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Qualcomm Demonstrates Live Public LTE-TDD Broadcast with HEVC and DASH in China

-- Qualcomm Technologies, Inc.'s LTE Broadcast solution powers demonstration at Qualcomm Reference Design Show, featuring content provided by Sohu.com--

SHENZHEN, China, May 14, 2014 /PRNewswire/ -- Qualcomm Incorporated (NASDAQ: QCOM) today announced that its wholly owned subsidiary, Qualcomm Technologies, Inc. (QTI), in collaboration with Sohu.com (NASDAQ: SOHU), a leading Chinese online media, search, gaming, community and mobile service, has conducted the first announced live public demonstration of LTE-TDD Broadcast in China, featuring High Efficiency Video Coding (HEVC) and Dynamic Adaptive Streaming Over HTTP (DASH) technologies. The demo utilized devices based on Qualcomm Reference Designs by QTI featuring QTI's Qualcomm® Snapdragon™ 400 processors and integrated Qualcomm® Gobi™ modems, and was supported by QTI's LTE Broadcast solution for the evolved Multimedia Broadcast Multicast Service (eMBMS) platform. The demo took place today during the Qualcomm Reference Design & Wireless Innovation Summit hosted by QTI in Shenzhen.

LTE Broadcast is designed to support mobile network operators (MNOs) to more efficiently manage their spectrum and network loads by allowing the multicast of high-demand content such as live sporting events, breaking news or software updates, so that multiple users receive the same content simultaneously. LTE Broadcast utilizes standard LTE network architecture and modems, helping simplify implementation and saving costs.

"We're excited to be supporting the growth and evolution of LTE networks worldwide," said Raj Talluri, Senior Vice President of Product Management, QTI. "With LTE Broadcast, operators can better utilize their existing LTE infrastructure to deliver customers an optimized, premium video experience on the latest mobile devices without overloading their networks."

"This demonstration marks an important milestone in the deployment of LTE Broadcast, which we believe will significantly enhance our customers' ability to view popular, live content directly on their mobile devices," said Zeng, Xiongjie, President of Sohu Mobile Video. "We're excited to be working with QTI to bring this innovative technology to market."

Today's demo illustrates one of the many potential implementations for LTE Broadcast, which operators also could use to deliver real-time, location-based, or off-peak services, such as pay-per-view events, live broadcast television – even to areas not supported by traditional delivery methods – or important firmware updates. Available in certain Snapdragon chipsets and supported through QTI's optional LTE Broadcast middleware, QTI's LTE Broadcast solution has been tested among the major infrastructure vendors over the past three years, resulting in a superior level of interoperability and product maturity.

Key 3GPP-standardized features of QTI's LTE Broadcast solution include File Delivery Over Unidirectional Transport (FLUTE), Dynamic Adaptive Streaming of HTTP (DASH), Application level FEC, and file delivery with file repair.

Supported by QTI's LTE Broadcast solution, LTE Broadcast is commercially available in Korea, and is expected to begin arriving in China and other regions around the world later this year.

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.

About Sohu Video

Sohu Video (tv.sohu.com) is a major online video service provider in China. We deliver licensed professionally produced

video content, original in-house produced video content, and user-generated content. We provide users free access to most of our extensive and comprehensive video content library, such as popular domestic and overseas television dramas, movies, variety shows, in-house produced shows and programs, news, documentaries, animations, entertainment related contents, live television Webcasts, and user-generated content. We also offer selected fee-based content such as high definition movies, educational content, and documentaries. Users can also access our comprehensive video content via mobile devices by visiting our mobile video site or installing Sohu Video App, our mobile video application.

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