

February 12, 2007



QUALCOMM and British Sky Broadcasting Complete Second MediaFLO Trial in Manchester, United Kingdom

- Second Successful Trial Underscores Technical Advantages of MediaFLO Over DVB-H -

LONDON and SAN DIEGO, Feb. 12 /PRNewswire-FirstCall/ -- QUALCOMM Incorporated (Nasdaq: QCOM), a leading developer and innovator of advanced wireless technologies and data solutions, and British Sky Broadcasting Limited (BSkyB), the leading provider of multi-channel entertainment in the United Kingdom, today announced the successful completion of a second joint technical trial of QUALCOMM's MediaFLO(TM) System in the United Kingdom. This second technical trial, conducted in Manchester during winter 2006, featured BSkyB content delivered to non-commercial devices from QUALCOMM.

The trial followed a similar test held in Cambridge, U.K., in the summer of 2006 which corroborated performance results of the MediaFLO System, including channel switching time, the effectiveness of MediaFLO statistical multiplexing and carrier to noise performance. BSkyB and QUALCOMM conducted the trial to verify MediaFLO performance and compare it with competitive technology.

This trial established several key results for the MediaFLO System, as compared to DVB-H:

- * MediaFLO physical layer field performance was measured to be around 4.5 dB overall better for non-layered modes with comparable bit per second per hertz capacity.
- * The FLO physical layer performed better than previously published. The measured lab performance was 0.5 to 1 dB better than described in the San Diego Field Test Report Rev A.
- * QUALCOMM proposes that a 4.5 dB advantage would allow a MediaFLO network to either cover twice the geographical area per transmitter when applying modes of equal capacity -- resulting in a substantial reduction in network expense -- or provide double the service offering on a channel count basis for a constant cell size with the same spectrum and transmitter deployment.
- * The use of a layered mode and codec in a MediaFLO System can provide additional link margin of 2 dB or increased channel capacity.

"This second technical trial of MediaFLO technology in the U.K. has affirmed the results of our first trial held in Cambridge," said Robin Crossley, strategy adviser, technology for BSkyB. "The trial used lab and field test results to compare the performance of MediaFLO and DVB-H. The trial showed that the MediaFLO System has considerable technical advantages over DVB-H and confirms the financial modeling undertaken to date."

"Completion of a second trial with BSkyB in Manchester underscores our technical claims for MediaFLO and clearly demonstrates the robust performance of the system," said Peggy Johnson, president of QUALCOMM Internet Services and QUALCOMM MediaFLO Technologies. "MediaFLO is a global standard built specifically for mobility and this trial highlights that the superiority of the MediaFLO system will translate into real world benefits for organizations wishing to build a mobile TV business."

In addition to the technical trial with BSkyB, QUALCOMM is working with service providers around the world to explore MediaFLO services. In Japan, both KDDI and Softbank have announced their intent to explore the possibility for nationwide deployment of MediaFLO services.

The MediaFLO System is an end-to-end solution that enables broadcasting of high-quality video streams, audio-only

streams, Clipcasting(TM) media and IP datacasting to mobile handsets. The MediaFLO System is designed to optimize coverage, capacity and user experience. FLO technology, a key component of the MediaFLO System, is specified in TIA standards TIA-1099, TIA-1102, TIA-1103 and TIA-1104. The MediaFLO System comprises a manageable, scalable, subscription-based distribution system and an efficient over-the-air network solution that provides wireless operators a way to cost effectively deliver the high-quality audio and video content their subscribers desire. More information about MediaFLO Technologies is available at www.mediaflo.com.

Sky is the leading multichannel television platform in the U.K. and Ireland. Around 21 million viewers in 8.3 million households enjoy an unprecedented choice of movies, news, entertainment and sports channels, and interactive services on Sky digital, the U.K. and Ireland's first and most popular digital television service.

QUALCOMM Incorporated (www.qualcomm.com) is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies. Headquartered in San Diego, Calif., QUALCOMM is included in the S&P 500 Index and is a 2006 FORTUNE 500(R) company traded on The Nasdaq Stock Market(R) under the ticker symbol QCOM.

Except for the historical information contained herein, this news release contains forward-looking statements that are subject to risks and uncertainties, including the Company's ability to successfully design and have manufactured significant quantities of components on a timely and profitable basis, the extent and speed to which the MediaFLO System and FLO technology are adopted, change in economic conditions of the various markets the Company serves, as well as the other risks detailed from time to time in the Company's SEC reports, including the report on Form 10-K for the year ended September 24, 2006, and most recent Form 10-Q.

QUALCOMM is a registered trademark of QUALCOMM Incorporated. Clipcasting, FLO and MediaFLO are trademarks of QUALCOMM Incorporated. All other trademarks are the property of their respective owners.

QUALCOMM Contacts:

Mona Klausing, QUALCOMM MediaFLO Technologies

Phone: 1-858-651-4268

Email: mediaflo_pr@qualcomm.com

Tina Asmar, Corporate Communications

Phone: 1-858-845-5959

Email: corpcomm@qualcomm.com

John Gilbert, Investor Relations

Phone: 1-858-658-4813

Email: ir@qualcomm.com

SOURCE QUALCOMM Incorporated