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Snapdragon Branding Update

Tim McDonough, VP of Marketing, QCT

INDUSTRY
ANALYST
SUMMIT
EMEA

Processor Branding



Decreasing Differentiation On The Shelf

Which Is Best For Me?

- Prevalence of Android
- Many devices now ~4" glass
 - Variation on bevel color
 - Physical keyboard
 - Camera resolution

BestBuy.com



T-Mobile.com

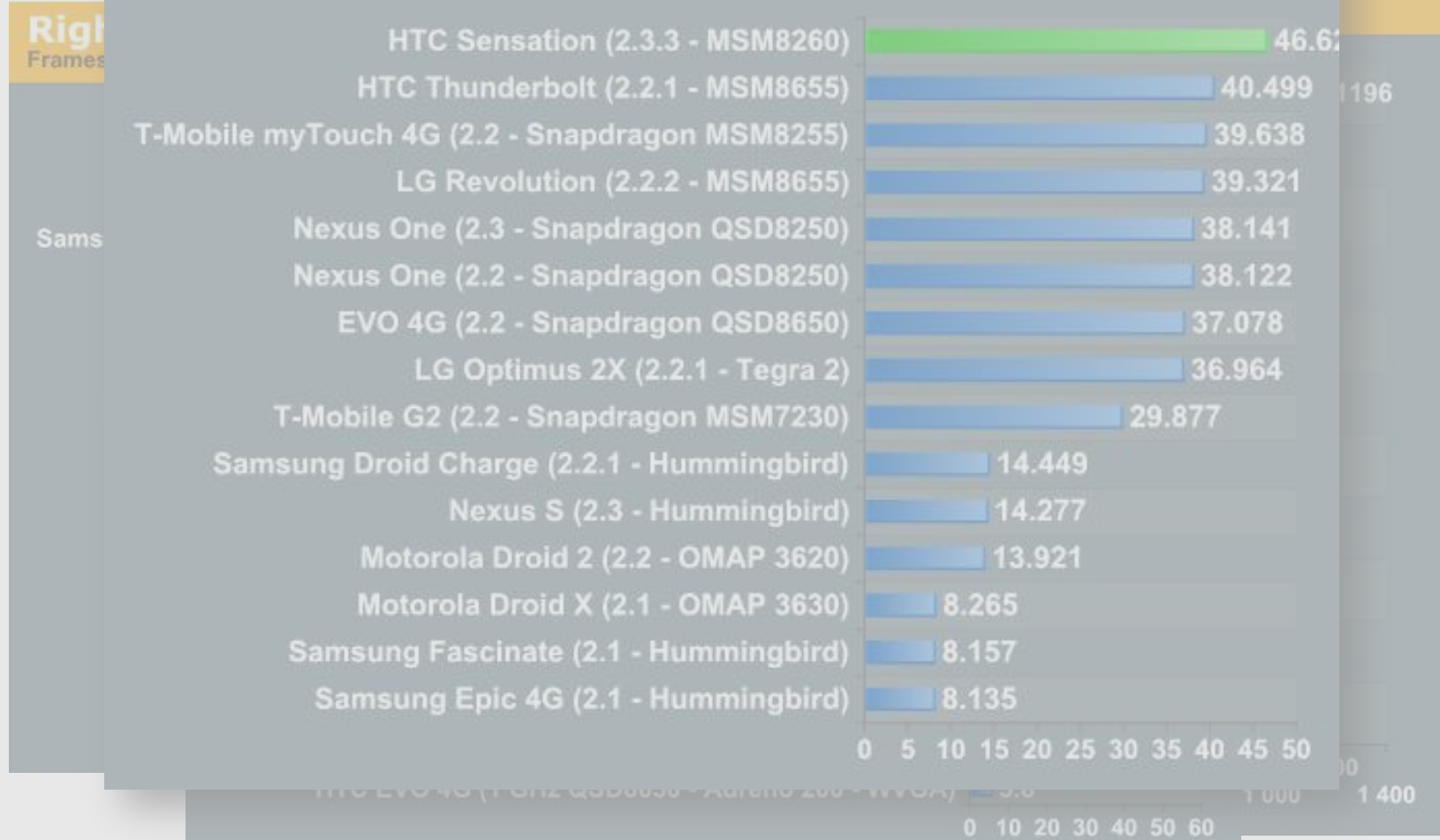


Variable Performance

Which Is Best For Me?

Linpack - Single-threaded

Performance in MFLOPS - Higher is Better



1) Simplify Generations Of The Snapdragon Brand

Four Systems Including Over Thirty Chipsets

S4

Next Generation Devices

MSM8930 , MSM8960, APQ8064

S3

For Multi-tasking & Advanced Gaming

MSM8260, MSM8660, APQ8060

S2

For High Performance Smart Phones & Tablets

MSM8255, MSM8655, AQP8055, MSM7230, MSM7630

S1

For Mass Market Smart Phones

QSD8250, QSD8650 , MSM7227/Turbo, MSM7627/Turbo, MSM7225, MSM7625

7k chipset line now qualifies for Snapdragon brand

2) Enable Consumer Differentiation

New Badging System for Online, Retail

Snapdragon S1 Processors



Snapdragon S2 Processors



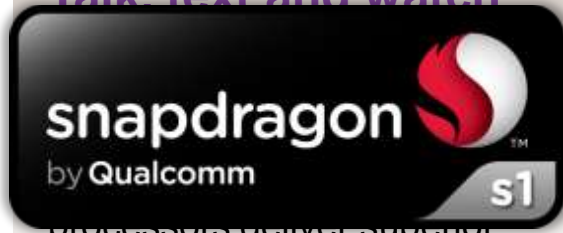
Snapdragon S3 Processors



2) Enable Consumer Differentiation

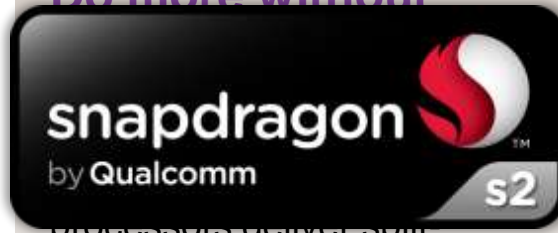
New Badging System for Online, Retail

Talk, text and watch



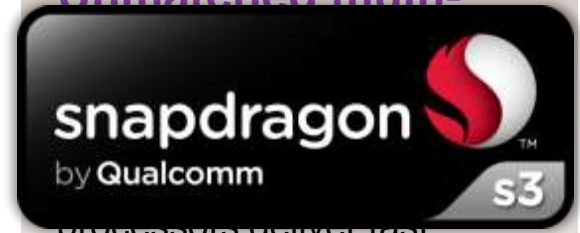
processors deliver superior performance when you need it, with better battery life, always

Do more without



processors deliver split-second connectivity to take the web and social networking to the next level

Unmatched multi-



processors deliver fast, seamless performance for multi-taskers that want to do it all on their phone or tablet, without stopping to recharge

3) Market To Consumers

Insight	I expect my next smartphone to do everything – browse the real web, play the latest games, connect me to my social networks, run the latest apps, and work longer between charges
Benefit	Snapdragon processors help users do everything they want and still get the battery life they crave
Support	Snapdragon processors are ingeniously designed, with all you need built into a single chip that continuously adapts to real-time demands to deliver compromise-free performance

3) Market To Consumers

57%

**Makes the processor matter in
your smartphone or tablet
selection**

Source: Qualcomm online research, 9/2011, n=1,000

Q&A





Thank you

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QUALCOMM Incorporated, 5775 Morehouse Drive, San Diego, CA 92121-1714

