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# Qualcomm Showcases International Mobile Broadcast Platform at Mobile World Congress 2008

## **- MediaFLO System Features 30 Channels with a Compelling Mix of Television and Radio Programming, IP Datacasting Applications, Clipcasting Media and Interactive Services -**

BARCELONA, Spain, Feb. 11 /PRNewswire-FirstCall/ -- Qualcomm Incorporated (Nasdaq: QCOM), a leading developer and innovator of advanced wireless technologies and data solutions, today announced its venue-wide demonstration of MediaFLO(TM) technology at Mobile World Congress 2008. For the first time, the Company will showcase its 8 MHz international mobile broadcast platform throughout the Fira de Barcelona on European Channel 50 and will feature 30 channels of TV and radio programming; IP datacasting applications for sports, news and weather; and Clipcasting(TM) media and interactive services. A selection of pre-commercial mobile devices, including Amoi and Pantech handsets, will be available at the Qualcomm booth at B53, Hall 8 for show attendees to witness first-hand the immersive mobile TV experience that MediaFLO enables.

Qualcomm is pushing the envelope in the mobile broadcast arena, illustrating a highly efficient technology platform that supports the widest range of programming and services and that is purpose-built for the complex and demanding task of delivering a true mobile TV experience. With greater efficiency, quality and capacity for revenue-generating services, MediaFLO helps commercial pay-TV providers, wireless operators, handset manufacturers and other members of the value chain realize the many opportunities to innovate and succeed in the mobile media marketplace.

"The convergence of mobile communications and entertainment has created a vast global market opportunity for pay-TV providers and wireless operators to provide compelling new services that transform the way consumers access and interact with mobile content," said Andrew Gilbert, executive vice president of Qualcomm Incorporated and president of Qualcomm Internet Services and MediaFLO Technologies. "Our global research shows that mobile subscribers value mobile video as the preferred application after voice services and furthermore want a multi-channel content mix that covers a wide variety of genres. The MediaFLO demonstration in Barcelona highlights the channel capacity and service flexibility needed to support what consumers desire, while also providing a viable revenue opportunity for mobile TV service providers."

The MediaFLO demonstrations are being conducted in collaboration with Abertis - Spain's leading telecommunications infrastructure management company - along with international content and applications providers such as conVISUAL, Deutsche Welle, Pro Seibens and Roundbox. Beyond linear TV, the MediaFLO platform supports diverse applications for audio, video and data services, illustrating how the emerging mobile media market will evolve from simply a mobile version of traditional TV to a highly differentiated offering that is personal and interactive. Also on display will be proof-of-concept prototypes developed by Qualcomm to demonstrate MediaFLO technology on non-cellular devices. Among them is the new muCard, a mini-USB peripheral with a FLO(TM) receiver that allows users to watch TV on phones, laptops and ultra-portable devices. The V-Card prototype features a 2-inch, color QVGA screen in a keychain style personal media player.

MediaFLO is a mobile broadcast platform for the delivery of high-quality entertainment and information, including streaming video and audio, Clipcasting media, IP datacasting and interactive services. FLO is an open, globally recognized air interface technology standardized by the Telecommunications Industry Association (TIA) and recommended by ITU-R for the broadcasting of multimedia and data applications. Invented for mobility, MediaFLO is designed to increase capacity and coverage, as well as reduce costs for multimedia content delivery to mobile devices. More information about MediaFLO is available at [www.mediaflo.com](http://www.mediaflo.com).

Qualcomm Incorporated ([www.qualcomm.com](http://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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Qualcomm Contacts:

Mona Klausing, Qualcomm MediaFLO Technologies

Phone: 1-858-651-4268

Email: [mediaflo\\_pr@qualcomm.com](mailto:mediaflo_pr@qualcomm.com)

Emily Kilpatrick, Corporate Communications

Phone: 1-858-845-5959

Email: [corpcomm@qualcomm.com](mailto:corpcomm@qualcomm.com)

John Gilbert, Investor Relations

Phone: 1-858-658-4813

Email: [ir@qualcomm.com](mailto:ir@qualcomm.com)

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