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Hisense Reveals Design of First Mobile Phone to Incorporate mirasol Displays

- Ultra Low-power Handset to Begin Shipping in China in 2008 -

BARCELONA, Spain, Feb. 11 /PRNewswire-FirstCall/ -- Qualcomm MEMS Technologies, Inc., a wholly owned subsidiary of Qualcomm Incorporated (Nasdaq: QCOM), and Qingdao Hisense Communication Co., Ltd. (HCC), today announced the design specifications of the much anticipated Hisense C108 mobile phone that will become the industry's first handset with Qualcomm MEMS Technologies' mirasol(TM) display. The product, which will begin shipping in 2008 to China and emerging mobile markets, will be on display Feb. 11-14 at the Mobile World Congress 2008 conference in Qualcomm's booth, located in Hall 8, Booth B53.

The Hisense C108 mobile phone is a lightweight, low-power, candy-bar style handset that weighs less than a quarter pound (80 grams). The C108, based on Qualcomm's QSC6010(TM) chipset, uses the 1.2-inch mirasol display that features a resolution of 130 ppi (128 x 96 pixels). The mirasol display functions as the main display of the phone, showing such things as text messaging, phone book entries, time, date and other important information. The phone also supports multiple languages and has 32 Mb ROM and 8 Mb RAM.

"We are pleased to announce the first mirasol-enabled handset with Hisense," said Jim Cathey, vice president of business development for Qualcomm MEMS Technologies, Inc. "The mirasol display is a key enabler of the C108 handset's low-power capabilities, extending consumers' usage time between charges and allowing them to expand their use of mobile phone services."

As one of China's top electronics manufacturers, Hisense has in-depth experience in developing cutting edge technology for international markets such as Europe, the Americas, South Asia and Africa. In addition, Hisense has worked with leading consumer electronics companies such as Sony, Philips, Sharp, HP, LG, Sanyo and Siemens.

"The Hisense C108 will serve as our entry point into new markets with a competitive mobile phone offering," said Shi Yongchang, general manager of Qingdao Hisense Communication Co., Ltd. "As mobile phones become the primary method of communications in these emerging markets, consumers will continue to look for new innovations that enhance their mobile experience. We are confident that consumers will find value in the benefits of mirasol displays and view it as a strategic advantage that sets us apart from our competitors."

With the use of Qualcomm MEMS Technologies' innovative mirasol display, Hisense will provide consumers with the added value propositions of superb viewing quality and more "on" time, giving users more usage per charge. Operators can appreciate the value of having their services and features viewable in more hours of the day as this increases their available revenue time. The more the phone is on and viewable, the more value-added services and features can be delivered to the customer base.

Based on a reflective technology called interferometric modulation (IMOD), mirasol displays harness ambient light and require no backlighting, thereby consuming significantly less power. The reflective mirasol display also automatically scales to the surrounding lighting conditions, allowing users to see their content in almost every environment, even bright sunlight. To learn more about mirasol displays, visit www.mirasoldisplays.com.

About Hisense

Qingdao Hisense Communication Co., Ltd. (HCC) is a subsidiary of Hisense Company Limited. As a pivotal player of the 3C industrial pattern designed by Hisense Group, HCC endeavors to contribute to the fast development and prosperity of the Hisense communications business unit. Currently, HCC's strong capabilities in product planning and marketing have made it an outstanding representative in the Chinese mobile terminal industry. In the years to come, Hisense will continue to expand its international presence and strengthen its brand reputation.

About Qualcomm MEMS Technologies, Inc.

Qualcomm MEMS Technologies, Inc. has developed the industry's first MEMS display for mobile devices - a true technological innovation that offers low power consumption and superb viewing quality in a wide range of environmental conditions, including bright sunlight. Based on a reflective technology, Qualcomm's mirasol displays require no backlighting and therefore consume significantly less power than standard displays in portable devices. The display works by reflecting light so that specific wavelengths interfere with each other to create color. The phenomenon that makes a butterfly's wings

shimmer is the same process used in Qualcomm's mirasol displays. Using advanced MEMS technologies, mirasol displays support Qualcomm's overall innovation strategy of increasing the capability of mobile devices while minimizing power consumption. Qualcomm MEMS Technologies, Inc. is headquartered in San Diego, Calif., with offices in San Jose, Calif. and Hsinchu, Taiwan.

About Qualcomm Incorporated

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 2007 FORTUNE 500(R) company traded on The Nasdaq Stock Market(R) under the ticker symbol QCOM.

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