

# Value Platform

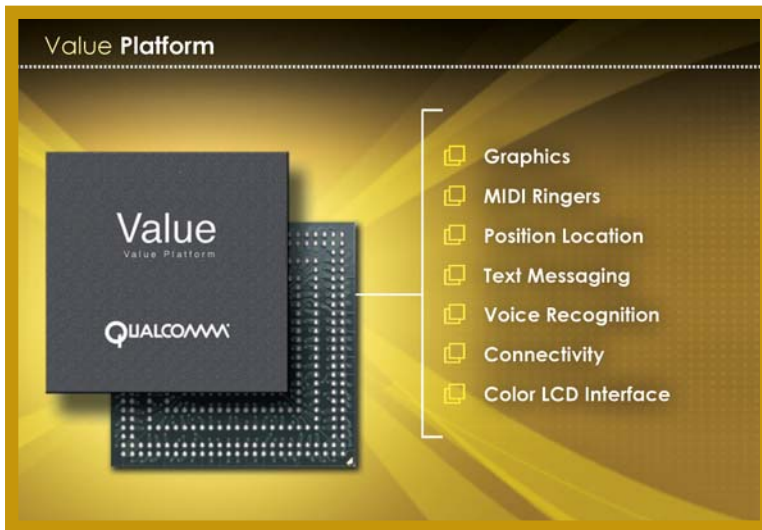
Affordable, accessible  
3G wireless for all



TEXT MESSAGING • ANIMATED RINGERS AND SCREENS • GRAPHICS •  
CRYSTAL-CLEAR VOICE • THIRD-PARTY APPLICATIONS • POSITION LOCATION

# Value Platform:

## Affordable, accessible 3G wireless for all

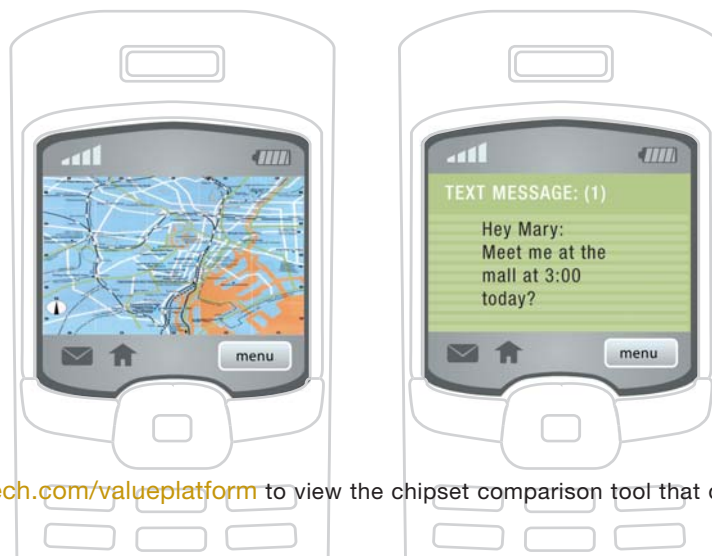


THE QUALCOMM VALUE PLATFORM HAS BEEN DESIGNED TO EXPAND THE MARKET FOR VOICE AND DATA SERVICES BY OFFERING AFFORDABLE CHIPSETS THAT SUPPORT 3G CDMA2000® 1X AND WCDMA (UMTS), WITH BACKWARD COMPATIBILITY FOR 2G STANDARDS.

Now basic color screens, position-location services, music, ringtones and voice-recognition features will be available to a much wider market.

The Value Platform can offer a vast audience of handset users — including those new to wireless — their first taste of the power of 3G networks, creating lucrative opportunities for manufacturers and operators alike. The integrated chipset design of the Value Platform allows manufacturers to quickly and cost effectively bring handsets to market, while the integrated selection of Launchpad™ features enables operators to provide entry-level customers with exciting new services that encourage voice and data usage and ultimately increase average revenue per user (ARPU).

The Value Platform creates a seamless path to move customers up to 3G networks. Using QUALCOMM's proven, reliable wireless technology, manufacturers and operators can offer a range of entry-level phones with more features, at less cost than ever before.



# For Manufacturers:

## Design reuse for seamless network migration

THE VALUE PLATFORM CHIPSETS HELP CUT THE COSTS TO PRODUCE ENTRY-LEVEL DATA-ENABLED DEVICES FOR EMERGING MARKETS WORLDWIDE.

Select Value Platform solutions are pin compatible so manufacturers can reuse existing form factors for a new wave of consumers who need affordable handsets and want attractive devices. And by incorporating both digital and analog functions in a single chip, manufacturers can benefit from reduced bill-of-material costs.

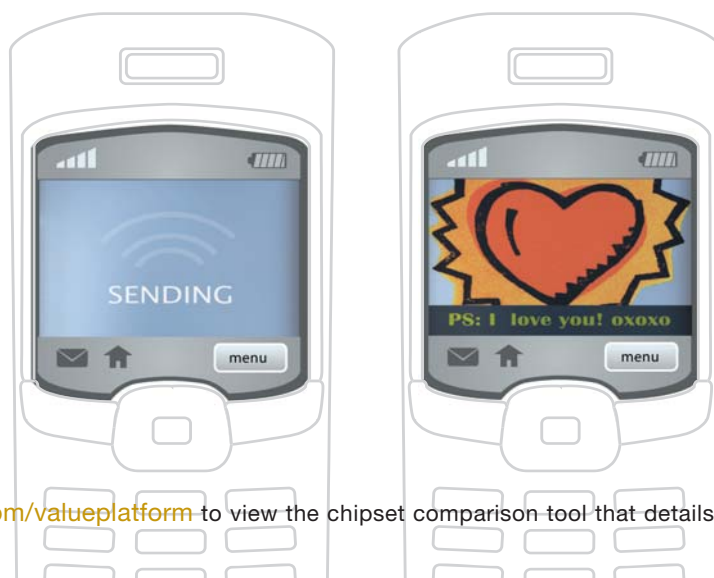
The Value Platform also includes the world's only single-chip solution for CDMA2000 1X, which integrates a baseband modem, radio transceiver, power management and multimedia engines into a single chip — helping to further reduce development costs.

QUALCOMM works with its partners to develop products that meet the exact needs of the growing wireless market, providing its customers with complete, verifiable solutions, including fully segmented product families, systems software, testing and support.

### WIRELESS STANDARDS SUPPORTED BY THE VALUE PLATFORM



| Air Interface(s) | MSM6000™ | MSM6025™ | MSM6050™ | MSM6200™ | MSM6225™ | MSM6245™ | QSC6010™<br>QSC6020™<br>QSC6030™ |
|------------------|----------|----------|----------|----------|----------|----------|----------------------------------|
| CDMA2000® 1X     | ■        | ■        | ■        |          |          |          | ■                                |
| WCDMA (UMTS)     |          |          |          | ■        | ■        | ■        |                                  |
| GSM/GPRS         |          |          |          | ■        | ■        | ■        |                                  |
| EDGE             |          |          |          |          |          | ■        |                                  |



# Value Platform:

The QUALCOMM Value Platform comprises a series of chipsets to suit a wide range of manufacturer requirements and targets different consumer segments

EACH CHIPSET IN THE VALUE PLATFORM HAS A DIFFERENT COMBINATION OF FEATURES TO MEET VARIOUS MANUFACTURER AND OPERATOR REQUIREMENTS. MANY FEATURES LISTED HERE ARE COMMON TO MOST, WHILE OTHERS ARE EXCLUSIVE TO A SINGLE CHIPSET.

## FEATURES



### Popular features that meet consumer demand and boost airtime usage:

- SMS capability to tap into the enormous market for text messaging
- Integrated audio decoders for high-fidelity playback
- Compact Media Extensions™ (CMX™) software to simultaneously project voice, music, text, graphics and animation for personalized, customized content
- QUALCOMM's gpsOne® high-availability, all-terrain position-location capabilities for location-based services (MSM6050 only)
- Qcamera™ support for digital camera image sensors up to 2.0 megapixels (MSM6245 only)



## TECHNOLOGIES



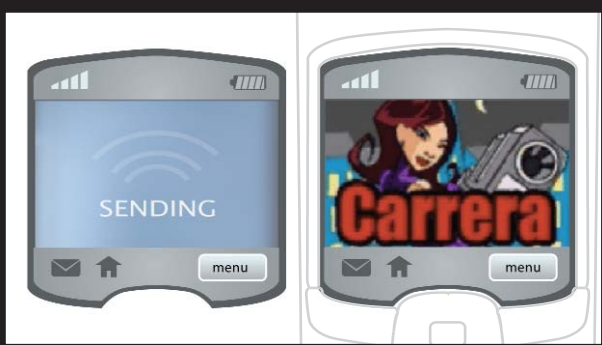
### Technology for must-have handsets:

- Integrated Bluetooth® for wireless connectivity to peripherals\* (MSM6245 only)
- Color LCD interface support
- Standard MIDI ringer
- CMX multimedia software for customized ringtones and screensavers
- Digital rights management and security features\*
- PureVoice Audio AGC™ (automatic gain control) for better calls under noisy conditions

\*Select chipsets only



## EFFICIENCIES



### Efficient design to cut manufacturing costs and time to market:

- Revolutionary radioOne® architecture reduces the number of RF components and cuts development time for multiband handsets
- Pin-compatible chipsets (select solutions only) for form factor design reuse
- Universal serial bus (USB) for external peripheral support
- Removable User Interface Module (R-UIM) card interface
- Enhanced memory functionality, including select support for 1.8 V, page mode NOR flash, NAND flash memory interface, Pseudo SRAM and SDRAM

Value  
value platform

QUALCOMM

# For Operators:

## An expanded market for new services

INCREASING THE ACCESSIBILITY OF 3G NETWORKS, AFFORDABLE DEVICES USING VALUE PLATFORM CHIPSETS WILL DRIVE LARGE NEW MARKET SEGMENTS TO DEMAND VOICE CALLING, SHORT MESSAGE SERVICES (SMS) AND MORE.

Combine this with the 3G network's ability to route more calls through less bandwidth, and operators have an incredible opportunity to capitalize on their investments in CDMA technology.

Affordable handsets featuring Value Platform chipsets will also offer operators an immediate chance to increase revenues. For example, operators will now be able to provide popular data services, such as SMS, to a much wider audience than ever before.

Most chipsets in the Value Platform support CMX software, enabling operators to offer multimedia applications by third-party developers for graphics, ring tones and more. All of which will provide new revenue streams, drive airtime usage and spur further demand for lucrative multimedia downloads and future services.

QUALCOMM's commitment to providing chipset solutions for wireless standards throughout the world, and our support for legacy technology, means that Value Platform chipsets are compatible with 2G and 3G standards. Chipsets in the Value Platform support major air interfaces, including:

- CDMA2000 1X
- IS-95 A/B
- WCDMA (UMTS)
- GSM/GPRS
- EDGE



## THE LAUNCHPAD SUITE

The Launchpad Suite of applications technologies offers wireless operators and manufacturers a cost-effective, scalable and timely solution for providing advanced wireless data services. This seamlessly integrated solution enables advanced next-generation applications and services that incorporate multimedia, position-location, connectivity, customized user interface and storage capabilities. Launchpad allows manufacturers to select from a menu of enabling technologies to create customizable devices for each market segment. Getting all the enabling technologies from one supplier ensures compatibility and makes it cheaper and easier to incorporate the features customers are demanding, at a price they are willing to pay.

Launchpad features drive airtime usage and allow operators to offer handsets from different manufacturers that run identical feature sets, increasing efficiency and reliability. Launchpad features are available for each QUALCOMM chipset, closely matching the specific functionality and cost-target objectives agreed upon in joint product planning with manufacturers and wireless service operators worldwide.

QUALCOMM WORKS WITH ITS PARTNERS TO DEVELOP PRODUCTS THAT MEET THE EXACT NEEDS OF THE GROWING WIRELESS MARKET, PROVIDING ITS CUSTOMERS WITH COMPLETE, VERIFIABLE SOLUTIONS, INCLUDING FULLY SEGMENTED PRODUCT FAMILIES, SYSTEMS SOFTWARE, TESTING AND SUPPORT.



## THE BREW SOLUTION

The Value Platform of chipsets also supports QUALCOMM's BREW® system, which enables the development and monetization of advanced applications and content, allowing operators and OEMs to differentiate their products and services and increase revenues. QUALCOMM's chipsets are also compatible with the Java® runtime environment; J2ME™ can be built entirely on the chipset as an extension to the BREW solution.

# Value Platform

## ABOUT QUALCOMM

QUALCOMM CDMA Technologies is shaping and creating new ways to communicate. Working with manufacturers and operator partners worldwide, we develop systems that provide the foundation for tomorrow's wireless services while delivering what the market needs today.

Our industry-leading CDMA engineers create detailed reference designs to accelerate testing and deployment for our partners. Our chipsets and systems bring advanced features and functionality to legacy and next-generation networks and devices. With QUALCOMM CDMA Technologies, manufacturers and wireless operators can deliver the products and services the world wants now and be first to market with future developments.

Go Online

CHIPSET COMPARISON **ONLINE** TOOL

Please visit [www.cdmatech.com/valueplatform](http://www.cdmatech.com/valueplatform) to view the chipset comparison tool that details specific chipset features.

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