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# Qualcomm and Baidu Announce Commercialization of IZat Integrated Hardware Location Platform to Lead the Way for Smartphone Location Services in China

**-- IZat Hardware Location Platform integrates multiple location technologies and offers precise and power efficient location information both outdoors and indoors --**

SAN DIEGO, Aug. 4, 2016 /PRNewswire/ -- Qualcomm Incorporated (NASDAQ: QCOM) today announced that its subsidiary, Qualcomm Technologies, Inc. (QTI), is working closely with Baidu in the implementation of the Qualcomm® IZat™ Integrated Hardware Location Platform, which will be available in the latest generation of Qualcomm® Snapdragon™ chipsets across all tiers. The IZat Location Platform uses a combination of signals from various location sources, including GNSS and sensors. This integration at a hardware level is designed to result in accurate location information, fast time-to-first-fix, improved robustness and seamless transition for both outdoor and indoor environments, and lower power for users of location-based applications and services across smartphones.

The IZat Integrated Hardware Location Platform also integrates conventional GNSS positioning and sensor based positioning with terrestrial positioning techniques using cellular network and WiFi positioning available from Baidu. This fused position information, when combined with user motion and contextual information obtained from sensors (such as accelerometer, gyroscope, and magnetometer), is designed to improve positioning accuracy and coverage, reduce power consumption of mobile phones, and bring optimal user experiences to smartphone users. The IZat Integrated Hardware Location Platform will also support optimized features and capabilities such as low-power location tracking, low-power geo-fencing, and sensor based pedestrian navigation particularly in challenging outdoor or indoor environments.

"Providing accurate, reliable and rapid position location information in a battery-efficient way is a basic need for all location based applications," said Dr. Cormac Conroy, vice president, product management, Qualcomm Technologies, Inc. "Qualcomm Technologies' IZat location solution on Snapdragon platforms enables users to enjoy location-based applications, such as Baidu maps, with long battery-life and an excellent user experience."

"Being the preferred provider of mapping capabilities for Chinese developers, we are very excited about the opportunity to work with QTI on the implementation of the IZat Integrated Hardware Location Platform technology," said Li Zhitang, general manager of open platform at Baidu Map. "Our location service supports almost ten thousand applications with location information every day-and serves hundreds of millions of end users. We believe that by working with QTI, users will be able to enjoy higher location service quality and a better experience."

QTI and Baidu are currently working with multiple handset OEMs in China to commercialize this advanced location capability on upcoming smartphones using Snapdragon chipsets starting in Q3 2016.

For more information on Qualcomm's mobile location technology please visit:

<https://www.qualcomm.com/products/izat>

## About Qualcomm

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 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.

### **About Baidu**

Founded in January, 2000, Baidu, Inc. (NASDAQ: BIDU) is the world leading Chinese language Internet search provider, and the largest Chinese language website. With a mission to "help people find what they want in the most convenient way", Baidu focuses on technology innovation, and is committed in providing "easy and reliable" Internet search products and services. Baidu Map is the electronic map service provided by Baidu. Leading the Chinese market, it has over 500 million users and more than 300 million monthly active users. Baidu Map provides users with a series of LBS-based services, including location, route inquiry, route planning, POI inquiry, and navigation, etc.

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*Qualcomm Snapdragon and Qualcomm IZat are products of Qualcomm Technologies, Inc.*

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