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Qualcomm Brings Together China Ecosystem Players at the Qualcomm Reference Design and Wireless Innovation Summit in Shenzhen

-- Qualcomm Technologies, Inc. to Showcase Latest Solutions Powered by Qualcomm Snapdragon and Provide Updates on Qualcomm's Reference Design Program --

SAN DIEGO and SHENZHEN, China, May 13, 2014 /PRNewswire/ -- Qualcomm Incorporated (NASDAQ: QCOM) today announced that its subsidiary, Qualcomm Technologies, Inc. (QTI), is hosting the fifth Qualcomm® Reference Design and Wireless Innovation Summit at the Shenzhen Intercontinental Hotel in Shenzhen, China, May 14 –15, 2014. The summit will continue to foster collaboration among device manufacturers and software and hardware component providers in the development of devices powered by Qualcomm® Snapdragon™ technology for the China region and for export worldwide, as well as explore new business opportunities in the rapidly evolving smartphone era.

The Qualcomm Reference Design and Wireless Innovation Summit is a large-scale event that is designed to help unite representatives from across the value chain for education on the latest Snapdragon solutions by QTI. This summit is also designed to educate participants on ways to innovate and differentiate, as well as serve as a forum for them to build new business relationships with other participants. Participants from the software, hardware and digital entertainment ecosystems include Alibaba, Baidu, Hungama, OmniVision, Reverie Language Technologies, Samsung Electronics (CMOS Image Sensor), SK Hynix, Sohu and Tencent.

"The group of manufacturers, hardware component suppliers and software developers attending this summit are representative of the strength and diversity of the Chinese telecommunications industry," said Jeff Lorbeck, senior vice president and chief operating officer, Qualcomm China. "These companies are not only helping to advance wireless devices and services in China, but also in other regions as well."

The Qualcomm Reference Design and Wireless Innovation Summit program and expo will cover:

- Innovations powered by 4G LTE and the Qualcomm RF360™ Front End Solution by QTI;
- An overview of Qualcomm® Global Pass by QTI, which features regional software packages, modem configurations and testing for certain regional operator requirements;
- Potential global opportunities and helping with international commercialization;
- New wireless vertical opportunities, such as wearables;
- Hands-on commercial device display and technology demos across the Snapdragon portfolio, including 4K Ultra HD, advanced camera features and the latest in graphics technologies;
- Differentiation through software, including new options for Windows Phone; and
- 60+ exhibitors from the software and hardware ecosystem.

"The Qualcomm Reference Design (QRD) program by Qualcomm Technologies, Inc. offers industry-leading technical innovation, differentiated hardware and software and customization options that are designed to help save engineering costs and accelerate development time," said Larry Paulson, vice president of product management, QTI. "This is our fifth summit and it promises to be one of the most rewarding for the ecosystem that has developed around the QRD program."

To date, more than 425 commercial QRD-based devices have been launched in 21 countries and more than 40 OEMs and IDHs have commercially launched QRD-based devices. The expanded QRD portfolio includes Snapdragon 610, 615, 400, 410 and 200 processors by QTI with support for the Qualcomm RF360™ Front End Solution, Qualcomm Global Pass and Windows Phone 8.1.

About Qualcomm Incorporated

Qualcomm Incorporated (NASDAQ: QCOM) is a world leader in 3G, 4G and next-generation wireless technologies. Qualcomm Incorporated includes Qualcomm's licensing business, QTL, and the vast majority of its patent portfolio. Qualcomm Technologies, Inc., a wholly-owned subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm's engineering, research and development functions, and substantially all of its products and services businesses, including its semiconductor business, QCT. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. For more information, visit Qualcomm's website, OnQ blog, Twitter and Facebook pages.

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