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Qualcomm Announces Breakthrough Mobile Anti-Malware Technology Utilizing Cognitive Computing

-Qualcomm® Snapdragon™ Smart Protect Supports On-device Behavioral Analysis for High Security and Malware Detection on the Forthcoming Snapdragon 820-

SAN DIEGO, Aug. 31, 2015 /PRNewswire/ -- Qualcomm Incorporated (NASDAQ: QCOM) today announced that its subsidiary, Qualcomm Technologies, Inc. (QTI), is extending its mobile security technology leadership with the introduction of Qualcomm® Snapdragon™ Smart Protect. The upcoming Qualcomm® Snapdragon™ 820 processor is the first platform offering Snapdragon Smart Protect, providing real-time, on-device machine learning designed to support accurate and effective detection of zero-day malware threats for improved personal privacy and device security. Snapdragon Smart Protect is also the first application to utilize Qualcomm® Zeroth™ technology, augmenting conventional anti-malware solutions by supporting on device real-time malware detection, classification and cause analysis using an advanced cognitive computing behavioral engine.

Snapdragon Smart Protect complements existing signature-based anti-malware solutions by analyzing and identifying new threats prior to new signature updates. OEMs and mobile anti-malware application providers can also use Snapdragon Smart Protect API's to perform valuable causal analysis, offering users and the mobile industry real-time information of identified threats.

"With consumers storing more personal information on their devices, data leakage incidents and malware are on the rise. Qualcomm Technologies is uniquely equipped to address these issues with our ability to access lower layers of the software stack and dedicated security hardware, to create a device-based, behavioral analysis approach for mobile security," said Asaf Ashkenazi, director, product management, Qualcomm Technologies, Inc. "Snapdragon Smart Protect supports deep on-device monitoring for nearly instantaneous notifications of detected privacy violations and malicious activity while also providing great system performance and battery life."

QTI is working in close collaboration with OEMs and mobile security providers like Avast, AVG and Lookout to make Snapdragon Smart Protect capabilities available within commercial anti-malware apps. Using Snapdragon Smart Protect, OEMs and mobile security software vendors will be able to enhance their existing security products, and to differentiate and harden their solutions against potential attacks. Operators can reduce the burden of fraudulent charges and network congestion often associated with malware-infected devices, while consumers benefit from improved protection of personal data with minimal impact on device performance or battery life.

Snapdragon Smart Protect is a feature within the Qualcomm Haven™ security suite, which also offers Qualcomm® SecureMSM™ technology, a hardware-based security protection technology designed to make Snapdragon processors resistant to targeted attacks. Qualcomm Haven also features Qualcomm® Snapdragon Sense™ ID 3D fingerprint technology, Qualcomm® Snapdragon StudioAccess™ content protection and Qualcomm® SafeSwitch™ technology.

Snapdragon Smart Protect is expected to be available in consumer devices in 2016, in conjunction with the Snapdragon 820 processor.

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 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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