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Sr. Director, Government Affairs

Mobile technologies innovation
enhancing accessibility
Born Mobile™

- Nearly 30 years of driving the evolution of wireless communications
- Making wireless more personal, affordable and accessible
- World’s largest fabless semiconductor company, #1 in wireless
- S&P 100/ S&P 500/ Fortune 500
Digital 6th sense
Fluence
Gesture control
Wireless Reach
Creating the digital 6th sense
Devices that communicate with and tap into nearby resources

Input and output devices | Sensors | Auxiliary processing | Wireless power
Digital 6th sense
Fluence

What it is

• Dual-microphone noise cancellation technology
• Receive voice enhancement
• Wind noise reduction
• Far-end noise suppression
• Slow Talk
• Wide Voice

Benefits

• Designed to eliminate distracting background noise, including crowds, wind, motorized vehicles and other all-too-common interruptions to your conversations.
• Enhanced call clarity on Bluetooth headsets and wireless headsets
Gesture control
Gesture Control Technology

No-Look (<1 ft)
- Smartphone
- Embedded

Touch-Free (<1 ft)
- Smartphone/Tablet
- Embedded

Lean Back (<5 ft)
- Tablet
- Embedded Car

Full Body (>5 ft)
- Set Top Box
- Embedded TV

- Desktop
- Driving
- Belt holster

- Desktop
- Mounted
- Driving

- Wheelchair
- Couch
- Lying in bed
- Kitchen
- Passenger in Car

- Living Room
- Bedroom
Wireless Reach
Qualcomm Wireless Reach

A strategic initiative that brings wireless technology to underserved communities globally

105 PROJECTS IN 40 COUNTRIES
Spain: Augmented Reality Assists Workers with Intellectual Disabilities

Entrepreneurship

- **Stakeholders**
  - APROCOR Foundation, Vodafone Spain Foundation

- **Technology**
  - Snapdragon™-based tablets and augmented reality applications created using Qualcomm’s award-winning Vuforia™ Augmented Reality platform

- **Results**
  - By reducing the time a coach spends training each worker, the number of workers he or she can coach in a workday increases.
  - The 45 pilot participants are gaining a new sense of ownership over their work and feeling an increased level of confidence.

Qualcomm Snapdragon is a product of Qualcomm Technologies, Inc. Qualcomm Vuforia is a product of Qualcomm Connected Experiences, Inc.
Israel: Project RAY

Health Care

- **Stakeholders**
  - Central Library for the Blind, Visually Impaired and Handicapped, Project RAY

- **Technology**
  - Android™ smartphone with a user interface optimized for eye-free interaction

- **Results**
  - The RAY smartphone was developed with advanced mobile technology for intuitive eye-free operation
  - Enables people with visual impairments to make calls, send messages, recognize objects, engage in social networking, access remote assistance, and use leisure and entertainment services.
China: Mobile Vision Project

Health Care

- **Stakeholders**
  - China Children and Teenagers’ Fund, and Hengshui City Maternal and Child Care Service Center (MCCSC), China Telecom, and Xi’an Keitong

- **Technology**
  - 3G enabled smartphones

- **Results**
  - Provides more accurate statistics and better patient care for children with amblyopia
  - Of the 23,286 eye exams collected as of October 2013, 3,073 patients have been identified as having suspected cases of amblyopia
  - Served approximately 400,000 children and teenagers up to the age of 14
Thank you

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