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Qualcomm Releases Software Development Kit for Brew Mobile Platform

- New Mobile Platform with Integrated Adobe Flash Technology Expands Developer Ecosystem and Reduces Development Time and Cost for Mass-Market Handset Applications -

SAN FRANCISCO, Nov. 17 /PRNewswire-FirstCall/ -- Qualcomm Incorporated (Nasdaq: QCOM), a leading developer and innovator of advanced wireless technologies and data solutions, today announced the availability of the software development kit (SDK) for the Company's new Brew(R) Mobile Platform (Brew MP). Brew MP is a mobile operating system platform that supports handsets and mobile devices across virtually all market tiers and across all 3G technologies. The Brew MP SDK is a more open and flexible development environment that enables developers and designers to easily create innovative new applications, widgets and custom user interfaces for mass-market handsets and mobile devices.

In addition to greatly enhanced support for native application development, the SDK provides a full suite of tools and features including highly integrated Adobe(R) Flash(R) technology. This integration allows developers using Adobe's industry-leading content and web creation tools to seamlessly author applications for Brew MP devices. The Brew Mobile Platform SDK is open to developers worldwide and is made available at no incremental cost.

"Adobe has an extensive developer community creating rich content with Adobe Flash technology," said Gary Kovacs, general manager and vice president, Mobile and Devices at Adobe. "Brew MP enables Flash developers to create applications that integrate the functionality of a wide variety of devices with Web content and services. The release of the Brew MP SDK is an important milestone in achieving the vision of the Open Screen Project, of which Qualcomm is a member. It helps put us on a solid path to deliver our shared long term vision to deliver consistent, rich experiences across all screens."

"The Brew Mobile Platform SDK bridges the gap between the mobile application and Web development communities," said Steve Sprigg, senior vice president of engineering for Qualcomm CDMA Technologies. "With the Brew MP SDK, Flash developers can use familiar and powerful Adobe tools to publish compelling mobile applications quickly and easily for mass-market handsets used by mobile consumers worldwide."

Brew MP also delivers high-end features across all tiers of devices. In addition to its integral support for Adobe Flash, the platform offers advanced capabilities such as touch screen, rich multimedia, window management, open platform extensibility, and expanded support for native application development. The Brew Mobile Platform SDK is available now to developers at <http://www.brewmobileplatform.com>.

About Qualcomm

Qualcomm Incorporated (Nasdaq: QCOM) 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 100 Index, the S&P 500 Index and is a 2008 FORTUNE 500 company. For more information, please visit <http://www.qualcomm.com>.

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Qualcomm Contacts:

Kira Lee Golin, Qualcomm CDMA Technologies
Phone: 1-858-651-1554
Email: qctpublicrelations@qualcomm.com

Emily Kilpatrick, Corporate Communications
Phone: 1-858-845-5959
Email: corpcomm@qualcomm.com

John Gilbert, Investor Relations

Phone: 1-858-658-4813
Email: ir@qualcomm.com

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