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svp software strategy, QCT

integrated hardware and software

chipset hardware and low level software

high level operating systems



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high level operating systems

technology enablers

web tech

AllJoyn™

augmented
reality

etc.



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service and application differentiation

Carrier Friendly
Services

Optimization
Tools

Snapdragon
Network



browser performance optimization

21%

faster average page load¹

71fps

smooth as glass scroll, pan, zoom¹

30%

faster average page reload¹

>30%

faster HTML <canvas> JS Gomerbench rendering

70%

faster average on V8 benchmark²

7%

average power improvement when browsing¹



now available in
Android market

¹Tested on 1.2Ghz Qualcomm MDP8660 between optimized and stock Android 2.3.

²Tested with 30 sites on Wi-Fi and consistent environment on Android 2.3 using HTC Sensation and production OEM device with Dual-CPU A9.

Source: Tests performed by Qualcomm Innovation Center, Inc.

mobile application development paradigm

past



future



what is AllJoyn™?



AllJoyn enables ad hoc, proximity based, peer-to-peer, bearer agnostic networking between devices and applications

what new experiences can AllJoyn enable?

media sharing

trade pictures,
videos or business cards

chat

exchange tips, ask questions,
or taunt your opponent

proximal awareness

notification of
others nearby

multi-player gaming

play head-to-head

social

find people nearby to
follow or places to like

proximal services

coupons, rewards



Snapdragon developer ecosystem goals

developers are creating the next generation user experiences



snapdragon
by Qualcomm

enable

developers to
build and
optimize
differentiated
user experiences
for Snapdragon
enabled devices

introduce

developers to
our OEM
and carrier
customers for
preload and other
partnership
opportunities

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The image features the Qualcomm logo in white, centered against a blurred background of warm, glowing light streaks in shades of orange, red, and purple. The logo consists of a stylized 'Q' followed by the word 'QUALCOMM' in a bold, sans-serif font, with a registered trademark symbol (®) to the upper right of the final 'M'.

QUALCOMM®