



## COMMUNIQUE DE PRESSE

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### **Qualcomm Unveils New Smartbook Applications Harnessing the Power of the Web to Enrich and Personalize the Live TV Viewing Experience**

*— Consumers Can Witness Dynamic Multimedia Entertainment Delivered Direct to Smartbook Devices for the First Time at Mobile World Congress 2010 —*

BARCELONA, Spain — February 15, 2010 — [Qualcomm Incorporated](#) (Nasdaq: QCOM), a leading developer and innovator of advanced wireless technologies, products and services, today announced it will offer previews of forthcoming FLO™-enabled smartbook applications at GSMA Mobile World Congress. The applications unite live TV viewing with real-time Web content, social networking capabilities and personalized digital media stored on the device that can be accessed at anytime.

Running on Snapdragon™-enabled smartbook devices, the applications are designed to deliver powerful new consumer entertainment experiences. The technology seamlessly combines live

mobile TV programming with personalized, real-time streaming data and access to popular social networking sites like Twitter, along with additional content, such as video clips and e-magazines. The new smartbook applications illustrate Qualcomm's vision for the future of broadcast mobile media and allow consumers to receive rich, relevant content while watching their favorite programs and simultaneously connecting with other people that share similar interests. For instance, sports fans watching a live match can receive real-time data streams about athletes and team stats while also engaging with fans around the world watching the same event.

“We are enhancing the smartbook experience, making it easy for consumers to watch TV and ‘tweet’ with friends and other viewers, all while accessing a full range of relevant content,” said Bill Stone, president of [FLO TV](#) Incorporated, a wholly owned subsidiary of Qualcomm. “The idea of watching television on your laptop is not new, nor is the idea of receiving personalized information about things that matter to you. However, marrying our FLO-enabled broadcast services with the content consumers love and the social networking platforms they frequent is new, and it illustrates how mobile media and the Web can come alive together for the ultimate in a personalized experience.”

Among the applications that are being broadcast over FLO technology are:

- Live Twitter Feed, allowing consumers to watch a live TV channel while monitoring a contextual Twitter feed
- Local Buzz, a real-time aggregated Web feed personalized by location, which shows news, weather, traffic and other topics of local relevance

- Live breaking news dynamically refreshed throughout the day
- Sportscast, offering live sporting events while gaining access to player and team statistics and relevant sports video clips delivered over broadcast
- Video-on-Demand Carousel, featuring an array of video clips delivered and stored on smartbook devices that can be selected and viewed anytime
- Library, an extensive catalog of e-magazines cached and ready to view where and when the consumer wants

“Snapdragon-based devices with their long battery life and advanced 3G connectivity are changing the way consumers access mobile content and entertainment,” said Luis Pineda, senior vice president of product management for Qualcomm CDMA Technologies. “Combining the strengths of FLO mobile broadcast technology with our chip platform makes for a powerful and addictive connected entertainment experience for consumers and helps us to clearly differentiate and rise above competitive mobile entertainment solutions.”

Another first-time demonstration will feature a Windows<sup>®</sup>-based portable computer with the Zinio<sup>™</sup> Reader application. The interactive digital magazine demonstration will showcase how FLO technology can be employed for the broadcast delivery of data-intensive multimedia files. Digital magazines are delivered over a dedicated FLO network and stored on the mobile device for a convenient, optimized reading experience. As a dedicated mobile broadcast technology, FLO technology is ideally suited to offload data traffic from 3G networks or to deliver other types of data to large audiences, thereby freeing 3G networks to support more voice traffic and other high-revenue services.

For demonstration purposes, the live FLO broadcasts are received on the smartbook and Windows devices via FLO-enabled USB receivers. The demonstrations will be shown at the mobile industry's premier tradeshow, GSMA Mobile World Congress, from 15-18 February 2010 (Qualcomm booth - Hall 8, stand B53).

“Live mobile television” means the FLO service transmits channels in real time; no downloading, sideloading or buffering.

The MediaFLO™ services platform enables the broadcast delivery of high-quality mobile entertainment and information to the mass market. In addition to live mobile TV, the MediaFLO platform supports enhanced mobile broadcast services such as streaming video and audio, clipcasting media, datacasting, interactive applications and targeted advertising – providing a compelling mobile media experience while enabling profitable business models. Invented for mobility and complementary to 3G and Wi-Fi services, the MediaFLO platform is designed to increase capacity and coverage and reduce costs for multimedia content delivery to unlimited mobile devices simultaneously. The MediaFLO platform is based on the FLO™ air interface, an open standard recognized by ETSI, ITU-R and TTA. Additional information is available at [www.mediaflo.com](http://www.mediaflo.com).

Qualcomm Incorporated (Nasdaq: QCOM) is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies. Headquartered in San Diego, Calif., Qualcomm is included in the S&P 100 Index,

the S&P 500 Index and is a 2009 FORTUNE 500<sup>®</sup> company. For more information, please visit  
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