

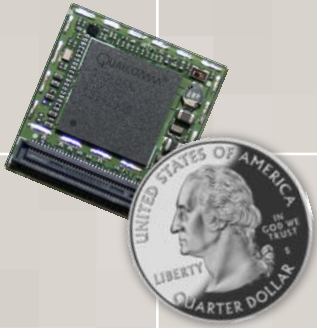
Mobile Asia Expo : June 21, 2012

# The Internet of Everything

Ryan Gorostiza

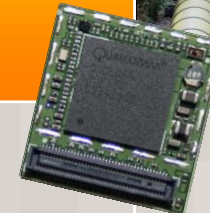
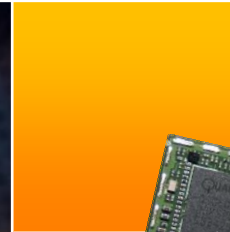
Sr. Director, Industry Marketing





# The Internet of Everything

The Next Wave of Connectivity,  
Where Everything is Intelligently Connected





**LEARNS**  
What  
You Like

**FILTERS**  
Out the  
Irrelevant

**KNOWS**  
You and What  
is Around You

**SENSES**  
Local Content  
and Services

**DISCOVERS**  
Things  
Relevant  
to You

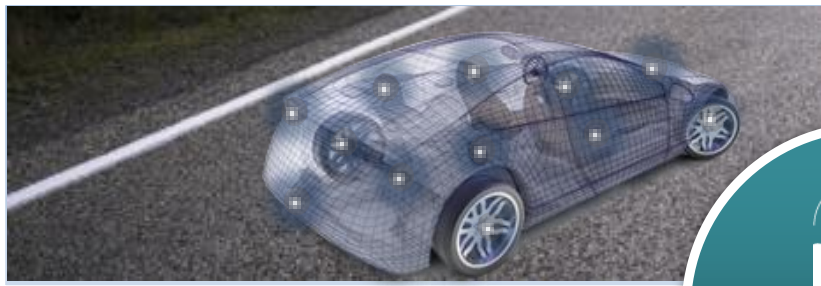
**INTERACTS**  
With  
Networks

# The Remote Control For Your Life

IN THE FUTURE YOUR MOBILE PHONE WILL ACT AS YOUR DIGITAL "6<sup>TH</sup> SENSE"

# Qualcomm is Actively Involved in Key M2M Areas

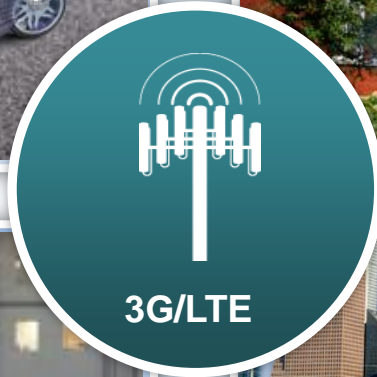
Automotive, Transportation & Logistics



Smart Energy, Security



3G/LTE



Industrial Automation, Enterprise

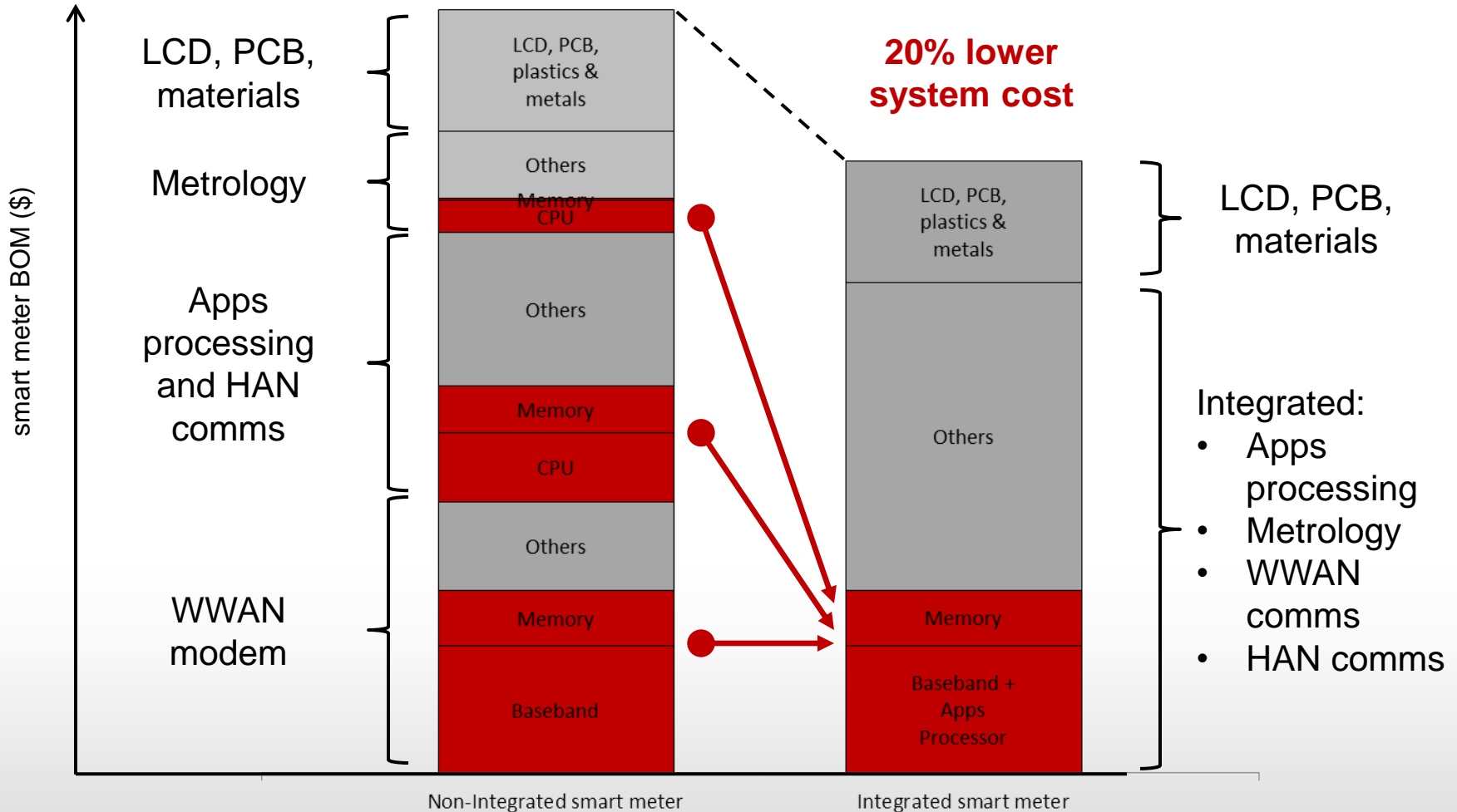


Wireless Health & other M2M



# Integration optimizes total system cost

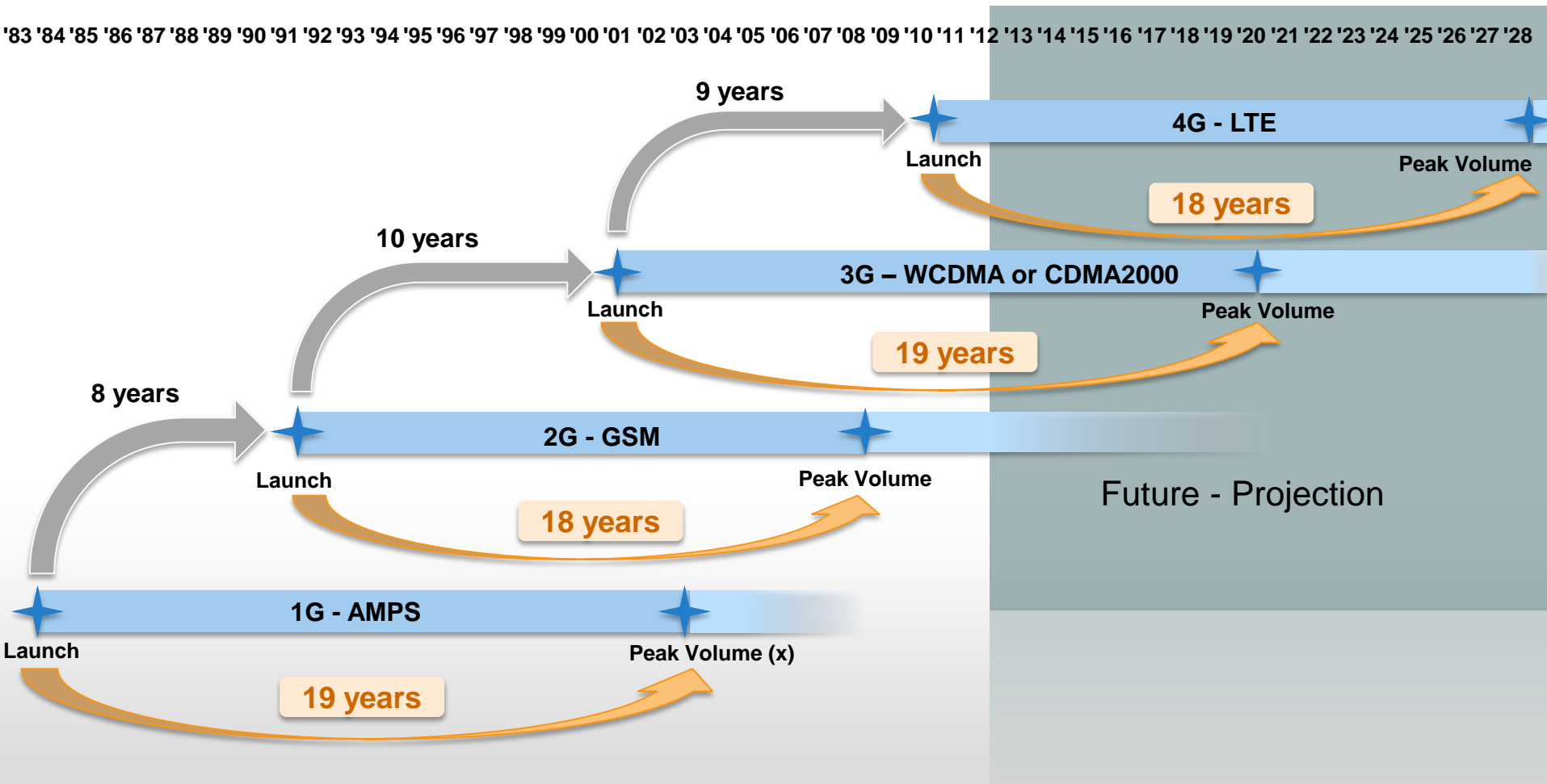
Example: A Smart Meter – before and after integration



# 3G Positioned in the Sweet Spot

(HSPA & 1X/EV-DO)

- ▶ Driven by faster-than-expected rise in data demand / smartphone growth
- ▶ Operators optimizing \$cost / bit; maximize return on assets





# M2MSearch.com

- ▶ Online knowledge center of > 100 cellular and connectivity modules based on Qualcomm chipsets
- ▶ Over a dozen module OEM suppliers
- ▶ Searchable by supplier, chipset model, technology, operator certification and other attributes



# Thank you

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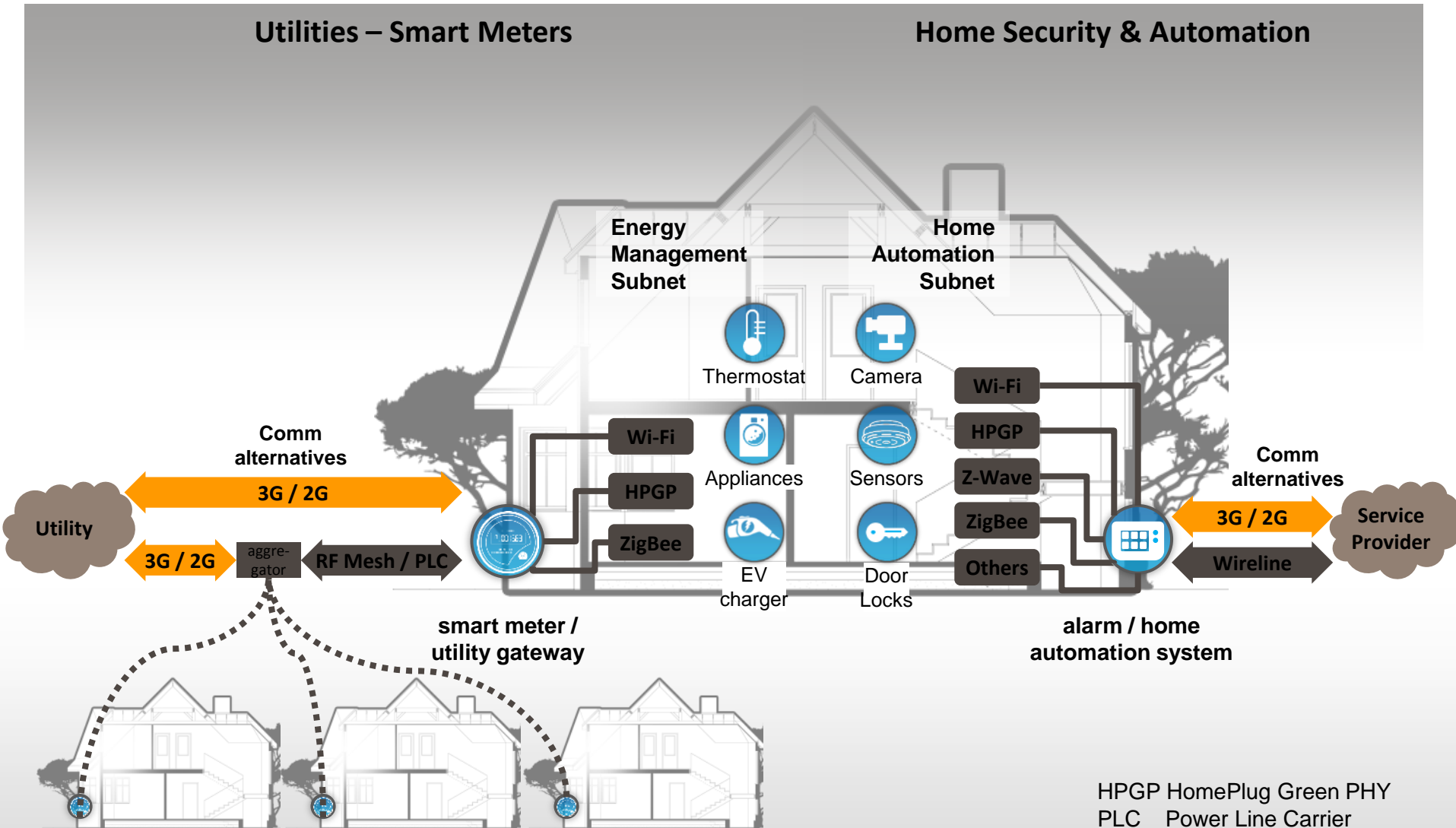
 QUALCOMM®



# Backup Content

# Smart Energy in the Intelligent Home

Application Processing and Always Connected – From the Grid to the Home



# Why 3G for Smart Grid?

*Smart Grid can benefit from the economies of scale, low cost of deployment, technology evolution path, reliability, ease of use, security*



Ubiquitous coverage

- HSPA in 135 countries. On course to reach 1B connections in 2012<sup>(1)</sup>



High reliability

- Redundant network design with >99% availability<sup>(2)</sup>



Robust security

- Built-in security features; used in government & finance sectors



Low cost of ownership

- Large established ecosystem provides economy-of-scale



High performance

- High throughput with average latency of milliseconds<sup>(4)</sup>



High scalability

- Millions and even billions of connections worldwide<sup>(3)</sup>



Standard-based

- Seamless interoperability; backed by global standards

(1) Connected Life – GSMA Position Paper; GSMA; October 2011

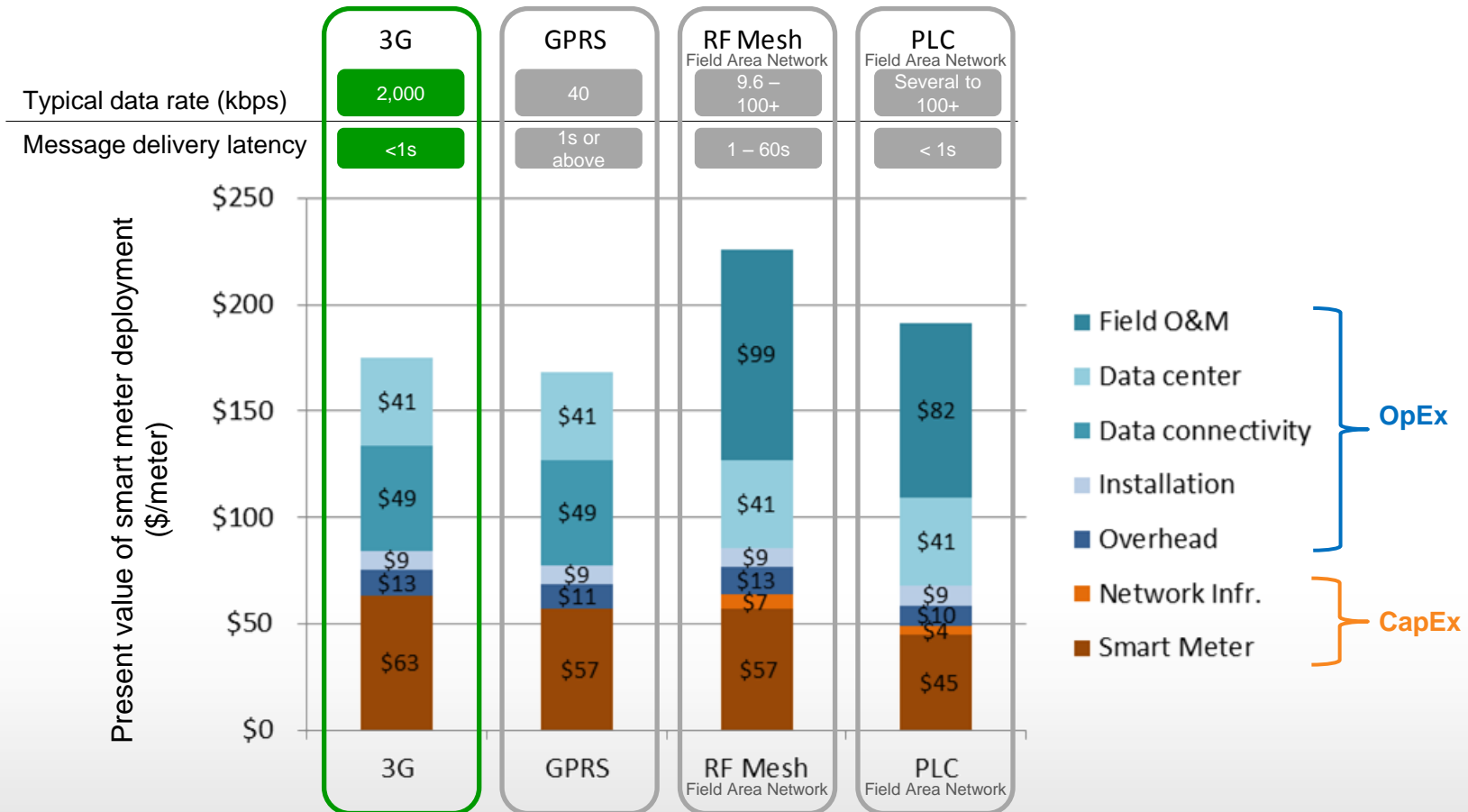
(2) NIST, "Consolidated NIST Wireless Characteristics Matrix V5", 10/25/2010

(3) Wireless Intelligence estimate

(4) C; "Mobile Broadband Comparison"; March 2008

# Total Cost of Ownership

- ▶ Business case of 3G-enabled smart grid systems is very competitive while delivering superior performance



<sup>1</sup> Source: Qualcomm economic model, approximate values for a typical smart meter deployment in the United States with a lifetime of 25 years.