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Qualcomm Extends Mobile Computing and Connectivity Product Leadership from the Home to the Road at CES 2015

-- Qualcomm Technologies to Showcase Next-Generation Mobile Experiences that Define the Future of the Connected Home, Car and Consumer --

LAS VEGAS, Jan. 5, 2015 /PRNewswire/ -- Qualcomm Incorporated (NASDAQ: QCOM) today announced that its subsidiaries, Qualcomm Technologies, Inc. (QTI) and Qualcomm Atheros, Inc. (QCA), will showcase a range of new connected mobile computing experiences at CES that will highlight a new level of connectivity and immersive user experiences to consumers on the go, in the home and within their vehicles. These new experiences are powered by the latest Qualcomm® Snapdragon™ technologies, high-performance LTE-Advanced connectivity and next-generation Wi-Fi.

Making the Connected Car a Reality

At CES 2015, Qualcomm Technologies will show the full potential of the next-generation automobile when it demonstrates two new full technology concept cars that are ***the world's first to integrate Qualcomm Technologies' latest in-vehicle technology and connectivity***. The technology concept cars are based on the 2015 Maserati Quattroporte GTS and the 2015 Cadillac XTS and have been customized to bring the full Snapdragon Automotive Solutions experience to life, including the Qualcomm® Snapdragon™ 602A automotive-grade processor, Qualcomm® Gobi™ 3G/4G LTE wireless modems and Qualcomm® VIVE™ QCA6574 Wi-Fi and Bluetooth module, and Qualcomm® IZat™ RGR7640 GNSS module. Qualcomm Snapdragon and Qualcomm Gobi are products of QTI, and Qualcomm VIVE and Qualcomm IZat are products of QCA.

The Qualcomm Concept Car - Cadillac demonstrates pre-integrated support for Android, including the latest Android L and Kit Kat; high resolution infotainment displays for visually stunning graphics for cluster and infotainment; integrated in-vehicle features, including navigation, music, live streaming of sports, news and entertainment content via LTE-Broadcast; enhanced safety features such as lane detection with integrated navigation, driver distraction avoidance notification, gesture recognition, car personalization via the AllSeen Alliance's AllJoyn open source framework; wireless audio streaming from personal devices via the Qualcomm® AllPlay™ smart media platform; smartphone integration and Qualcomm® WiPower™ flexible wireless charging for consumer electronics and; 4G LTE multimode Internet connectivity including WiFi hotspot and Bluetooth profile support.

The Qualcomm Concept Car – Maserati features pre-integrated support for the latest versions of the QNX® Neutrino® OS and the QNX CAR™ Platform for Infotainment from QNX Software Systems, a subsidiary of BlackBerry Limited. Highlights include an instrument cluster with speed recommendations, collision warnings, and intelligent parking assist; an infotainment system with 3D navigation, smart phone integration, rear seat entertainment with easy-to-use multimodal UI supporting gestures (tap, swipe, pinch), and voice recognition; an immersive driver experience with rear and side view mirror/displays, complete with refitted cameras and informational safety features; WiPower flexible wireless charging for consumer electronics; and 4G LTE multimode Internet connectivity, including WiFi hotspot and Bluetooth profile support.

Integrated into the technology concept cars are:

- Elektrobit's EB street director navigation software and the latest version of its EB Assist eHorizon Solution with audible and visual warnings and recommendations about the road ahead
- TomTom™ advanced navigation and map services
- Jungo's MediaCore smartphone connectivity and multimedia playback
- Rightware's software and user interface for the instrument cluster

- Ricardo's integrated hardware, controls and electronics
- Streaming Internet radio services from Pandora® via HTML5 and iHeartRadio via Android
- Voice recognition and speech-to-text services powered by Nuance's Dragon Drive™
- NXP's SAF775x AM/FM radio tuner support
- QNX Neutrino OS and QNX CAR Platform for next-generation safety and infotainment features

Bringing 4K to the Forefront

At CES 2015, Qualcomm Technologies will introduce a range of new experiences around 4K and next-generation immersive entertainment. Utilizing the Snapdragon 810 processor with integrated next-generation LTE-Advanced modem and Qualcomm® Adreno™ 430 graphics, QTI will publicly demonstrate **the world's first delivery of 4K content with LTE Broadcast technology**. The Snapdragon 810 processor is an end-to-end 4K processor with support for both 4K capture and display, along with the latest H.265 and High Efficiency Video Coding (HEVC) compression technologies designed to maximize bandwidth efficiency. With the Snapdragon 810 processor's recently announced integrated LTE-Advanced Category 9 modem, mobile users can now enjoy peak download speeds of up to 450Mbps over three 20MHz LTE radio channels and have the optimal platform for next-generation 4K LTE broadcast. QTI's comprehensive LTE Broadcast solution for evolved Multimedia Broadcast Multicast Service (eMBMS) includes the LTE chipset, broadcast client, multimedia services and a proven software development kit (SDK) for LTE Broadcast application development.

The Snapdragon 810 processor also now incorporates Qualcomm® Quick Charge™ 2.0 and WiPower charging technologies to offer increased efficiency and flexibility for device makers' charging options. Products with Quick Charge 2.0 can charge up to 75 percent faster than products without fast-charging technology, while WiPower supports lower costs and greater charging efficiency among wireless charging solutions. Based on Near Field Magnetic Resonance technology and designed to be compatible with the Alliance for Wireless Power's Rezence™ technology, WiPower is designed to allow a range of compatible consumer-electronic and handset devices to charge without the need for precise alignment or direct physical contact. Qualcomm Quick Charge and Qualcomm WiPower are products of QTI.

A New Class of Home Wi-Fi Connectivity

Building upon the multi-gigabit 802.11ad features found in the Snapdragon 810 chipset, Qualcomm Atheros will also demonstrate **the world's first tri-band wireless solutions for home networking products and media hub solutions**. With support for 802.11ad (60GHz), 802.11ac (5GHz and 2.4GHz) Wi-Fi, this new reference design will offer a broad connected experience — providing whole-home coverage with areas of high-speed, high-capacity wireless for residential gateways, set-top boxes and media servers without interference from nearby access points. The media hub is designed to allow fast downloads, and sharing and streaming of locally cached or cloud-based media such as 4K movies and images. And since 11ad operates in the 60 GHz band, it is designed not to be susceptible to interference from other wireless devices, which means superior 4K experiences. The tri-band access point will ship in the second half of 2015. At CES, multiple customers will also be showcasing new 802.11ac Wi-Fi routers which utilize Qualcomm Atheros MU-MIMO technology — Qualcomm® MU | EFX. Computing and smartphone device manufacturers are expressing support, signaling the expected acceleration of consumer adoption this year.

"We are very excited to showcase a new range of premium mobile experiences that extend Qualcomm Technologies' mobile computing and connectivity leadership across so many vectors of product innovation at CES 2015," said Cristiano Amon, executive vice president, Qualcomm Technologies, Inc., and co-president, QCT. "From next-generation connected cars, LTE Broadcast streaming in 4K, and leading-edge home networking, our technologies are bringing consumers a new level of content and context while keeping them seamlessly connected at home and on-the-go."

To see QTI and Qualcomm Atheros demonstrate industry-leading connectivity and power efficiency achievements, visit the booth at CES, located at the Las Vegas Convention Center, Central Hall, Booth 8252 and Central Plaza, Booth CP21A.

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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Qualcomm Contacts:

Jon Carvill, Corporate Communications

Phone: 1-858-845-5959

Email: corpcomm@qualcomm.com

Warren Kneeshaw, Investor Relations

Phone: 1-858-658-4813

Email: ir@qualcomm.com

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