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Qualcomm Announces General Availability for Mobile Industry's First LTE Broadcast SDK

--- SDK Designed to Empower Developers to Reinvent Live Content Experiences with LTE Broadcast Technology ---

SAN DIEGO, Sept. 18, 2014 /PRNewswire/ -- Qualcomm Technologies, Inc., a wholly owned subsidiary of Qualcomm Incorporated (NASDAQ: QCOM) today announced the general availability of the LTE Broadcast Software Development Kit (SDK) through the Qualcomm Developer Network. The LTE Broadcast SDK is designed to empower software developers to create applications that harness the unique benefits of LTE Broadcast connectivity and content delivery on LTE Broadcast capable devices featuring Qualcomm® Snapdragon™ processors. Developers will be able to access a common application protocol interface (API) that can be used in all regions around the world that are trialing, testing or deploying LTE Broadcast. The LTE Broadcast SDK is the first development tool for LTE Broadcast in the mobile industry published for general availability and has been tested with multiple operators, OEMs, and application developers worldwide.

"LTE Broadcast will fundamentally transform the way we experience and interact with live content," said Raj Talluri, senior vice president of product management, Qualcomm Technologies, Inc. "The availability of our LTE Broadcast SDK will provide developers with the tools to innovate and create applications and services that will enable LTE Broadcast technology to reach its full potential. With a common API, the expansion of LTE Broadcast-based features will broaden the ecosystem, stimulate development and enhance user experiences in new and unique ways."

To support LTE Broadcast functionality on smart devices, Qualcomm Technologies offers a comprehensive LTE Broadcast solution for the evolved Multimedia Broadcast Multicast Service (eMBMS), which includes a Snapdragon processor, Qualcomm® RaptorQ™ forward error correction technology, broadcast middleware, multimedia services and a proven interface for LTE Broadcast application development. Qualcomm Technologies' 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. 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 TV and sporting events, breaking news, emergency notifications, periodical downloads, and software and OS updates, so that multiple users receive the content simultaneously and efficiently. LTE Broadcast utilizes standard LTE network architecture and modems, helping simplify implementations while lowering costs.

The LTE Broadcast SDK is designed, optimized and integrated for Snapdragon LTE capable processors. The LTE Broadcast SDK provides libraries, tools and documentation for the development and testing of software applications intended for mobile devices capable of delivering LTE Broadcast services. The open API set included in the LTE Broadcast SDK can be used by application developers for multiple OEMs and operators. The API will also offer a more consistent mobile user experience and a wider selection of applications that utilize the capabilities of LTE Broadcast.

The LTE Broadcast SDK is available now through the [Qualcomm Developer Network](#).

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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