

CES 2012
QUALCOMM KEYNOTE
(Version 36)

[Gary moves offstage.]

DANCE PERFORMANCE: The Jabbawockeez

[Paul is upstage.]

[1.0]

VOICE-OVER

Ladies and gentlemen,
please welcome... Qualcomm Chairman and CEO,
Dr. Paul Jacobs.

[1.1]

[Gary re-enters center stage.]

[PAUL]

Good morning, Gary.

Let's see if we can make it work.

[Paul gives tablet to Gary.]

[Gary touches tablet, triggering final Jabbawockeez dance.]

[PAUL]

Gary... now that's what I call going mobile!

And let's hear it for the internationally renowned dance crew,
the Jabbawockeez!

Gary, I can't promise this is gonna help us dance like that... but why don't
you check it out backstage.

[To Audience]
Gary Shapiro... everyone!

[Gary takes tablet from Paul.]

[Gary exits.]

[Paul moves to center stage.]

[2.0]
[PAUL]
Good morning everyone.

I appreciate all of you getting up so early
to be here.

After all, we are in
Las Vegas and it may have been a little tough for some of you to be here.

We're proud to be here today... to be a part of this important industry
event.

As Gary mentioned, Qualcomm has been in the consumer electronics
business for more than a quarter century.

We create the mobile technologies that connect your phones...
your tablets...
your e-readers...
and a growing list of other electronic devices.

These technologies also power your wireless networks...
connect you to the mobile Internet... and do much, much more.

Our mission is to continually push the boundaries of what's possible in
mobile.

During our last fiscal year, we invested approximately three billion dollars in
research and development.

That's fueled a lot of innovation...
and enabled our partners to build a steady flow of exciting devices, apps
and services.

Our investments helped drive the 3G wireless revolution.

And today our innovations are laying the groundwork for
the next generation of
4G networks,
products and services.

To give you an idea of the scale of our business...
we've shipped more than seven billion chipsets worldwide... for both high-
and low-end devices...
making us the
#1 supplier
of silicon for wireless.

[3.0]

The industries and customers we serve... including device manufacturers...
network operators...
app developers... and content publishers...
have helped make mobile the largest technology platform in history.

There are now more than
six billion cellular connections worldwide.

About 1.5 billion of those are 3G.

So whether you live in an emerging country...
or in a developed region...
there's a pretty good chance that mobile is an integral part of your life.

For example, here's an interesting fact...
most people
look at their phones about 150 times a day.

That's about once every
six-and-a-half minutes of every waking hour.

So tell the truth...
how many of you have looked at your phones since I just got onstage?

I figured so!

You keep playing with them.

Unlike most speakers...
I'm good with that!

[3.1]

It seems clear that mobile creates a new... more personal relationship
between people and technology.

It changes the way we socialize... read...
listen to music... and access the Internet.

It's transforming business models... and creating new ones.

For example, 1.2 billion people access news on their mobile device.

That's more than all people who pay for cable...and three times more than
the circulation of all newspapers.

There are now more than one million mobile applications...
from word games that put celebrities in the news... to life-saving apps that
can monitor our every heartbeat.

[3.2]

And consumer demand is unprecedented.

In 2011, global revenues for the wireless industry
reached approximately
1.3 trillion dollars...
almost 2% of global GDP.

And we could not be more excited about the opportunities ahead.

We believe that all consumer electronics companies are either already in the mobile business — or soon will be.

[3.3]

This is a revolution.

The Internet changed the world... but mobile is having an even greater impact.

[4.0]

We now expect...

and demand...

instant access to all our information and entertainment...

with no waiting...

no matter where we are.

Modern life...is becoming mobile-centric.

[4.1]

And nowhere is this more relevant than in emerging countries, which now represent 80% of the world's population.

These shifting global dynamics represent a tremendous opportunity.

And they're expected to contribute over 50% of global GDP by 2014.

In emerging countries...

we believe that mobile will be one of...

if not **the** biggest drivers of innovation & growth in the years ahead.

Take China,
for example...

They will pass one billion mobile connections in the next quarter of this year.

It's already the world's largest mobile marketplace.

And about 2/3rds of all Internet users there
now access the web via their mobile phones.

That's more than
300 million people... which, by way of comparison... is about as many
people as live in the U.S.

In India, last quarter mobile broadband connections surpassed traditional
fixed connections... and it's really just getting started.

In Indonesia, Internet Cafes are seeing a hit to their customer base as
more and more consumers access the Internet on their
mobile devices.

In the Middle East...
mobile devices are being used to fight oppression- and launch revolutions.

And that's just today.

There's more growth on the horizon.

More than 1.4 billion new 3G connections are expected in emerging
regions over the next
four years.

[4.2]

Mobile is a force for change.

It transforms lives.

It changes the way we communicate... and
the way we access
the information and entertainment that matters to us most.

No matter what their culture, language, or geography, people want to be
connected.

And when they use mobile to find and send information, they become
citizens of a larger world, a richer world.

[Paul moves to stool on left.]

[4.3]

ROLL VIDEO:

Slice-of-Life

*

[Paul moves center stage.]

[5.0]

As we've just seen...
mobile is transforming lives everywhere.

It's an empowering force.

To learn more about the 4 people you just saw in the video...
I encourage you to go
to qualcomm.com/CES

These stories inspire us at Qualcomm... and we're committed to extending
the benefits
of mobile...
to people everywhere.

One way we do that is through our
Wireless Reach initiative.

Working with partners in both the public & private sectors...
Wireless Reach has launched 73 projects
in 31 countries.

These projects harness the power of wireless for
social good.

They improve education...
health care...
the environment... and promote entrepreneurship.

[5.1]
One example is
our work with the

Grameen Foundation...

which is championing
the concept of
mobile micro finance... as a means of promoting entrepreneurship...
in some of the world's poorest regions.

With Grameen,
we launched the
Ruma Entrepreneur Mobile Micro franchising program, which helps
impoverished women in Indonesia become business owners.

Here's how it works.

Women entrepreneurs purchase a
pre-packaged kit that includes a mobile phone with a microfinance loan... to
help them launch their own business.

They then share the phone with neighbors, charging for the minutes used.

The program initially started out with entrepreneurs selling voice minutes to
consumers who could not afford a phone.

However, the penetration of mobile phones increased so much since the
start of the project... that we added
data services...
to help sustain the business model.

Entrepreneurs now have access to applications specially designed to help
low-income people improve their lives...
and their livelihoods.

And the results have been dramatic.

There are now over 9,000 Ruma entrepreneurs...
serving approximately one million customers.

About 47% of those who stay in the program for more than four months...
have doubled their income.

More than 85% of these businesses are owned by women.

And 100% are profitable.

One of the driving forces behind the
Grameen Foundation is Dr. Mohammad Yunus...
founder of the
Grameen Bank...
and chairman of the Yunus Center.

For his humanitarian efforts... he was awarded the Nobel Peace Prize in
2006.

Let's watch this brief message from him.

[Paul moves to stool on left.]

ROLL VIDEO: Dr. Yunus greeting

[Paul move center stage]

The program referenced by Dr. Yunus...

is just one example of mobile's ability to improve lives.

For many people, mobile is the primary way they connect to the Internet.

And for some... particularly in
emerging countries...
it's the only way.

[6.0]
Making these connections possible...
are tiny slices of silicon...
the digital brains...
inside mobile devices.

And Qualcomm's Snapdragon is the most advanced...
and the first all-in-one mobile processor
on the market.

It integrates a
blazing fast central processing unit... a graphics processing unit for
outstanding visuals...
high-end video and audio capabilities...
and all the wireless technologies you need for seamless connectivity,
including 3G... 4G... and Wi-Fi.

For location based services...
Snapdragon supports both GPS and
a newer satellite location system...
called Glonass....
increasing the number of satellites that can be used to determine your
location.

And it supports other cool technology enablers such as augmented reality.

Traditionally, this type of functionality required multiple chips...
separate chips.

But with Snapdragon processors...
these parts come together seamlessly...
on a single,
power-efficient piece of silicon.

Other wireless chips sacrifice capabilities...
or performance... or battery life.

Only Snapdragon processors take the compromise out of mobile.

It's about doing more... and recharging less...
no matter how you use your phone.

[6.1]
Snapdragon processors now power more than 300 devices worldwide.

And about 350 more are now in development.

These include both high-
and low-end products.

Our goal is to enable better phones for every market... for the
best price possible.

[7.0]

As part of this effort, we're proud to support the broadest range of mobile operating systems in the industry.

Take Android.

Working with Google
and others...

we played an integral role in bringing the first Android-based smartphones to market.

And as a result of our early investments in this platform... more than
30 manufacturers
have launched more than
250 device models...
running Android...
and using Qualcomm technology.

[7.1]

One area where our Snapdragon processor is creating a lot of buzz...
is in the
mobile gaming sector.

We're working
very closely with the
top gaming companies...
to help them take advantage of Snapdragon's impressive capabilities.

To help show you which games work best...
we recently launched an app called
Game Command...
that highlights

games optimized for Snapdragon.

It's a free download in the Android Market Place.

[7.2]

To learn more about Snapdragon, we hope you'll come by our booth.

World champion mixed martial arts fighter
Alistair Overeem...
will be there... playing *Fight Game Heroes*...
running on Snapdragon.

I understand he's actually going head-to-head against some mobile
industry execs.

Now you may be thinking... how could
a corporate type...
stand a chance against a pro fighter...
in a game that features him... as one of the
main characters?

That sounds like a tough challenge.

What I hear is... they're gonna try and slip Alistair a non-Snapdragon device to slow him

[Alistair enters from right & walks up to Paul.]

[ALISTAIR]

[To Paul.]

I'm not using any non-Snapdragon devices.

It's game on...
at the Qualcomm booth today at 2!

[To audience-forcefully.]

Come to the booth ... you'll see how fast I am!

So, I'll be there
today at 2...
Wednesday at 2...
and Thursday at noon!

I'm challenging all of you!
If you think you've got what it takes...
bring it on!

It's **Fight Game Hero**... like you've never seen it.

That Snapdragon processor delivers an amazing gaming experience.

[PAUL]

Alistair...

let me congratulate you on your recent win... against Brock Lesnar... here in Las Vegas
on December 30th.

[ALISTAIR]

Thanks, Paul.

[PAUL]

How about a hand for
Alistair Overeem...

We'll see you at
booth 30313.

[To audience]
You're not gonna wanna miss this!

[7.3]
So in addition to gaming...
we're working with our Android partners on many fronts...
including making it
easier for them to create more affordable mobile devices... particularly in
emerging countries...
by offering them reference designs...
a blueprint...
which manufacturers can use as a starting point for creating their own
smart devices.

These reference designs reduce development costs and help
manufacturers focus on value-added features that make their smart phones
stand out.

That's important, because about
three years from now... in 2015... approximately half of all smart phones
are expected to ship to emerging countries... which tend to be more price-
sensitive.

Handset manufacturers see that opportunity...
and they're diving into the sub- \$150 smartphone category.

Software developers are also embracing the growing mobile space... Let's

talk about Microsoft.

We are playing a leadership role with Microsoft's Windows Phone OS.

In fact, every Windows phone on the market today is powered by Snapdragon processors.

Not everyone
is aware of that.

One of our key partners... Nokia...
is leveraging the power of the Windows Phone OS in their new phone line-up.

And we're delighted to have their CEO join us here today.

Please welcome
Stephen Elop.

[7.4]
[Stephen enters from right.]

[Paul moves to stool]

[STEPHEN]

Thank you Paul for inviting me to join you today.

Over the last year,
we have been working in close partnership with Paul and the Qualcomm team as we focus on rapidly delivering new products to consumers around the world.

About a year ago,
we announced a shift in our company strategy.

One element of our strategy supports what Paul has shared about the opportunities in growth markets.

Specifically, the first key pillar of our strategy is focused on growing our lower-priced mobile phones business by connecting the next billion people to the Internet.

We believe, for many people, their mobile phone will be their first experience with the Internet.

Data and content from the Internet will play a critical role in improving people's lives.

For example,
in Brazil we are helping researchers track water sources...
and in India we are providing mobile information that helps female entrepreneurs set up businesses.

And in China, Indonesia, India, and Nigeria our mobile phones are providing valuable health information to women.

And we can push this even further.

With our scale and scope across our platforms,
we provide our developers and partners with global opportunities.

Today, Nokia facilitates hundreds of millions of downloads a month,

in 190 countries.

We have more people on the ground in markets around the world helping local developers build applications for the world.

And, we are helping global developers engage in opportunities outside of traditional borders.

Nokia is a gateway to the world...and it is this reach and capacity that we are now extending to the Windows Phone platform.

As part of the second pillar of our strategy, we made a bold decision to shift our smart phone strategy to Windows Phone because we believed it represented an opportunity to deliver an alternative to the patterns that are becoming all too common among the other ecosystems.

In short, we saw the opportunity to differentiate.

And you have seen the first results

In October,

we introduced the

Lumia 710 and

the Lumia 800, the first real Windows Phones that properly married the hardware, software and services.

Nokia Lumia has opened the Windows Phone gateway to the world.

We are in the

United Kingdom, France, Germany, Spain, Italy, Austria, and the Netherlands.

We've expanded to
Hong Kong, India, Russia, Singapore, Taiwan, and
South Korea.

And yesterday we announced our plans to extend our reach to
North America.

T-Mobile will start selling Nokia Lumia 710 on January 11, providing the
perfect device
to appeal to the
150 million Americans still to make the transition to smartphones.

Nokia Lumia 800 will also arrive in Microsoft retail and online stores in
February.

We will launch the
Nokia Lumia 710 with Rogers and the
Nokia Lumia 800 with TELUS to bring the Nokia Lumia experience to
Canada.

And yesterday, we announced the new Nokia Lumia 900 with AT&T
Designed for the American market,
Lumia 900 will be available in
black and cyan.

It has a 4.3-inch AMOLED ClearBlack Display for rich, bright images both
indoors and outdoors.

It has faster connection speeds based on AT&T's cutting-edge 4G LTE
technology...

And, Lumia 900 has a long-lasting 1830 mAH battery so you can enjoy a rich media experience all day.

Like all Lumia devices, the Lumia 900 is sleek on the outside.

Its head-turning design is winning awards.

Once you get inside Lumia you find it's the quickest way to connect with your friends because it's built on Windows Phone.

Its People Hub and Live Tiles give you live updates from your Facebook, LinkedIn, Twitter and email contacts in one place, and it gets you to the Internet faster with the IE 9 browser.

Plus with Lumia you get some great extras like Nokia Drive, which gives you free turn-by-turn navigation.

And for developers, the industrial design and powerful software create an amazing experience for new applications.

And we have just scratched the surface.

We will bring Lumia to Latin America, Australia and China later this year.

And we will continue from there.

Nokia understands developed markets.

Nokia also understands the emerging markets.

Together with our partner, Qualcomm,
we are developing the products that will meet the unique needs of different
markets around the world, and we will offer developers and partners in
North America a gateway to the rest of the world.

Thank you.

[Paul joins Stephen at center stage.]

[PAUL]

Thanks, Stephen.

We're excited to be working with you to bring mobile to the next billion
people.

[Stephen exits to right.]

[8.0]

We've just seen
some outstanding
Windows Phone devices that will appeal to a broad range of consumers.

We're proud of our leadership with this operating system.

Our latest Snapdragon chipsets...
the S4 series...
will set the bar even higher.

With S4...

your smartphone or tablet becomes a mobile home theater...
with 1080p high-definition
3D video...
and Dolby 7.1 surround sound.

And the graphics are totally life-like.

They're spectacular.

[8.1]

Snapdragon S4 will drive the next generation of smart devices.

And we don't just mean phones.

This platform is going to be powering your TV... your ultra-compact
notebook... and all the other products you need to enjoy your favorite
apps... music... videos...
and social networks.

Devices based on our latest Snapdragon S4 processors will come to
market early this year.

There are
20 manufacturers...
with more than
70 designs in the pipeline.

[8.2]

For those of you that attended last night's keynote... you heard Microsoft's
excitement... about the types of
PCs and experiences that Windows 8

will enable...

and their commitment to supporting ARM...
and Snapdragon...
for the much-anticipated Windows 8 OS.

This will be an exciting new opportunity
for our S4 chip to
flex its muscles.

Until recently,
the Windows OS has been powered by
x86 processors.

But the next generation of Windows... will also be supported by the
ARM chipset technology that powers billions of mobile devices.

And that's a game changer.

Windows 8...
is Windows reimagined,
and together with the Snapdragon S4 processor...
it enables PCs that
turn on instantly... and are always connected to the network, or the cloud.

Your emails, contact info, social media.... and other Metro style Apps...
all the things you need to know...
are kept up-to-date.

And it does all this while preserving battery life.

So, your next PC... will deliver an always-on...
always-connected promise... an area that we in the mobile industry
know a lot about.

And Windows 8
is a great match for Snapdragon... as we design our processors from the
ground up...
with this connected standby... use case...
in mind.

Our leadership with Snapdragon will enable us to work together with PC
manufacturers...
to deliver the thinnest and lightest PCs...
that are always on...
and run all day...
on a single charge.

[8.3]
Last night Microsoft demonstrated
Windows 8...
and Metro style Apps...
running on ARM.

But today for the first time ever...you will see Windows 8 running on
Snapdragon S4...
and Windows 8... natively connected to an LTE network.

Again, both firsts.

Thank you to ATT for collaborating with us on this demo... letting us use
their LTE network.

[DEMO]

Show Metro UI & Tiles

Here is Qualcomm's Snapdragon S4 reference tablet with Windows 8.

If you're familiar with Windows 8, I'm sure you've seen the metro UI and tiles.

SHOW ATT LTE

Use Charm bar to show connection.

Windows 8 natively supports LTE and provides a platform for partners to easily build 3G/4G enabled PCs.

Launch IE10

Show:

- QC site
- Snapdragon site

IE10 provides users with a full screen experience, taking advantage of all the capabilities of Snapdragon S4.

[DEMO ENDS]

[9.0]

Connectivity isn't just for phones and tablets.

Devices such as TVs are increasingly leveraging many of the features being pioneered in smartphones today.

And mobile is moving into homes
all around the world.

Picture a connected home, where TVs... DVRs... set-top boxes... Blu-ray
players...
gaming consoles...
medical devices...
and home appliances... can all communicate.

Our Qualcomm
Atheros division
is investing heavily
in this vision.

We offer many tools
to help consumer electronics manufacturers build connected products.

Our hybrid network technology...
known as Hy-Fi...
brings both wired
and wireless together.

It combines our Powerline communications solution
with our industry-leading Wi-Fi technology...
to enable seamless and reliable access
to content, information and services
throughout the home.

[9.1]
Our friends at Lenovo are on the front lines
of this Internet of Everything...

and their newly announced SmartTV
is a great example.

We've worked with them on Snapdragon-based smartphones and tablets...
and now we're extending that collaboration.

It's the world's first
Android-based... Snapdragon-enabled...
smart TV.

And it's being released in one of the hottest,
most cutting-edge consumer electronics markets in the world — China.

We have it here today.

To tell us more...
Please welcome...
Senior Vice President of Lenovo
and President of the Mobile Internet and Digital Home Group...
Liu Jun.

[9.2]
[DEMO]

[Liu Jun enters from right.]

[Paul moves to stool on left.]

[LIU JUN]
Thank you, Paul.

Good morning, everyone!

We are stepping into a new era of cloud computing.

Traditional devices are replaced by
new smart devices...
like smartphones...
tablets...
and smart TVs.

Lenovo believes that all these new devices will be connected and powered by the cloud.

Last year, we took a bold move... establishing the MIDH business group.

We are transforming Lenovo from a leading
PC company... to a
leading personal Internet devices company.

We have a shared vision with Qualcomm.

Last year, we brought you the world's first Snapdragon-based tablet.

This year, we're bringing you the world's first Snapdragon-based
smart TV...
Lenovo Smart TV!!!

Powered by Qualcomm's
Snapdragon...
and Atheros
technology...
the Lenovo Smart TV

will differentiate us... through 3 key features.

It has a Smart UI.

High quality VOD.

And a high-performance App platform.

Let's see this smart UI in action.

[Demo Smart UI]

From the main menu:

Traditional TV...

VOD...

and Internet applications are easy to find.

And we've designed a gesture-input remote controller.

The slide makes it easy to switch screens.

In the VOD function...

we put recommended content... and

live movie trailers

on the main menu.

You can reach your favorite...

with a single click!

And you don't need a keyboard...

we have integrated "voice control"

into the remote...
to make input and navigation easier.

Let's watch the demo.

[Demo VOD with voice input & search "Ocean"]

The picture quality is fantastic.

And the loading time is so fast, right?

We chose Android 4.0 for our smart TV... to leverage its ecosystem.

Based on the powerful Snapdragon Dual Core 1.5GHz processor...
the Lenovo Smart TV can run... not only light applications like multimedia playback... S...
educational apps... but also heavy applications... like console-quality games!

Let's take a look at a racing game.

[Play Asphalt 6
with the gamepad]

The graphics are dynamic... and the experience is life-like.

What we've seen today... is just a start.

With our strategic partnership with Qualcomm...
we will bring more breakthrough products
to market.

Thank you!

[PAUL]

Thanks, Liu Jun.

I've got a feeling you're going to sell a lot of these!

Thanks for joining us!

[DEMO ENDS]

[Liu Jun exits to right.]

[Paul move center stage]

[9.3]

You can see this TV... and more examples... at Qualcomm's Connected Home exhibit here at CES.

And to give you an incentive to visit us there, I'm pleased to announce the Qualcomm Digital Life Giveaway.

We hope you'll drop by and enter our drawing...
for the chance to win
one of 50 Snapdragon smartphones...
or a digital life package.

We're giving away one smartphone per hour...
during exhibit hours.

And there's a grand prize Digital Life Package...

for four winners...
one per day... that's valued at about \$5,000.

That package includes some cool products from our partners...
including a tablet...
the T-Mobile Springboard with Google...
some great home networking equipment
from Qualcomm Atheros partners... and a 60-inch LED TV from Sony.

So please, come to our exhibit to find out more.

Oh yeah...
the lawyers have asked me to tell you...
that the contest is only open to people
in the U.S.

[10.0]

So we've been talking this morning... about the potential of mobile
to be a force for change,
to improve the quality of our lives.

Another area I'd like to touch on...
is the field of education.

Mobile can advance learning by extending education beyond the physical
confines of the classroom.

Smartphones and tablets allow students to access academic content from
home... no matter where in the world home is.

They can also communicate with their teachers... and with each other... in

new ways.

We think the eReader is the next smart device to revolutionize the classroom.

Wouldn't it be great if we could eliminate the need for students to lug around heavy textbooks?

And just imagine how much the learning experience would be enhanced...if life-like, interactive demonstrations... were embedded into the e-book.

To be truly effective to students... eReaders must deliver both text and video.

They should be usable indoors and out.

And they should be able to work without having to recharge every day.

[10.1]

Our mirasol display technology addresses these issues.

It uses far less power than traditional screens... which extends battery life.

And it's easily viewable in sunlight.

Mirasol uses biomimicry, which replicates the way butterfly wings create color.

It's a reflective process found in nature that saves power and allows for superb

outdoor viewing.

[10.2]

We launched the first eReader featuring mirasol in South Korea in November.

[Paul picks up device from bar on right.]

And I'm pleased to debut for you here today...
a brand new eReader featuring mirasol.

It's from our friends at Hanvon... in China.

We're pretty excited about this purpose-built reading device... and how it
will advance learning there in China.

Let's take a look at it.

[10.3]

[DEMO BEGINS]

[Technician begins demo while Paul continues]

It's called the
Hanvon C18 eReader...
As you can see, it's super thin and
it's lighter than a
paperback book.

It boasts 150,000 titles and more than 100 Chinese newspapers.

And thanks to mirasol...
now more than 90% of this content is in color.

Doesn't it look great!

[Pause for demo end.]

[DEMO ENDS]

[Paul returns device to bar on right.]

[Paul move center stage]

This eReader will be available next month in China.

[10.4]

This is just one example of how mobile contributes to the classroom of the future.

We need more bold solutions...
new ways of thinking.

And that's particularly true in emerging countries...
where the gap between the haves...
and the have-nots...
is often so great.

[10.5]

In India for example,
500 million children lack adequate schools.

The problem is so big...
that even with funding in place...
it would take many years
to build enough
brick-and-mortar schools
to deal with the crisis.

Giving these students access to
mobile education tools
can be an affordable part of the solution.

And it's something that can be done now...
versus waiting for years to build out traditional infrastructure.

[10.6]

One organization that's been tremendously successful in terms of
embracing cutting-edge technologies to enrich children's lives...
is Sesame Workshop.

They've been at it for more than 40 years.

And, as we heard from Microsoft last night...
they are working with Sesame Workshop to innovate new types of
interactive experiences for TV.

Qualcomm has partnered with Sesame Workshop India on an exciting
initiative to help an
at-risk population of children in the
New Delhi area.

It's called

Galli Galli Sim Sim...
and it helps prepare children for school...
by delivering
educational material to their mobile phones.

Our latest project with Sesame Workshop leverages our augmented reality
platform....
that we call Vuforia.

It uses the camera in your cellphone or tablet...
as an electronic eye that sees what the user sees... and then uses
3D graphics to overlay virtual objects... on top of the real-world objects
displayed on the screen.

It's also the first platform to recognize... and
bring to life... 3D objects.

We already have over 17,000 registered developers using Vuforia from all
around the world.

It's supported on more than 400 smartphones and tablets...
and has been used to create more than
300 Android and iOS applications.

[10.7]

But instead of just talking about it... let see how Sesame Workshop is using
it.

Please welcome...
Sesame Workshop's
President and CEO...

Mel Ming

[Paul moves to bar right.]

[10.8]

[Mel Ming enters from right.]

[MEL]

Thank you, Paul.

Working at

Sesame Street,

I never know if I'm going to start my day watching TV with a focus group of
3-year-olds... have a meeting with Elmo...

or be in a room filled with furry product samples
to review.

I am relieved to see a room full of tech savvy adults.

I see a few of you are still clinging to your personal devices...
checking emails.

I understand...

it's a wireless world.

Sesame Workshop has a long history of utilizing innovative technology to
deliver educational content to children and their families.

Through a research-based approach...

unique partnerships... and the zany fun of the Muppets...

our offerings reflect a deep understanding

of children's developmental needs...
and the best ways to address those needs.

Qualcomm's Vuforia
offers an exciting new dimension to mobile experiences.

We are working together with Qualcomm...
to maximize learning on this platform.

Now to help me show you just how we're collaborating...
let me introduce
Dave Glauber... and Grover Monster!

[DEMO BEGINS]
[MEL EXITS STAGE]

[GROVER]
Hello everybody!

[DAVE]
Hi guys! I'm Dave!

And Grover and I are here to show you a brand new
Sesame Street Playset!

[GROVER]
A playset?!
I thought we were announcing my new innovation.
The smart eggbeater!

[DAVE]

Boy, I don't know anything about that Grover.

Well, how about we show our playset first...
and then you can tell everyone about your eggbeater.

[GROVER]
Okay!

[DAVE]
Right! So as you can see... our new playset
has a bunch of Sesame Street play pieces!

Here is Bert and Ernie's living room.

[Places living room]

And here's our pal, Ernie.

[Place Ernie on the mat]

[GROVER]
Oh! I see Ernie has a new shirt.
Very innovative.

[DAVE]
Thank you.

Now, there's one more important piece to this play set.

What do you think it is, Grover?

[GROVER]

It is me!

[DAVE]

No. Good guess though. It's a tablet!

[Whips out tablet. Shows it to crowd.]

[GROVER]

A tablet?!

I think these people have all seen Angry Birds before, Dave.

[DAVE]

We're not playing Angry Birds, Grover.

We're doing this.

Check it out.

I'll just point the camera at Ernie, and...

[Points tablet at Ernie.]

[ERNIE — from device.]

It's me, your old pal Ernie!

Hey! Put another Sesame Street friend in here with me!

[GROVER]

[Floored. Jaw drops.]

[Grover looks back & forth between tablet & Ernie figure.]

[DAVE]

What do you think?

[GROVER]

Put Bert in there!

Put Bert in there!

[Dave places Bert on mat. Points camera.]

[ERNIE — from device.]

Hiya, Bert!

[BERT — from device.]

Oh, hi Ernie. It's great to see you! Nice room! [Laugh]

[ERNIE — from device.]

Put something in the room that Bert and I can watch!

Go ahead!

[GROVER]

[Floored]

I do not believe it.

That is so cool.

[DAVE]

You know it, Grover!

The tablet makes our playset come to life.

[To audience.]

We're doing something brand new with augmented reality.

Vuforia technology is recognizing
3D play pieces...
and transforming them into intelligent toys.

Toys that come alive and respond to the way a child plays.

[GROVER]
Excuse me, Dave!

Ernie said he wanted something to watch.

[DAVE]
Why don't you choose for him.

[GROVER]
Me?! Okay.

[Looking at box of stuff.]

How about a TV! That is a nice thing to watch.

[DAVE]
Let's try it.

[Places TV on the mat.]

[BERT — from device.]
Oh, a TV! I hope it gets the pigeon channel.

[TV plays waiter clip.]

[ERNIE — from device.]

This is hilarious! He's the worst waiter I've ever seen!

[GROVER] [To himself.]

I am not! That pizza was very slippery.

[DAVE] [Removes TV.]

What should we play with next, the jukebox, or the potty?

[GROVER]

Well, I think we all know what the potty does...

so let us try the

jukebox!

[DAVE]

You got it.

[Puts jukebox on mat.]

[Disco music blares. Grover starts dancing.]

[ERNIE — from device.]

I learned this move from Rubber Duckie! [Laugh.]

[BERT — from device.]

Watch me do the funky pigeon!

[ERNIE — from device.]

Raise the roof – wait, we don't have a roof [Laugh.]

[BERT — from device.]

If only Bernie could see me now! [Laugh.]

[DAVE]

Nice dancing, Grover!

[To audience.]

At the workshop,
we spend a lot of time watching kids play.

And we know that kids like to play with playsets...
and they can learn by playing with playsets.

Play develops language skills.

It develops social skills.

And it builds imagination & creativity.

By adding a tablet and augmented reality...
we have the potential to make play more fun...
and more educational.

We think that this is a new kind of user experience...
that combines a
child's personal toys...
and a magic window...
that makes those toys come to life.

[GROVER]

This is all very impressive.

[DAVE]

I'm glad you like it.

So we're done!

Do you want to talk about your innovation now?

[GROVER]

Well Dave, this turned out to be a tough act to follow, but here goes.

[Clears throat.]

Coming in the third quarter of fiscal 2017...

it is not your grandmother's eggbeater... it is...

The Smart Eggbeater!

[DAVE]

What's it do?

[GROVER]

It beats eggs and reads Proust.

[DAVE]

Cool! Okay, thanks for your time everyone.

And thank you, Grover!

[GROVER]

You are welcome!

Bye-bye everybody!

[DEMO ENDS]

[Paul to center stage.]

[11.0]

[PAUL]

Thanks so much for joining us.

Grover is a tough act to follow!

Augmented reality is starting to pop up everywhere...
especially in advertising and marketing.

As you just saw, we're working hard to drive AR to the next level.

While some of today's advanced
AR technologies
can recognize a single flat image...
Qualcomm's is the first to recognize
multiple 3D objects simultaneously.

And it works at
any angle...
a full 360 degrees.

[11.1]

Now let's take a look at another area where mobile is improving lives...
health care.

We're working to develop new wireless tools...
devices...

sensors...

services...

that are helping people interact with their health care providers & manage their own wellness.

This is making health care more accessible and affordable.

One of the investments we're making...

is with our new Qualcomm Life division, which recently launched our 2net™ Health Platform and Hub.

It's an innovative health solution... that can capture and deliver medical data to nearly any medical portal or database... from just about any wireless device location.

And that's just one example.

We're also investing \$100 million into a wireless health fund to help catalyze new ideas in this field.

[11.2]

We're fortunate to have with us today...

someone who is one of the world's leading authorities on the use of digital technologies in medicine.

Dr. Eric Topol is a renowned researcher and cardiologist.

His most recent book,

The Creative Destruction of Medicine...

predicts that digital technologies... supercharged by mobile... will catalyze what he describes as the biggest shakeup in the history of medicine.

Let's welcome the
Chief Academic Officer of Scripps Health...
Dr. Eric Topol.

[Eric enters from left.]

[Paul & Eric move to bar on left.]

[Eric put devices on bar.]

[11.3]
[DEMO BEGINS]

[PAUL]
I know that your new book, The Creative Destruction of Medicine...
is being released today... right here at CES.

[ERIC]
Alive-Cor [device demo]

Sotera Visi
[device demo]

Dexcom Continuous Glucose Monitor via HTC Phone [device demo]

Handheld Genome Analyzer [device demo]

Scripps work on heart attack prevention [discussion]

[DEMO ENDS]

[11.4]

[PAUL]

That's phenomenal, Eric.

We really appreciate you making a house call for us here at CES.

[To audience]

Dr. Topol will be
signing books in the Qualcomm exhibit area today from 11-noon...
and on Wednesday,
from 10:30 to 11...
if you'd like to meet him.

Dr. Eric Topol!

[Eric exits to left.]

[Paul move to center]

[11.5]

This is really the perfect segue for our next topic... and guest.

Here at CES, there is really no better audience to understand the future of
technology...
and its ability to reach and improve all areas
of our lives.

I'm guessing that many of you probably remember the
Medical Tricorder from Star Trek... that device that Bones and Spock

would use
to evaluate someone's
medical condition?

Wouldn't it be great to have one of those?

To realize this future, the Qualcomm Foundation is going where no one has
gone before...
by pioneering
new health technology.

Our goal is to revolutionize health care around the globe.

To do this... we're partnering with the
X PRIZE Foundation...
an organization that conducts
mega-competitions
to incentivize breakthroughs...
like the ones needed to improve health care
for all of us.

And here to tell you more... is the
Chairman & CEO of the X PRIZE Foundation...
Dr. Peter Diamandis.

[11.6]
[Dr. Peter Diamandis enters from right.]

[After greeting —
Paul moves to stool]

[PETER]

[THANK YOU]

Thank you Paul...
and thank you Qualcomm Foundation.

We're very proud to be partnering with such an extraordinary company...
to launch such a transformative competition.

[ABOUT THE ORGANIZATION]

Before I tell you about this revolutionary X PRIZE we're here to announce today...

I'd like to give you a quick overview about the organization
I run.

Our **mission** at X PRIZE Foundation is...
to "drive Radical Breakthroughs for the benefit of Humanity."

Our **focus** is on solving humanity's grand challenges...
and taking on areas where market failures exist.

Our **motto** is "making the impossible, possible."

We do this by running global **incentive competitions**...
and by crowd-sourcing actual solutions from around the world.

We set clear, measurable, objective goals...
and challenge teams to
build the hardware...
solve the challenge...
and demonstrate it to the world.

Today we are living during an age where **small teams** are... empowered exponentially.
to develop growing technologies... that can solve problems that were once only solvable

Challenges, for example...
like **going into space**.

[ANSARI]

Our first competition was the **ANSARI Spaceflight X PRIZE**.

It gave birth to the personal spaceflight industry:
26 teams, spending \$100M.

Won in Oct 2004, by Rutan, backed by Paul Allen.

This launched a \$1B industry.

Now all of you can buy a ticket to space.

[4 GROUP AREAS]

Today the X PRIZE has expanded beyond just space.

In addition to Exploration prizes... we're focused on:
Energy & Environment...
Education & Global Development...
and Life Sciences Prizes.

[AUTOMOTIVE X PRIZE]

The \$10M Progressive Insurance Automotive X PRIZE.

[OIL CLEANUP PRIZE]

The \$1.4M Wendy Schmidt Oil Cleanup X CHALLENGE.

[QTXP ANNOUNCEMENT]

Now it's my pleasure to introduce the competition that Paul Jacobs and I...
are here today at CES to announce...
the Qualcomm Tricorder
X PRIZE.

[WHY THIS COMPETITION?]

Our **goal** is nothing less than to revolutionize healthcare.

To take the technologies you saw Dr. Eric Topol demonstrating...
light years ahead...
to literally make the tech of
the Star Trek universe a reality today.

[THE MEDICAL SYSTEM IS BROKEN]

Despite the astronomical cost of healthcare...
our medical system is overloaded, broken —
and needs help.

Access to healthcare is slow, inefficient, inconvenient,
bureaucratic... and, even worse, many times inaccurate.

The amount of **medical data** is growing exponentially... to the point where no mortal ph

[DOCTOR SHORTAGE]

In the U.S. alone, by 2020,
we have a shortage of
91,000 trained doctors.

[THE PROBLEM IS WORSE IN EMERGING COUNTRIES]

And if you think it's bad here, just imagine places like **Africa**, which have 25% of the world's population but only 1.3 percent of the health care workers.

[THE PROMISE OF TECHNOLOGY]

Health happens every minute of every day, wherever you are, whether it's convenient or not.

The good news is that technologies such as: AI...

Wireless sensing...

Cloud computing...

Lab-on-a-chip...

and digital imaging...

...are advancing exponentially...

and if they can be integrated seamlessly...

into a user-friendly device... there is a chance to bring the Star Trek medical Tricorder to life.

[ABOUT THE PRIZE]

This is a \$10 million GLOBAL competition.

Our goal is to revolutionize health and healthcare for all humanity... and provide healthcare in the palm of your hand.

We intend this competition to accelerate the convergence of various technologies... to make a Reality.

[PRIZE REQUIREMENTS]

The winning team for this
X PRIZE could come from anywhere in the world.

Perhaps it's a group that comes together at this very CES.

To win you will need to create an integrated mobile tool...
that will allow consumers to diagnose themselves...
without a physician...
or the need to go to a medical institution... in a minimally or non-invasive fashion.

The winning Tricorder design must be easy to understand... and **easy to use**...
just like it was for
Spock and McCoy.

Ultimately it's about ushering a new era of health care abundance... for everyone on the
which, thanks to companies like Qualcomm... are now in the hands of billions of people

[CLOSING]

So, to close, allow me to once again say thank you to
Paul Jacobs and the
Qualcomm Foundation for your vision.

Paul, you were talking about bringing the Tricorder to life, even before we met.

I know you're as huge a fan
as I am.

To the audience here, **we invite all of you to get involved.**

Create a team...
or follow the competition...

or just spread the word.

Remember that today, we are living during an extraordinary time, where small teams can do what large companies and governments could only once do.

In success this competition will revolutionize health care globally.

See our **website**: QualcommTricorderXPRIZE.org.

[Paul moves to center]

[PAUL]

Thanks for joining us to talk about this challenge, Peter.

We're excited to partner with you on this bold venture.

[Peter exits to right.]

[PAUL]

[12.0]

Looking into the future, we're only at the beginning of what is possible in mobile.

And Qualcomm is working on many fronts to continue to drive that future... inventing new technologies and partnering with people like you.

One of the things we get excited about at Qualcomm... is that we have the opportunity to impact so many people with the ideas we innovate.

We're shipping more than one million chips every day.

And those chips find their way into mobile devices that change people's lives in wonderful ways.

[12.1]

And we're very excited about the trends we've talked about here this morning.

Whether you're from a developed country...
or an emerging country... we believe that at the end of the day...
we're all living in mobile countries.

And everybody... everywhere... deserves access to all the things that mobile can do for us.

[12.2]

There are incredible opportunities ahead...
in the new age of mobile.

And we'd love to hear your ideas...
about new connected business models...
new ways to leverage
the power of wireless
into cool new devices and services.

[Paul moves to right]

So we hope you'll think of Qualcomm as your technology partner on that journey.

There's no telling what we can accomplish... working together.

Because as we've seen today...
mobile is transformative.

It empowers us... emboldens us...
and it inspires us.

And at the epicenter of all this... is you.

[Light hits Jabbawockee]

[PAUL]
Thanks everybody.

Have a great time here at CES.

[12.3]
[Paul holds up glowing device — points it at the dancer.]

[Paul touches the screen, triggering the start of the closing dance.]

[Paul exits to right as the performance begins.]

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