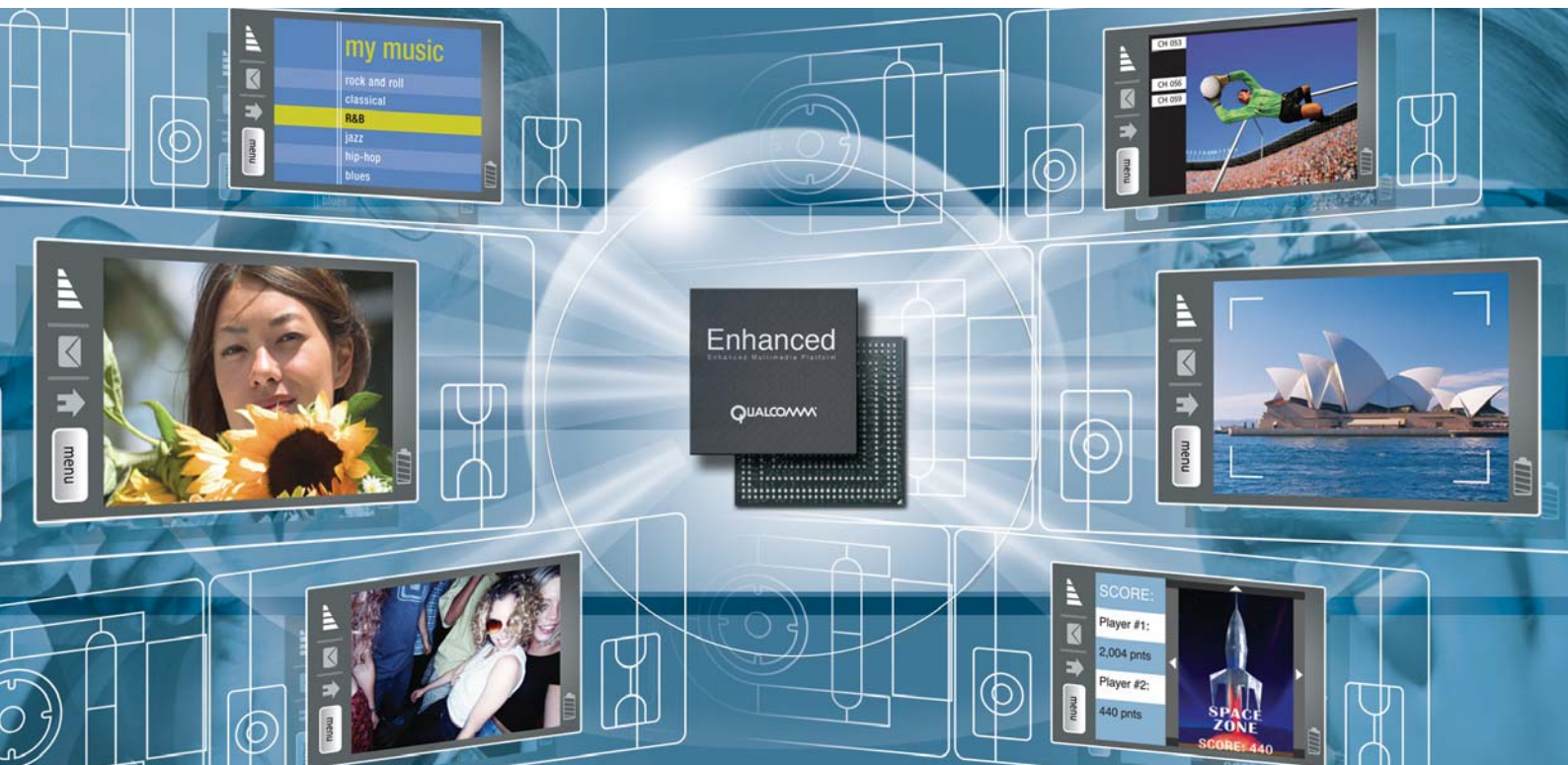


CONVERGENCE	
ENHANCED MULTIMEDIA	
MULTIMEDIA	
VALUE	

Enhanced Multimedia Platform

Maximize market share with power-efficient, single-chipset solutions for high-intensity wireless multimedia



- LISTEN TO YOUR FAVORITE BAND
- TAKE A PHOTO
- SHOOT A MOVIE
- SEND A VIDEO
- PLAY 3D GAMES
- FIND A RESTAURANT

Enhanced Multimedia Platform:

Maximize market share with power-efficient, single-chipset solutions for high-intensity wireless multimedia



THE QUALCOMM ENHANCED MULTIMEDIA PLATFORM OF CHIPSETS TAKES THE TRUE MULTIMEDIA HANDSET FROM CONCEPT TO REALITY.

These chipsets make a leap in processing power to deliver the quality of video, graphics and audio that will amaze users today and define the multimedia experience for years to come. This substantial performance gain is backed by power efficiency and chip design that make the most sophisticated wireless multimedia both possible and profitable.

The integrated solutions of the Enhanced Multimedia platform enable sleek, sophisticated media devices with large, high-resolution screens that deliver rich multimedia features such as video-on-demand, 3D gaming and video telephony. Picture quality is so crisp, games are so realistic and video streams are so fast that users are compelled to seek out more and more exciting content, driving demand for airtime and additional services.

The QUALCOMM Enhanced Multimedia Platform is the industry's best solution for extending the capabilities of true wireless multimedia in 3G. It has a chipset solution for all major air interfaces and the power, speed and efficiency to run high-end multimedia that will revolutionize what people can do on a handset.



For Manufacturers:

A single-chip solution to streamline time to market

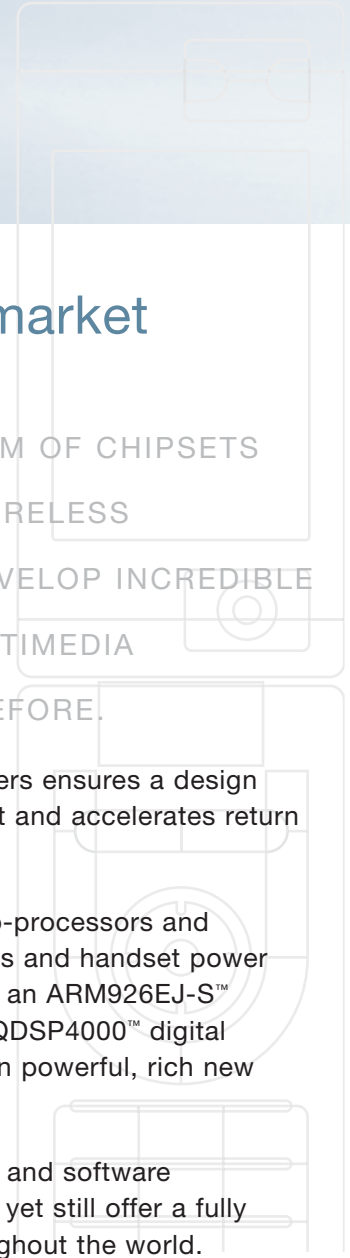
THE QUALCOMM ENHANCED MULTIMEDIA PLATFORM OF CHIPSETS DRIVES THE DEVELOPMENT AND CAPABILITY OF WIRELESS MULTIMEDIA. IT ENABLES MANUFACTURERS TO DEVELOP INCREDIBLE NEW HANDSETS THAT CAN OFFER A LEVEL OF MULTIMEDIA PERFORMANCE CONSUMERS HAVE NEVER SEEN BEFORE.

And QUALCOMM's proven commitment to its manufacturing partners ensures a design that minimizes development time and expense, cuts time to market and accelerates return on investment.

The platform's integrated solutions eliminate the need for costly co-processors and memory subsystems, which ultimately reduces bill-of-material costs and handset power consumption. All Enhanced Multimedia Platform chipsets integrate an ARM926EJ-S™ processor, an ARM® Jazelle™ Java® hardware accelerator and two QDSP4000™ digital signal processors, providing the blazing-fast speeds required to run powerful, rich new multimedia applications.

Select chipsets in the Enhanced Multimedia Platform are hardware and software compatible, so manufacturers can reuse form factors and designs, yet still offer a fully segmented range of devices that support wireless standards throughout the world.

The Enhanced Multimedia Platform builds on QUALCOMM's years of systems expertise and field experience with CDMA technology. 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 ENHANCED MULTIMEDIA PLATFORM



Air interface(s)	MSM6550™	MSM6800™	MSM6275™	MSM6280™
CDMA2000® 1X	■	■		
CDMA2000 1xEV-DO Rel. 0	■			
CDMA2000 1xEV-DO Rev. A		■		
WCDMA (UMTS)/HSDPA			■	■
GSM/GPRS	■	■		
GSM/GPRS/EDGE			■	■

Enhanced Multimedia Platform:

A series of chipsets that suits a wide range of manufacturing requirements and targets different consumer segments

STREAM VIDEO

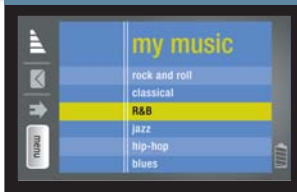


TV-like-clarity and camcorder-like recording:

- Qtv™ video playback at 30 fps QVGA for crisp, on-demand streaming of the most popular worldwide multimedia formats, including MPEG-4, H.263, H.264, as well as Microsoft® Windows Media® and RealNetworks® RealPlayer®
- Qcamcorder™ high-resolution video captured at 15 fps QVGA allows high-quality mini movies
- Qvideophone™** for smooth, high-resolution video telephony at 15 fps QCIF

*Select chipsets only

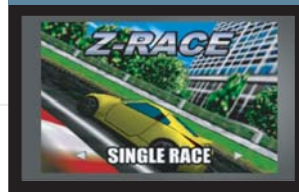
LISTEN TO MUSIC



Audio that's on par with popular portable music players:

- Digital audio support for MP3, AAC/aacPlus™, Enhanced aacPlus, AM-WB/+, Windows Media® and RealNetworks® audio formats to deliver exceptional CD-quality music for music playback, streaming or ringtone downloads
- QConcert™ surround sound audio delivers a robust, dynamic audio experience for music, ringtones and audio
- Compact Media Extensions™ (CMX™) software to simultaneously project voice, music, text, graphics and animation for personalized, customized content

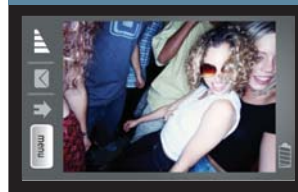
PLAY 3D GAMES



Game quality rivaling home consoles:

- Console-quality gaming with up to 225,000 triangles per second and 7 million depth-tested, textured, shaded 3D pixels per second fill rate
- Enables realistic game characters and smooth 3D backgrounds
- Q3Dimension™ delivers OpenGL® ES- and JSR 184-compliant compliant 3D graphics
- QAudioFX™ delivers positional audio for a 3D sound experience during game play

TAKE A PICTURE

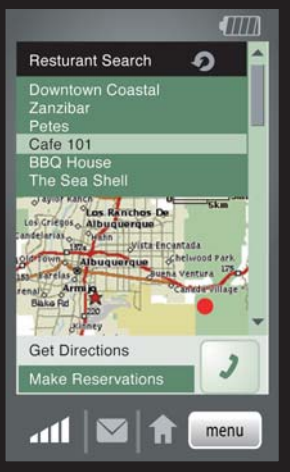


Integrated digital-still camera interface:

- Qcamera™ support provides enough resolution for album-quality images – up to 5.0* megapixels
- Full image processing capabilities, including color correction, crop, resize, rotation, image blurring and sharpening, image overlay, picture frame support and visual noise reduction

*Select chipsets only

FIND A LOCATION



Highly accurate positioning for location-based services:

- gpsOne® position location technology is a world leader in accuracy, deployments and consumer applications supported
- High-availability, all-terrain solution

CONNECT



Connection with indispensable consumer electronics:

- Integrated Bluetooth® for instant wireless connection to peripherals ensures that the handset is an integral part of a consumer's digital lifestyle
- Support for WLAN 802.11a/b/g and Voice-over-IP capabilities*

*Select chipsets only

DISPLAY



Improving the world's most popular form factor:

- QUALCOMM's high-speed serial interconnection technology, Mobile Digital Display Interface (MDDI), increases reliability in clamshell phones

SECURITY



DRM security:

- Integrated SecureMSM™: includes support for Open Mobile Alliance™ (OMA) Digital Rights Management (DRM) secure boot, secure storage, secure software and device-identifier integrity (IMEI and ESN)

SLINGSHOT* IS A SLEEK CONCEPT HANDSET POWERED BY THE ENHANCED MULTIMEDIA PLATFORM'S MOBILE STATION MODEM™ (MSM™) MSM6550™ CHIPSET SOLUTION FOR CDMA2000 1xEV-DO. WITH A LARGE, HIGH-RESOLUTION QVGA SCREEN AND CUTTING-EDGE DESIGN, THE MULTIMEDIA SLINGSHOT SHOWCASES THE ENHANCED MULTIMEDIA PLATFORM'S RICH FEATURES SUCH AS VIDEO-ON-DEMAND, 3D GAMING AND VIDEO TELEPHONY. ASK YOUR QUALCOMM CONTACT FOR A LIVE SLINGSHOT DEMO.



* Not a commercial device

For Operators:

Rich new services to boost usage and revenue

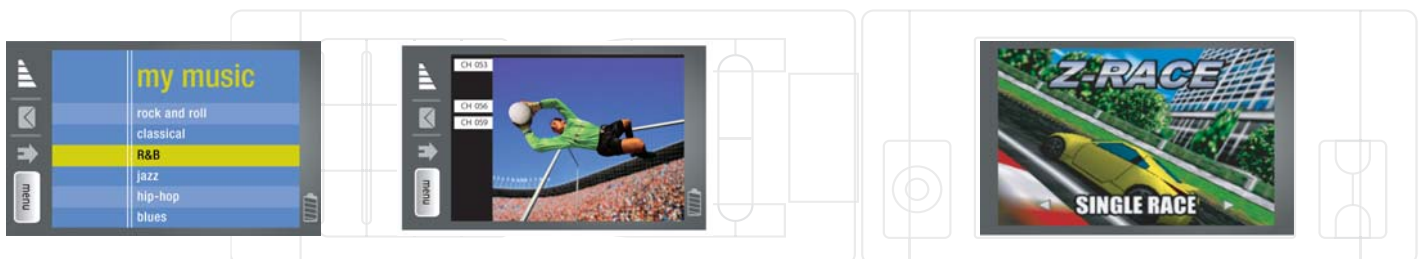
HANDSETS FEATURING QUALCOMM'S ENHANCED MULTIMEDIA PLATFORM ARE THE GATEWAY TO A NEW LEVEL OF SERVICES FOR OPERATORS TO OFFER.

Larger screens with dramatically increased resolution drive consumer demand for video-on-demand, video telephony, 3D gaming and high-resolution digital photography. CD-quality sound and 72-polyphony ringtones expand the market for audio downloads, while gpsOne technology, combined with high-resolution maps and graphics, can reach new levels of sophistication.

All these new services encourage a rapid expansion in airtime usage. Gamers will eat through minutes as they download and play console-quality titles. A new demand for minutes will be generated by the latest news and sports being streamed to handsets. Business users will spend more money to send and receive large files over the network.

And, of course, QUALCOMM's commitment to providing chipset solutions for wireless standards throughout the world and support for legacy technology mean that Enhanced Multimedia Platform chipsets are compatible with 2G and 3G standards. Chipsets in the Enhanced Multimedia Platform support all major air interfaces, including:

- CDMA2000 1X
- CDMA2000 1xEV-DO Rel. 0 and Rev. A
- IS-95 A/B
- WCDMA (UMTS)/HSDPA
- 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 common 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.

LAUNCHPAD ENABLES MANUFACTURERS TO DEVELOP INCREDIBLE NEW HANDSETS THAT CAN OFFER A LEVEL OF MULTIMEDIA PERFORMANCE CONSUMERS HAVE NEVER SEEN BEFORE.



THE BREW SOLUTION

The Enhanced Multimedia 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.

Enhanced Multimedia Platform

A B O U T Q U A L C O M M

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/enhancedplatform to view the chipset comparison tool that details specific chipset features.

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