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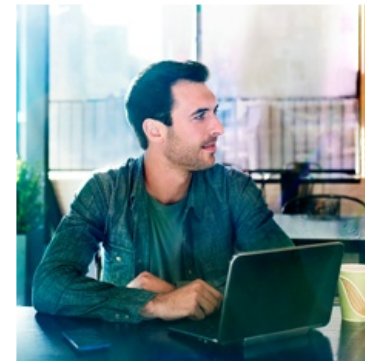
Mobile technologies innovation enhancing accessibility





Born Mobile™

- Nearly 30 years of driving the evolution of wireless communications
- Making wireless more personal, affordable and accessible
- World's largest fabless semiconductor company, #1 in wireless
- S&P 100/ S&P 500/ Fortune 500



1

Digital 6th
sense

2

Fluence

3

Gesture control

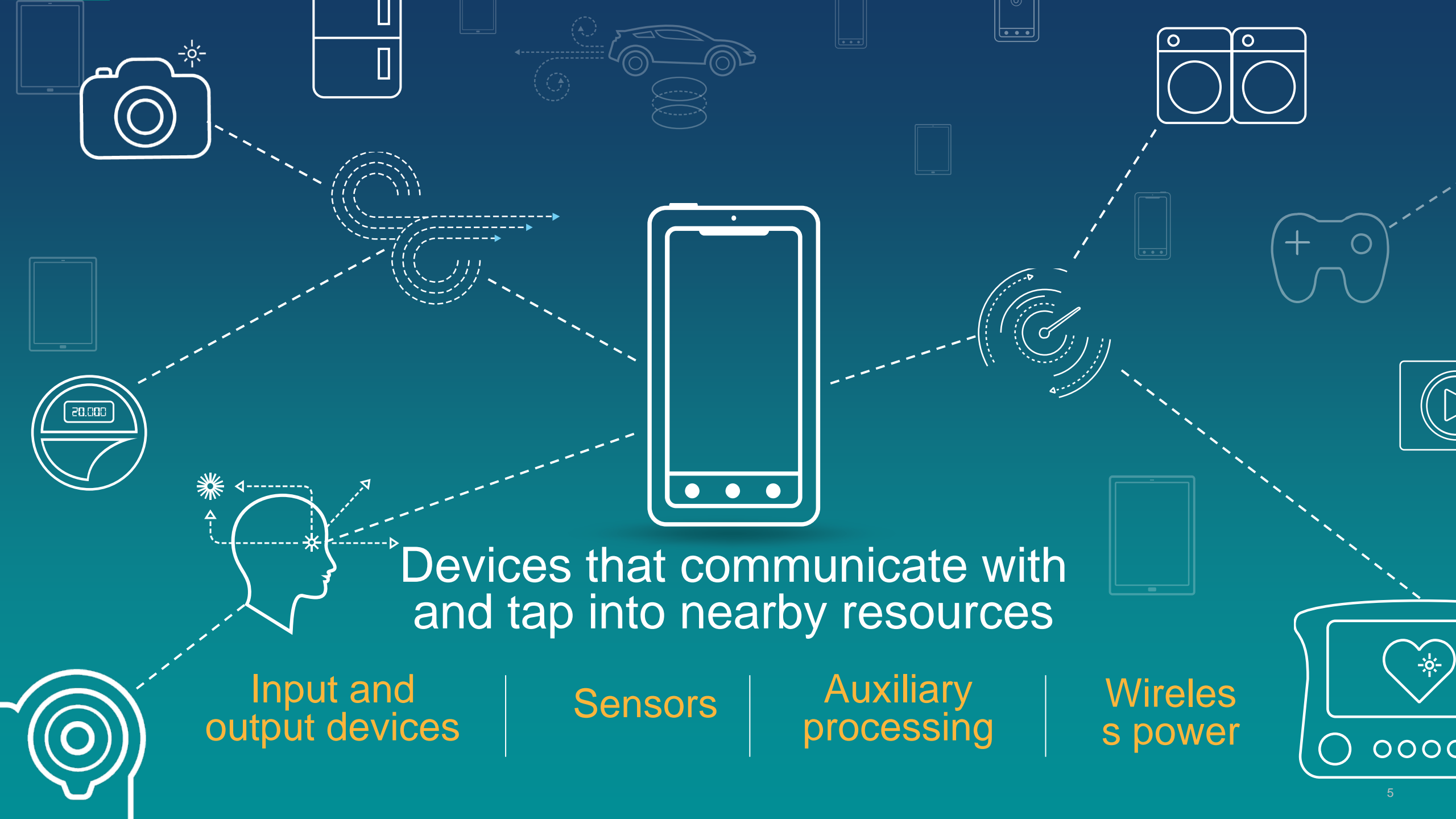
4

Wireless Reach

Agenda

Creating the digital 6th sense





Devices that communicate with and tap into nearby resources

Input and output devices

Sensors

Auxiliary processing

Wireless power

Digital 6th sense

Welcome Home!



Lighting



Multi-media



Security



Fitness

68°

Inside
Temperature



Sync To Cloud



Friends Watching

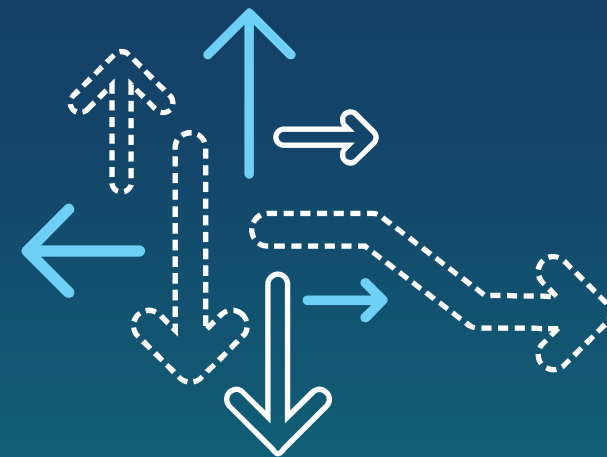


71°

Outside
Temperature



Fluence



Fluence



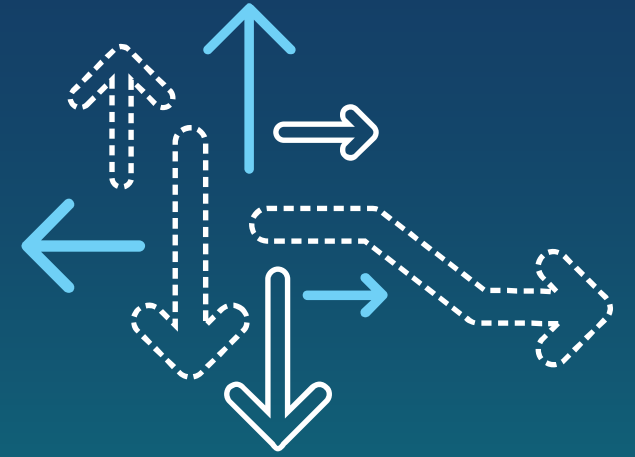
What it is

- Dual-microphone noise cancellation technology
- Receive voice enhancement
- Wind noise reduction
- Far-end noise suppression
- Slow Talk
- Wide Voice

Benefits

- Designed to eliminate distracting background noise, including crowds, wind, motorized vehicles and other all-too-common interruptions to your conversations.
- Enhanced call clarity on Bluetooth headsets and wireless headsets

Gesture control



Gesture Control Technology

No-Look (<1 ft)

- Smartphone
- Embedded



- Desktop
- Driving
- Belt holster

Touch-Free (<1 ft)

- Smartphone/Tablet
- Embedded



- Desktop
- Mounted
- Driving

Lean Back (< 5ft)

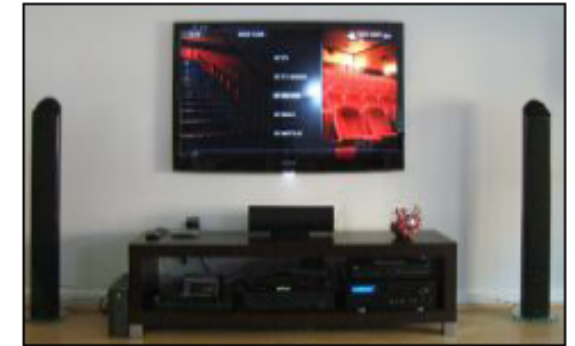
- Tablet
- Embedded Car



- Wheelchair
- Couch
- Lying in bed
- Kitchen
- Passenger in Car

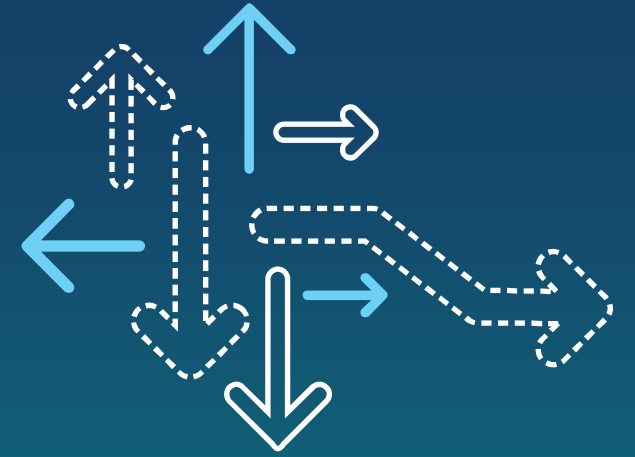
Full Body (> 5 ft)

- Set Top Box
- Embedded TV



- Living Room
- Bedroom

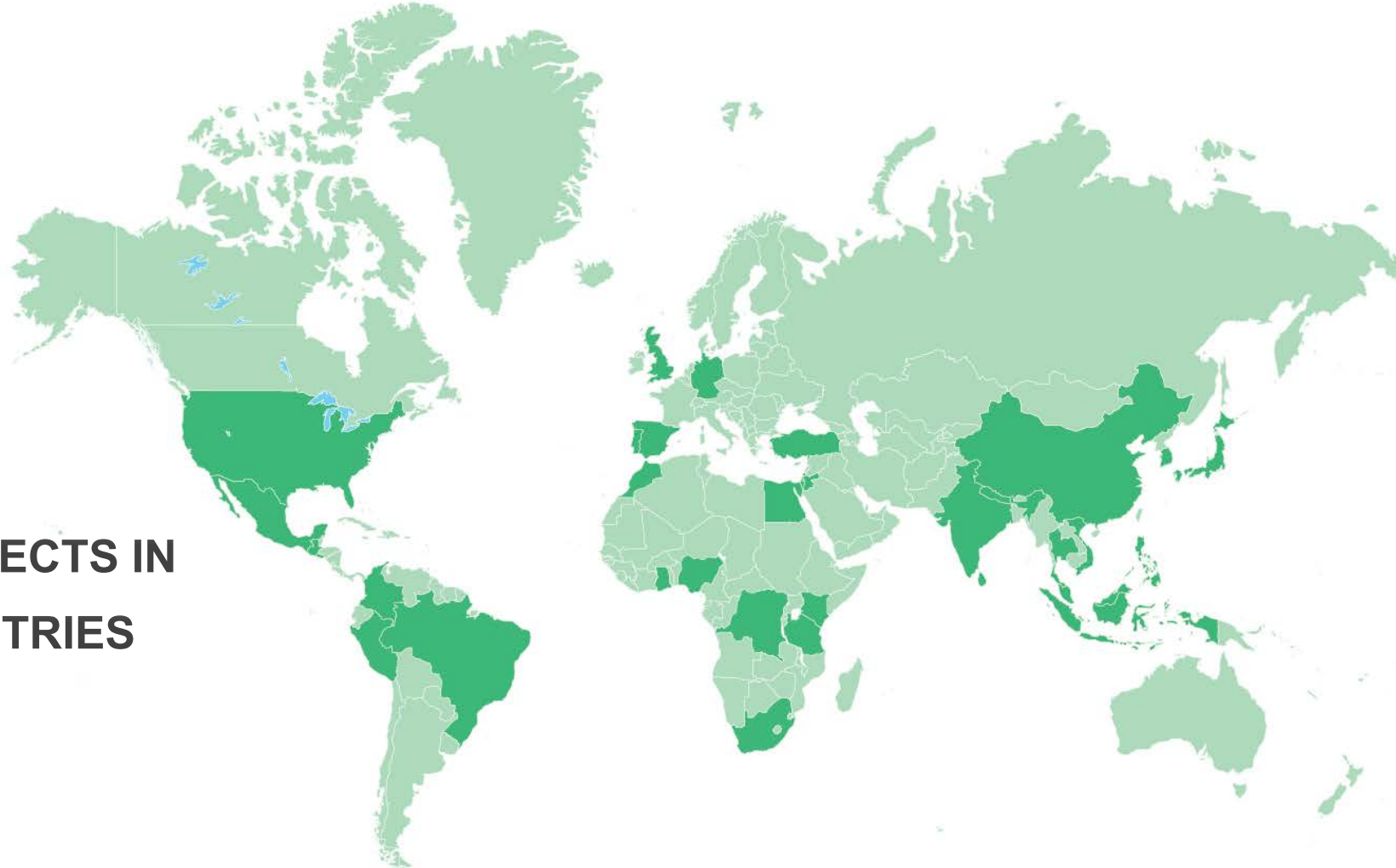
Wireless Reach



Qualcomm Wireless Reach

A strategic initiative that brings wireless technology to underserved communities globally

105 PROJECTS IN
40 COUNTRIES



Spain: Augmented Reality Assists Workers with Intellectual Disabilities

Entrepreneurship

- **Stakeholders**

- APROCOR Foundation, Vodafone Spain Foundation

- **Technology**

- Snapdragon™-based tablets and augmented reality applications created using Qualcomm's award-winning Vuforia™ Augmented Reality platform

- **Results**

- By reducing the time a coach spends training each worker, the number of workers he or she can coach in a workday increases.
- The 45 pilot participants are gaining a new sense of ownership over their work and feeling an increased level of confidence.



Israel: Project RAY

Health Care

- **Stakeholders**

- Central Library for the Blind, Visually Impaired and Handicapped, Project RAY

- **Technology**

- Android™ smartphone with a user interface optimized for eye-free interaction

- **Results**

- The RAY smartphone was developed with advanced mobile technology for intuitive eye-free operation
- Enables people with visual impairments to make calls, send messages, recognize objects, engage in social networking, access remote assistance, and use leisure and entertainment services.



China: Mobile Vision Project

Health Care

- **Stakeholders**

- China Children and Teenagers' Fund, and Hengshui City Maternal and Child Care Service Center (MCCSC), China Telecom, and Xi'an Kingtone

- **Technology**

- 3G enabled smartphones

- **Results**

- Provides more accurate statistics and better patient care for children with amblyopia
- Of the 23,286 eye exams collected as of October 2013, 3,073 patients have been identified as having suspected cases of amblyopia
- Served approximately 400,000 children and teenagers up to the age of 14



Thank you

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