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Qualcomm Announces New Milestone in Snapdragon 410 and 210 Shipments

--Snapdragon processors for high-volume, mainstream segments driving demand for affordable mobile devices in emerging regions--

HONG KONG, Sept. 14, 2015 /PRNewswire/ -- Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated (NASDAQ: QCOM), today announced it has reached a milestone for its Qualcomm® Snapdragon™ 410 and 210 processors. Within the first year of its commercial launch, the Snapdragon 410 processor, which brought 64-bit computing power and LTE connectivity to emerging regions, is now available in more than 550 mobile device designs. The Snapdragon 410 processor has also shipped more than 200 million units globally from more than 60 OEMs. Additionally, the Snapdragon 210 processor has been included in more than 200 designs either shipped or in the device pipeline. The Snapdragon 210 processor is the first commercial processor for mobile in its class to deliver 4G LTE connectivity to developing regions, while the 410 is the first commercial processor for mobile to provide 64-bit computing to the sub-\$150 pricing point.

Both Snapdragon processors have been designed to provide the most value to consumers in developing regions around the world. In reaching these key milestones, Qualcomm Technologies continues to demonstrate a position of technology leadership across multiple handset tiers in the smartphone industry.

New devices based on Snapdragon 210 processor include the Alcatel OneTouch Pixi 3(5), ZTE A460, and Huawei Bee 4G and Honor 4A. New devices based on the Snapdragon 410 processor include Motorola Moto G, Asus Zenphone 2 (ZE550KL), HTC Desire 510, HTC Desire 626, Samsung Galaxy Mega 2, Xiaomi Redmi 2 and BLU Life One. We anticipate more devices in the coming weeks and months.

"Xiaomi prides itself in making reasonably priced products that deliver strong customer value," said Bin Lin, president, Xiaomi. "The Redmi 2 comes with a Snapdragon 410 processor because it enabled us to provide an amazing smartphone at an unbelievable price point."

"Last month, we launched the Snapdragon 410-powered ZenFone Max," said Erik Hermanson, head of global marketing, ASUS. "We chose to work with Qualcomm Technologies because of their extensive history and background in making top-performing processors in affordable tiers."

"At Lenovo, we strive to deliver tablets that closely match consumers' needs to enhance their tablet experience. We are giving them flexibility to access their on-demand content anytime and anywhere," said Jeff Meredith, vice president and general manager, tablets, mobile business group, Lenovo. "We're really delighted to work with Qualcomm Technologies. The new Qualcomm Snapdragon 210 processor is power-optimized for great performance and energy efficiency, making our YOGA Tab 3, 8 & 10 tablets faster and smoother at multitasking."

"Making an affordable smartphone that comes with high computing and graphics performance is easier said than done," said Samuel Ohev-Zion, BLU Products. "Qualcomm Technologies' Snapdragon 410 processor was a straightforward decision since we didn't need to make compromises to get the performance or connectivity options our customers demand."

"The pipeline of device designs with Snapdragon 210 processors is double what has already shipped to date," said Cristiano Amon, executive vice president, Qualcomm Technologies, Inc., and co-president, QCT. "We're excited that increasing numbers of users around the globe are enjoying a premium computing and connectivity experience at an extremely affordable price point. Additionally, given the proliferation of 4G LTE worldwide, which is currently 422 commercial LTE networks and counting, and five generations of LTE modems that extend LTE to all tiers, Qualcomm Technologies is also excited to have helped operators worldwide make 4G LTE technology available to all of their customers."

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

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