

Qualcomm Announces Expansion of Snapdragon Wear Platform with the Addition of Leading Ecosystem Companies

- ODM Designs Make it Easier and Faster for Device Manufacturers to Bring Next Generation Wearable Products to Customers -

SAN DIEGO, Feb. 17, 2016 /PRNewswire/ -- Qualcomm Incorporated (NASDAQ: QCOM) today announced that its subsidiary, Qualcomm Technologies, Inc., is expanding the ecosystem for its next generation Qualcomm® Snapdragon™ Wear platform with the addition of three new original device manufacturers (ODMs). Borqs, Compal Electronics Inc. and Infomark will offer reference designs based on the recently announced [Snapdragon Wear 2100 System-on-Chip \(SoC\)](#), which is targeted for next generation connected and tethered smartwatches, kid and elderly watches, smart bands, smart eyewear and smart headsets. The addition of these ODMs to the Snapdragon Wear ecosystem opens exciting new possibilities for device manufacturers to accelerate the design, development and deployment of innovative wearable devices.

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"Qualcomm Technologies is a leader in wearables with 25 products in development based on the new Snapdragon Wear 2100 platform in addition to more than 65 products already shipping," said Raj Talluri, senior vice president, product management, Qualcomm Technologies, Inc. "The addition of Borqs, Compal, and Infomark will further accelerate the strength and diversity of the wearables ecosystem and will allow device manufacturers to bring innovative devices to consumers. Working together, we will be able to deliver a new generation of always connected wearables with thin and sleek profiles, long battery life, and a smart sensing experience."

The Snapdragon Wear platform consists of a full suite of processors, software, support tools, and reference designs to allow mobile, fashion, and sports customers to bring a diverse range of full-featured wearables to market quickly. The new ODMs include (in alphabetical order):

- [Borqs](#) – A global leader in software and products for IoT providing customizable, differentiated and scalable Android-based smart connected devices and cloud service solutions, Borqs is offering connected (3G/4G) and tethered (Wi-Fi®/Bluetooth®) smartwatch and kid watch reference designs based on Snapdragon Wear 2100.
- [Compal](#) – A global manufacturer of notebook PCs, smartphone, tablet and display products and smart wearable devices, Compal is delivering reference designs and device production based on Snapdragon Wear 2100 supporting both Android Wear and Android operating systems and targeting connected (3G/4G) and tethered (Wi-Fi/Bluetooth) use cases.
- [Infomark](#) – An early innovator in the emerging kid watch segment, where the company has previously launched two generations of products (JooN1, JooN2) based on Qualcomm Technologies, Infomark is offering a reference design based on Snapdragon Wear 2100 targeting kid and elderly watch segments.

"Smartwatches, Kid watches and Elderly watches are a huge area of interest for consumers around the world. Borqs has strategically invested in IoT for smart connected devices and unique solutions," said Hareesh Ramanna, senior vice president, general manager, product development, Borqs. "We are delighted to be collaborating with Qualcomm Technologies to build reference designs and products to meet the diverse needs across the range of wearable segments."

With these options in place, our customers can accelerate the deployment of products to market."

"Compal has closely collaborated with Qualcomm Technologies over the years in the smartphone and tablet segments," said Shawn Tien, senior director, marketing, Compal. "We are excited to be working with Qualcomm Technologies to extend our collaboration to the wearables segment with a range of designs based on Snapdragon Wear 2100. Together with Qualcomm Technologies and device manufacturers, we intend to bring the best of fashion and technology with incredibly small and thin smartwatches, tethered and connected devices, and next generation experiences."

"Since the successful launch of the JooN series of Kid's Watch in 2014, Infomark has experienced rapid growth in the wearable segment and continues to gain share in Korea and global markets," said CEO, Dr. Hyuk Choi, Infomark. "The JooN line of products keeps kids and families connected by providing two way voice call, text messaging and location information. We are excited to be extending our collaboration with Qualcomm Technologies on its next generation platform, Snapdragon Wear 2100, and expand our offerings to encompass kid and elderly segments globally."

Availability

Snapdragon Wear 2100 and other products within the Snapdragon Wear platform are available today.

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 30 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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