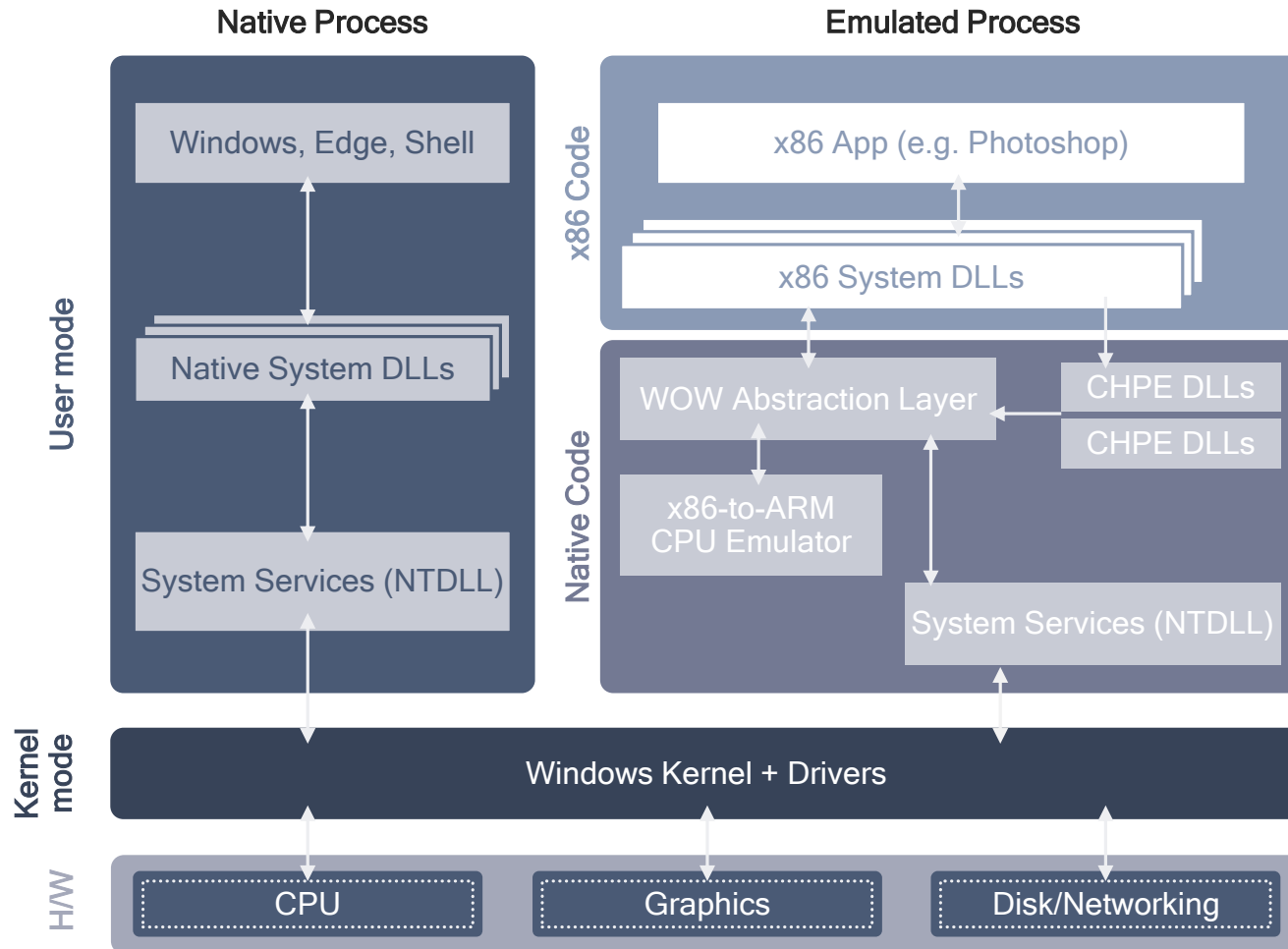


Key Benefits vs. Competing Solutions:

- Low SoC/device temperature
- Smooth, more consistent graphics
- Heterogeneous architecture to balance core workloads
- No throttling in sustained workload.

Application Compatibility

x86 Win32 Emulation—Internals



Key Benefits vs. Competing Solutions:

- ✓ Windows 10 will run native on Snapdragon
- ✓ Windows kernel, system drivers, and all inbox apps are compiled to run optimally
- ✓ UWP and legacy x86 apps
- ✓ UWP apps can easily be compiled natively for ARM with existing developer tools
- ✓ Legacy x86 applications will be emulated using a custom emulator from Microsoft

Bringing the best of smartphone design to the PC

Thin, light, always on, always connected*



Qualcomm

Always
Connected*



First¹ to **Gigabit LTE 3-7x faster**
than avg. broadband speed in U.S.

Always On



Beyond all-day battery life,
up to **2X longer²**
Instant on, like a smartphone

Sleek,
Innovative
Designs



First¹ to 10nm - SoC runs cool,
superior performance in sustained
workloads. Thin, light, fan-less

Windows 10

The Windows10 You Know
Create. Collaborate. Share.



Thank you!

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