

mobile chips, smart innovation

The first smartphone

First shipped in 1993, the IBM Simon is generally considered the first smartphone.



Mobile devices and how we use them have experienced a quick and fascinating evolution, from a wireless phone to the "remote control of our lives." A tiny piece has been key: **the chipset that beats inside each device.**

The first handheld mobile phone call was made on **April 3, 1973.**

Smartphones shipments overtook those of PCs in Q4 2010 (IDC/Feb. 2011).

Tablet sales forecasted at **294 million units** by 2015. (Gartner/April 2011).

Smart experiences



Cloud computing



Social computing



Mobile computing



Mobile entertainment

How this happened? Wireless technology evolution enabling this momentum

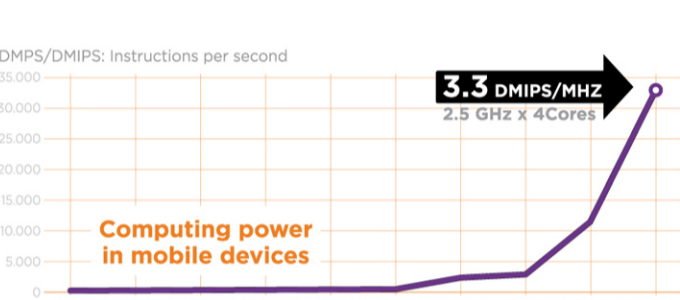
Increasing smartphone computing power

Actual smartphone processor speed faster than 25 personal computers in 1993.

Single core chipset now reach up to **1.4GHz**

Smartphones today

Dual-core chipsets today reach speeds up to 1.5GHz per core with future quad-core chipsets reaching speeds of 2.5GHz per core.



First microprocessor in 1971 had a core speed under 10 MHz.

Expanding capacity of mobile broadband

For rich data, smoothest connection and an always-on experience.

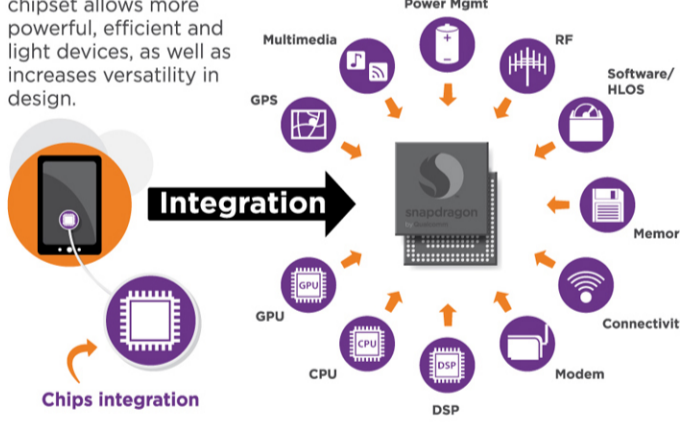
Year	1990	2000	2008	2009	2010	2011-Future
Generation	2G-2.5G	3G - 3.5G			4G	
Transfer speed	56-144 kbps	2.0 Mbps	7.0 Mbps	21.0 Mbps	46.0 Mbps	150+ Gbps
Technology	GPRS	CDMA, WCDMA/UMTS, HSPA, HSPA			LTE	
					Advanced HSPA+	

Total 3G subscriptions increased 30% y-o-y to 1.31B by Q1'11 and expected to reach 3.1B by 2015 (Wireless Intelligence, April 2011)

Smartly integrated

Best user experience is about doing all these things better together

Integrating all these functionalities in the chipset allows more powerful, efficient and light devices, as well as increases versatility in design.



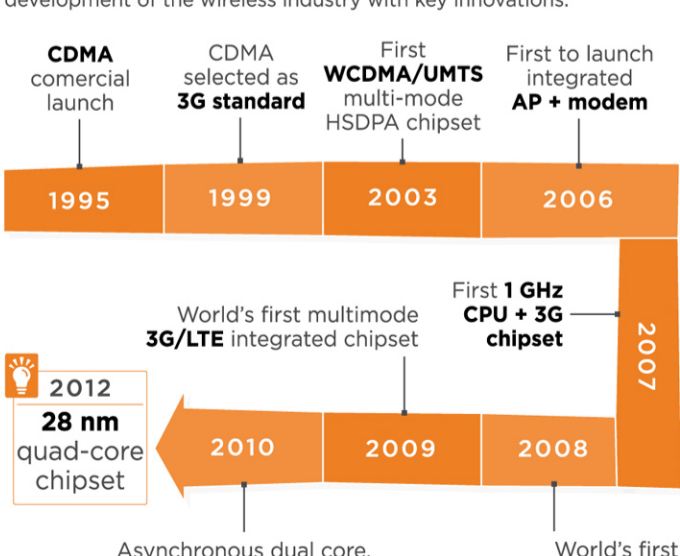
Integration enables more with less

Integrated hardware systems combine the individual technology components, like CPU, GPU, WAN and LAN, to work smoothly together and deliver savings on space, power and cost.

- 10-20% smaller footprint
- 10-20% lower chips cost
- Up to 35% lower power consumption

Qualcomm's path to innovation

Since 1985, Qualcomm's focus on R&D has contributed to the development of the wireless industry with key innovations.



Snapdragon processors are complete solutions that adapt to real-time demands, so users can do everything they want and get the battery life they crave.