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MPEG

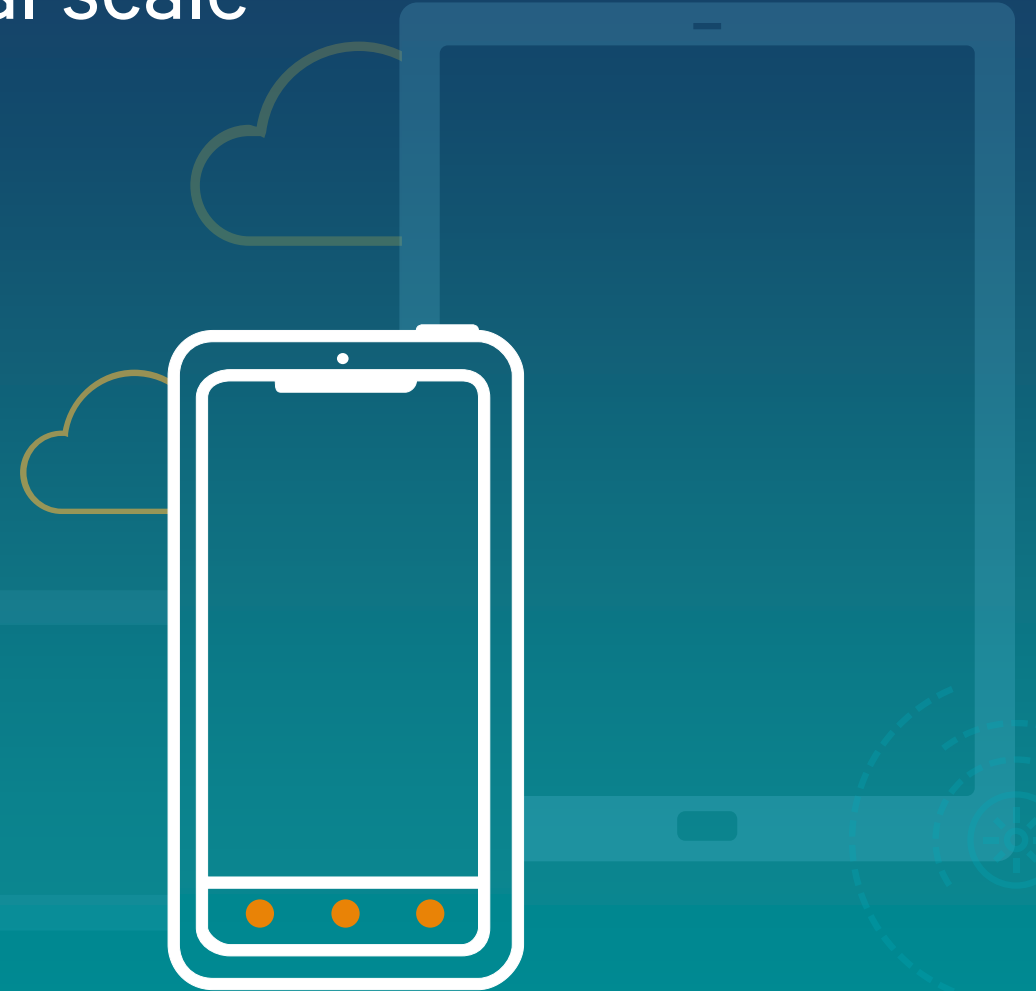
QUALCOMM[®]



Deploying mobile technology at global scale

>1 Billion

3G/4G based devices shipped in 2013
enabled by Qualcomm® technology*

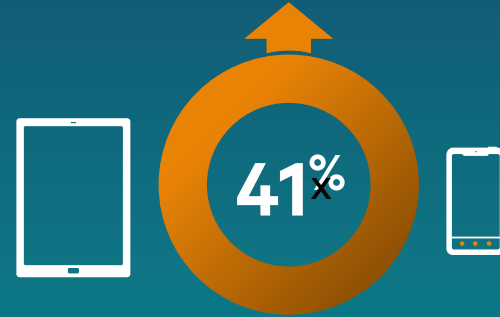


*Est. as of January 29, 2014, based on information reported by licensees.

Users turn to mobile devices for everything



Time spent per day using smartphones (compared with 113 minutes watching TV)



Simultaneous use of both tablet and Smartphone



Personalized data streams transforming the user interaction paradigm

UHD 4K on Mobile

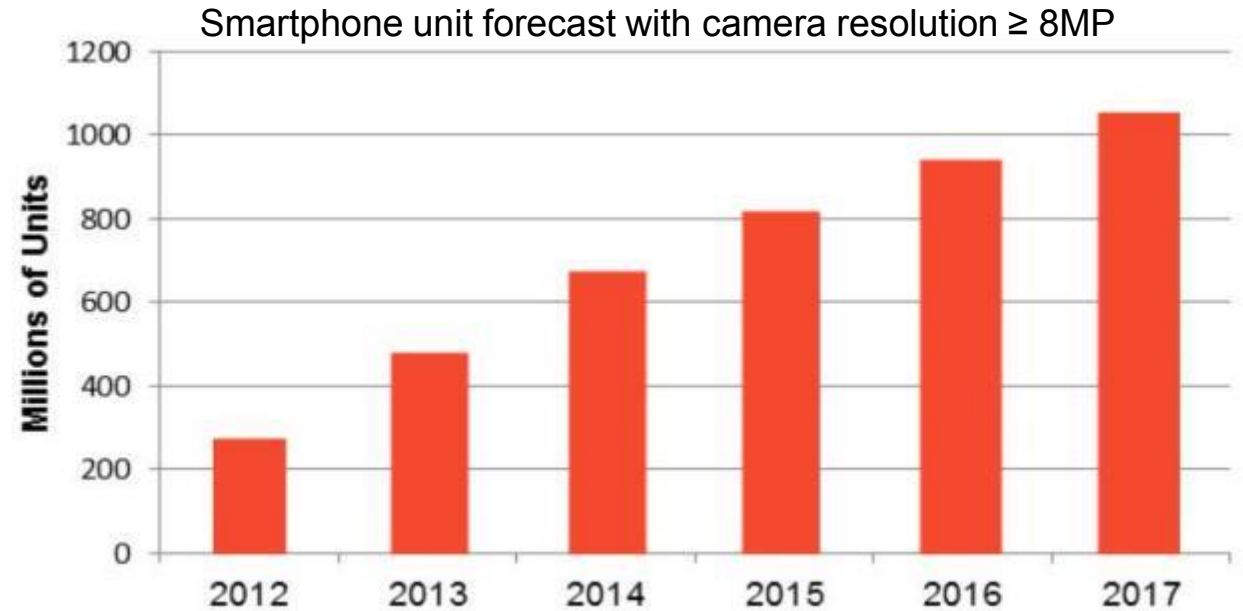
Higher Resolutions driving the need for better compression efficiencies



Continuous desire to capture image & video at higher fidelity

Camera: 2MP>>5MP>>8MP>>13MP>>**16MP**

Camcorder: 480p>>720p>>1080p>>**2160p**



Source: Strategy Analytics, Wireless Smartphone Strategies

Hundreds of millions of mobile devices capable of capturing 4K video

Ecosystem and technology drivers are aligning for the rise of 4K

Ecosystem Drivers

- Content availability
- Content distribution
- 4K component cost
- 4K device availability

4K

Technology Advancements

- Network speed
- Video compression
- Processing horsepower
- Display technologies

4K content is becoming rapidly available

The transition to 4K will be faster than 1080p due to user generated content and over-the-top (OTT)

User generated content

YouTube uploads

More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years

4K streaming

Netflix, Amazon, M-GO and YouTube, the 4 biggest streaming platforms, plan to stream 4K content in 2014

Over-the-top (OTT)

4K TV shows and movies

A growing number of movies and TV shows have been digitally captured and mastered in 4K (or higher) resolution

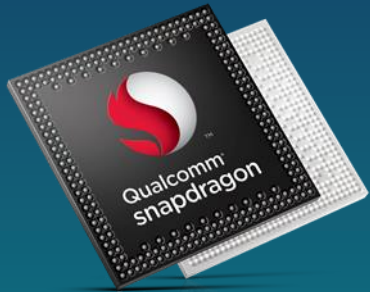
4K broadcast

Standards for distribution are being ratified and intended for services beginning in 2014 and beyond

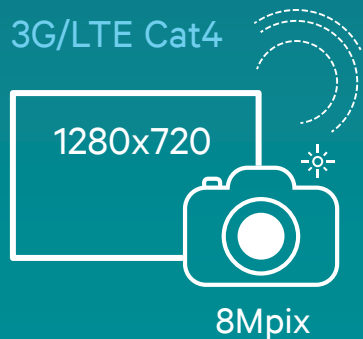
Traditional distribution



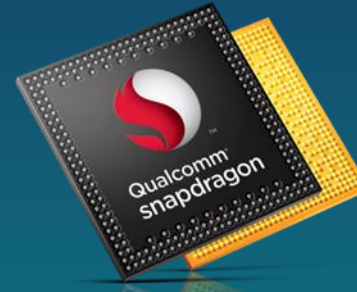
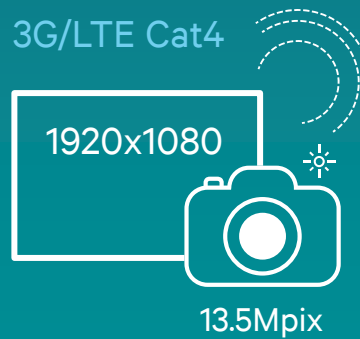
Improving user experiences across all product tiers



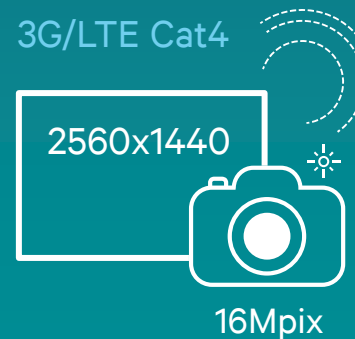
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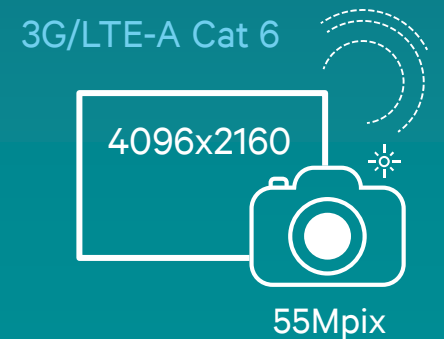
410
(8916)



610/615
(8936/39)



808/810
(8992/ 8994)



Snapdragon Video Codec Support and Performance

Snapdragon Video	SD 210	SD 410	SD 610 / 615	SD 805	SD 810
Decoder	1080p30	1080p30	1080p60	2160p30	2160p30
H264 BP/MP/HP	✓ ⁽⁵⁾	✓	✓	✓	✓
MPEG4 SP/ASP ⁽⁶⁾	SW	✓	✓	✓	✓
DivX 3.11	x	✓	✓	✓	✓
H.263 P0	SW	✓	✓	✓	✓
MPEG-2 MP	x	✓	✓	✓	✓
VP8	✓	✓	✓	✓	✓
VP9 ⁽¹⁾	x	x	x	x	x
HEVC Main	✓	SW ⁽⁹⁾	✓	✓	✓
HEVC Main 10	x	x	x	x	x
VC1 SP/MP/AP	x	✓	✓	✓	✓
Encoder	720p30	1080p30	1080p30	2160p30	2160p30
H264 BP/MP/HP	✓ ⁽²⁾	✓	✓	✓	✓
MPEG4 SP/ASP	SW ⁽³⁾	✓	✓	✓	✓
H.263 P0	SW ⁽³⁾	✓	✓	✓	✓
VP8 ⁽¹⁾	x	✓	✓	✓	✓
VP9 ⁽¹⁾	x	x	x	x	x
HEVC Main	x	x	x	x	✓

Thank you

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