

June 10, 2014



MediSafe Wins Fourth Annual Qualcomm QPrize™ Venture Investment Competition

SAN FRANCISCO, June 10, 2014 /PRNewswire/ -- Qualcomm Incorporated (NASDAQ: QCOM), through its venture investment group, Qualcomm Ventures, today announced the winner of its fourth annual QPrize™ 2014 international seed investment competition, at Bloomberg's Next Big Thing Summit in Sausalito, California. MediSafe, an Israeli company, took top honors against tough competition from six other regional winners representing [China](#), [Europe](#), [India](#), [Korea](#), [Latin America](#) and [North America](#).

The company previously won QPrize's Israel regional competition and was awarded US\$100,000 in venture financing to cultivate their business. As the QPrize Grand Prize winner, MediSafe will receive an additional US\$150,000 in convertible note funding from Qualcomm.

MediSafe offers a cloud-synced mobile personalized medication management system, which helps people to integrate healthier behavior into their daily lives. MediSafe is a data driven Medication Management Platform, designed to understand the personal causes of non-adherence and to use this information in real time to create better patient engagement and raise medication adherence. More information on MediSafe is available at the company's website: www.medisafeproject.com.

"We just concluded our fourth QPrize contest, and we're immensely pleased with the results," said Nagraj Kashyap, senior vice president of Qualcomm Ventures. "This year we had more than 1200 submissions from entrepreneurs throughout the world and what really impressed us was the diversity of quality ideas using the mobile platform to impact a number of industry verticals. This year's group of regional QPrize winners have businesses that focus on: education, automotive, healthcare, sign language translation, analytics, navigation and messaging. We congratulate MediSafe for winning the QPrize Grand Finals and look forward to working with them to grow their business and enhance their segment presence."

Finalists for QPrize competition include:

Cambridge Wowo - China

Cambridge Wowo leverages its key technology of voice evaluation and speech recognition to provide digital and interactive content solutions for pre-school textbook producers on tablets, smartphones and digital television (through an Android stick).

Carffeine - Korea

Carffeine is a mobile first platform that connects car owners and mechanics. Carffeine's Cartool solution is a proprietary software for mechanic shops. The platform provides custom car diagnosis reports and other services customized to each individual car owner.

Hand Talk – Latin America

Hand Talk is a sign language machine translation platform that helps sign-language users to understand content in the oral language of their country and oral language users to learn sign language, all with the help of the friendly virtual interpreter Hugo.

Konotor - India

Konotor is a user engagement platform for mobile apps that taps into the power of messaging to re-engage users and drive conversations between businesses and users. Konotor's messaging inbox is integrated into 18 apps, including some of the leading apps in India and reaches over 1 million users today.

Swift Navigation – North America

Swift Navigation is high accuracy GPS for machine automation (e.g. self-driving cars, precision agriculture, UAVs, etc). Their proprietary solution is accurate within an inch, 100x better than normal GPS, 10x cheaper than the competition (\$500 v. \$5,000+), and comes with an open API for easy integration.

Viewsy - Europe

Viewsy is a location analytics platform focused on the data needs of retailers with physical stores. The platform is dedicated to understanding customer behavior in the physical environment. It digitizes the real world and tracks visitor behavior inside retail stores by capturing anonymous mobile phone data.

The fourth annual Qualcomm Ventures QPrize competition provides over \$1 million in prizes and services for the entrepreneurs of today as they work to further raise awareness of these breakthrough technologies. Additional details on the QPrize competition can be found at www.qprize.com.

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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