WIRELESS REACH™

Empowering Mobile Education

GSMA mEducation Brussels Seminar,
May 8th, 2012

Wireless Reach™ from Qualcomm

QUALCOMM®

The world leader in next-generation mobile technologies

Wireless Reach™ from Qualcomm

Celebrating 25 years of driving the evolution of wireless communications

Making wireless more personal, affordable & accessible to people everywhere

World's largest fabless semiconductor company, #1 in wireless

S&P 100 / S&P 500 / Fortune 500

GREAT PLACE TO WORK® INSTITUTE INDIA: TOP 25 BEST companies to work for 2010

FAST COMPANY 2010 MOST INNOVATIVE COMPANIES

FORTUNE WORLD'S MOST ADMIRED COMPANIES® 2011 #1 - NETWORK AND OTHER COMMUNICATIONS EQUIPMENT

Forbes 2010 WORLD'S LEADING COMPANIES GLOBAL 2000

COMPUTERWORLD 100 BEST PLACES TO WORK IN IT 2010

FORTUNE 500 2010

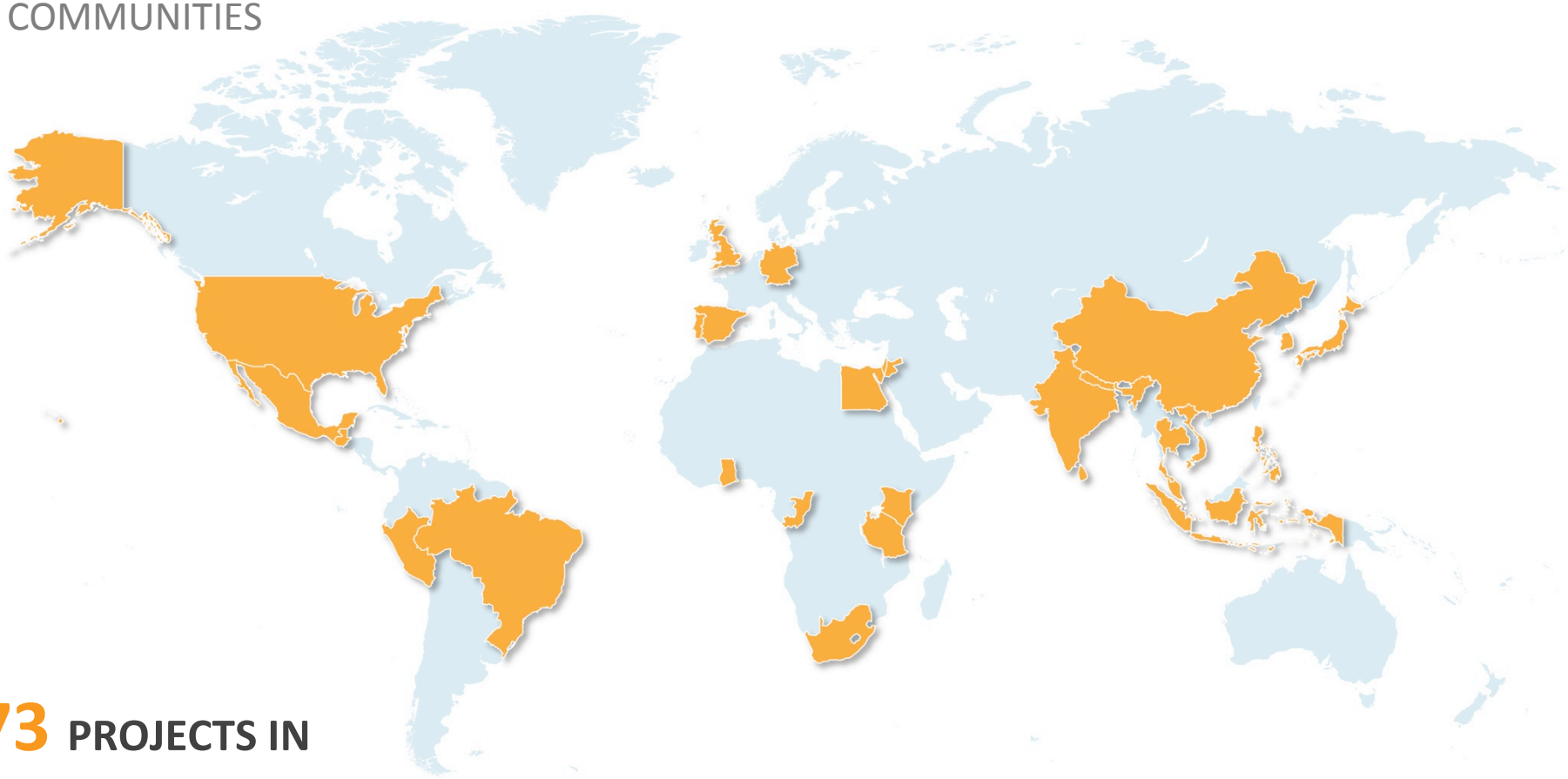
Institutional Investor 2011 All-America Executive Team

FORTUNE 100 BEST COMPANIES TO WORK FOR® 2011

Closing the Digital Divide

Wireless Reach™ from Qualcomm

OUR WIRELESS REACH INITIATIVE REACHES OUT TO UNDERSERVED PEOPLE & COMMUNITIES



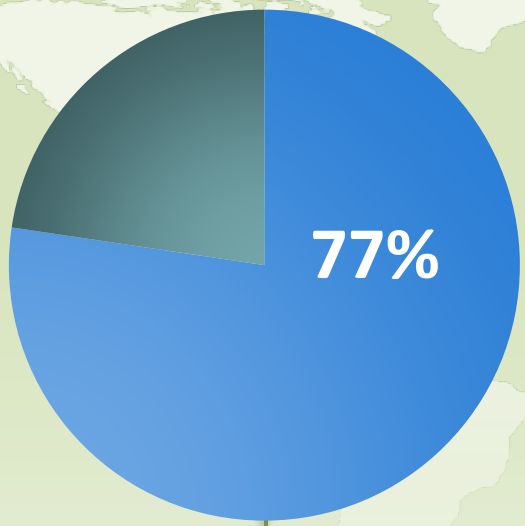
73 PROJECTS IN

31 COUNTRIES

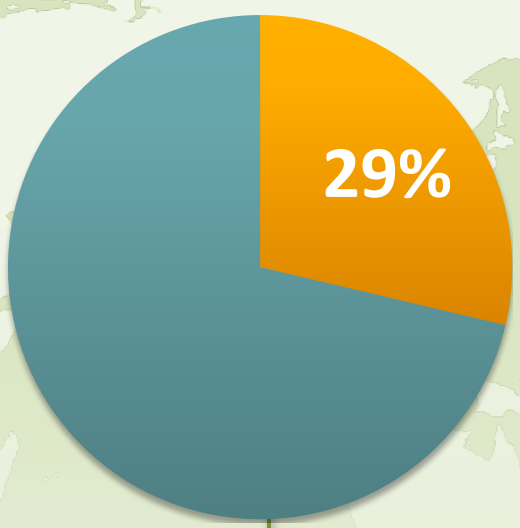
Current State of the World: A Digital Divide Exists

Wireless Reach™ from Qualcomm

For Every 100 People Worldwide, 77 Have a Mobile Phone



Global Mobile Penetration



Global Internet Penetration

Source:
[1] **Informa WCIS+. Annual total penetration by region. As of 3/14/2011**

Source:
[2] Internet World Stats at www.internetworldstats.com/stats.htm. As of 3/14/2011.

WHY WIRELESS CONNECTIVITY MATTERS

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+0.81%
GDP PER CAPITA

MOBILE VOICE

+1.38%
GDP PER CAPITA

INTERNET/BROADBAND

IMPACT OF A 10% INCREASE IN PENETRATION FOR DEVELOPING COUNTRIES

Source: World Bank Information and Communications for Development 2009: Extending Reach and Increasing Impact

Top Trends in Education Technology

Initial Indicators

Technology Trends

- Mobile
- Digital content
- Cloud computing
- Personal Web
- Geolocation
- Low-end devices
- Social Networking
- Game-based learning
- Gesture-based computing
- Learning Analytics

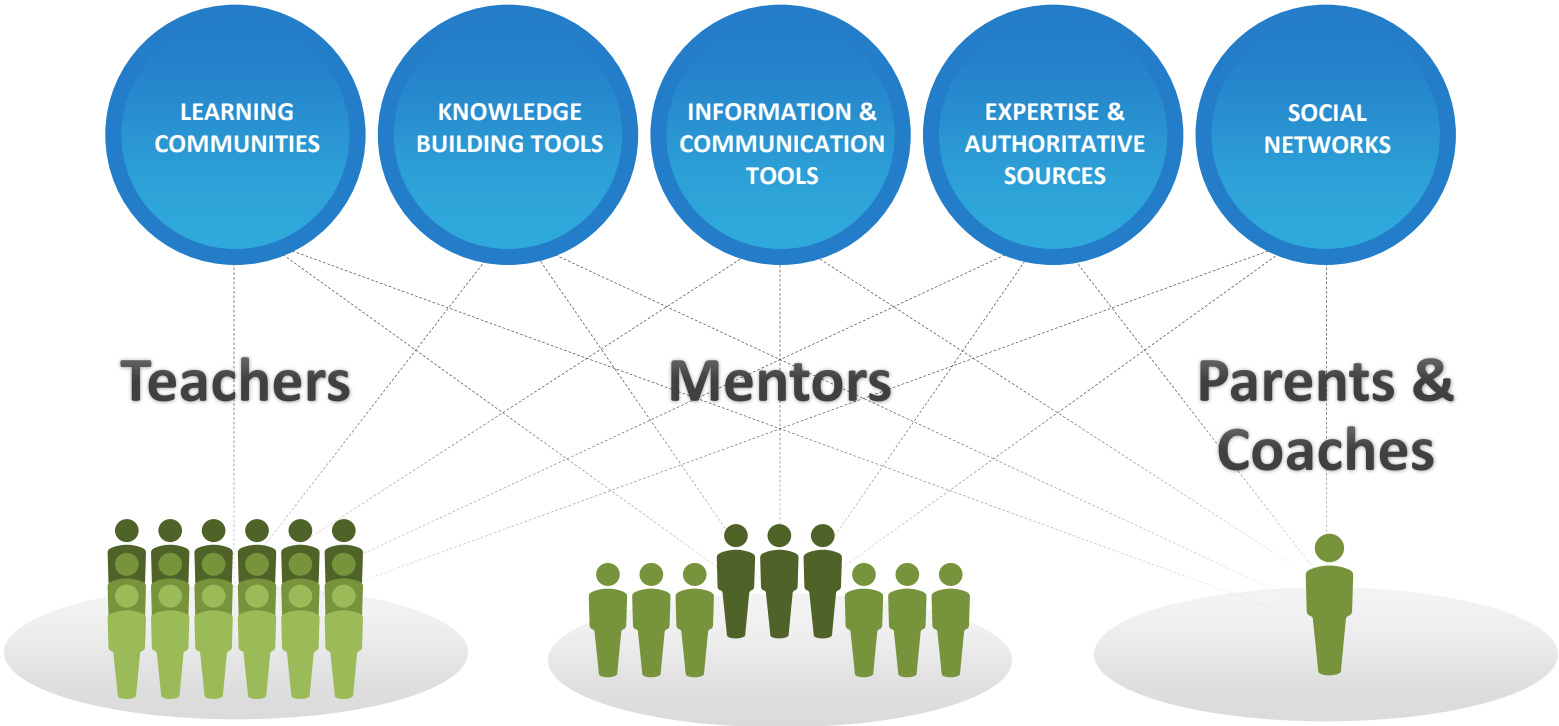
Broad Education Trends

- Education driving development
- Distance and online learning
- Shortage in qualified teachers
- UN Millennium goals focus on primary schooling competence
- Consumerization of IT

Challenges

- Students are different, but a lot of educational material is not
- Growing reliance on formal assessment to measure learning outcomes, but organizations not prepared for managing using data flow
- Growing expectation in HEd to provide digital content to mobile devices

Connected Teaching



Technology Implemented for the 21st Century Classroom

Qualcomm's innovated technologies enabling leading technology solutions for the new classroom

WWAN
Teachers can access data w/o burdening school infrastructure

Wireless Display

Alljoyn P2P
- Device-to-device data transfer between student-teacher
- Attendance
- Collaboration

EPOS Wireless Pen
Input can be captured digitally for assessment, feedback, personalization

Augmented Reality
Enhancing student learning and outcomes – students can see and engage with material in a "new dimension"

Trustzone - Secure

Singapore: WE Learn Project

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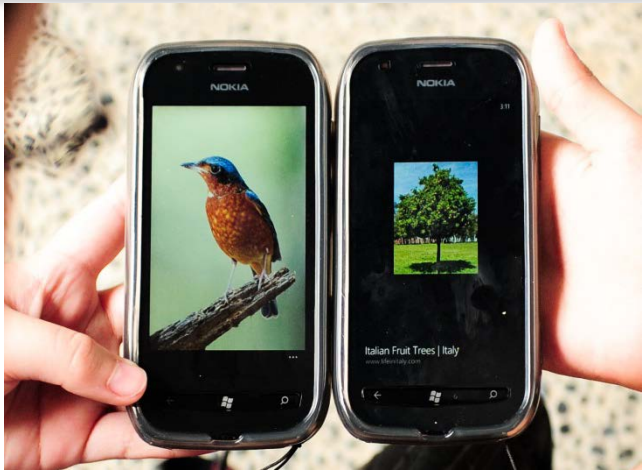
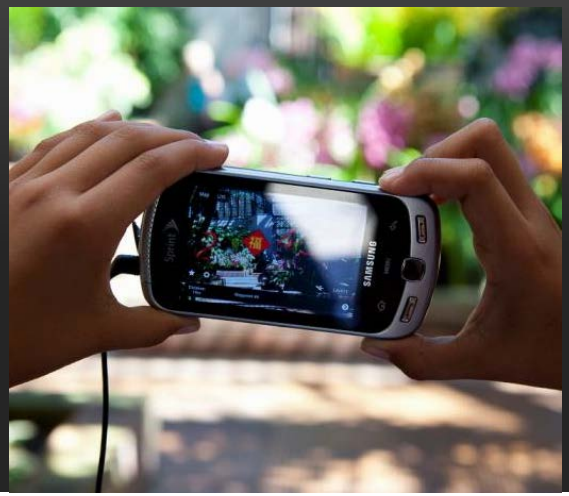
EDUCATION

Partner	Execute	Innovate
		
Microsoft, Nan Chiau Primary School, National Institute of Education, Nokia, SingTel and University of Michigan	Provide 3G-enabled smartphones powered by Snapdragon™, mobile broadband connectivity and educational applications to students and teachers	Allows for self-directed and collaborative learning while aiming to better prepare students to thrive in a fast-changing and highly-connected world.

Augmented Reality

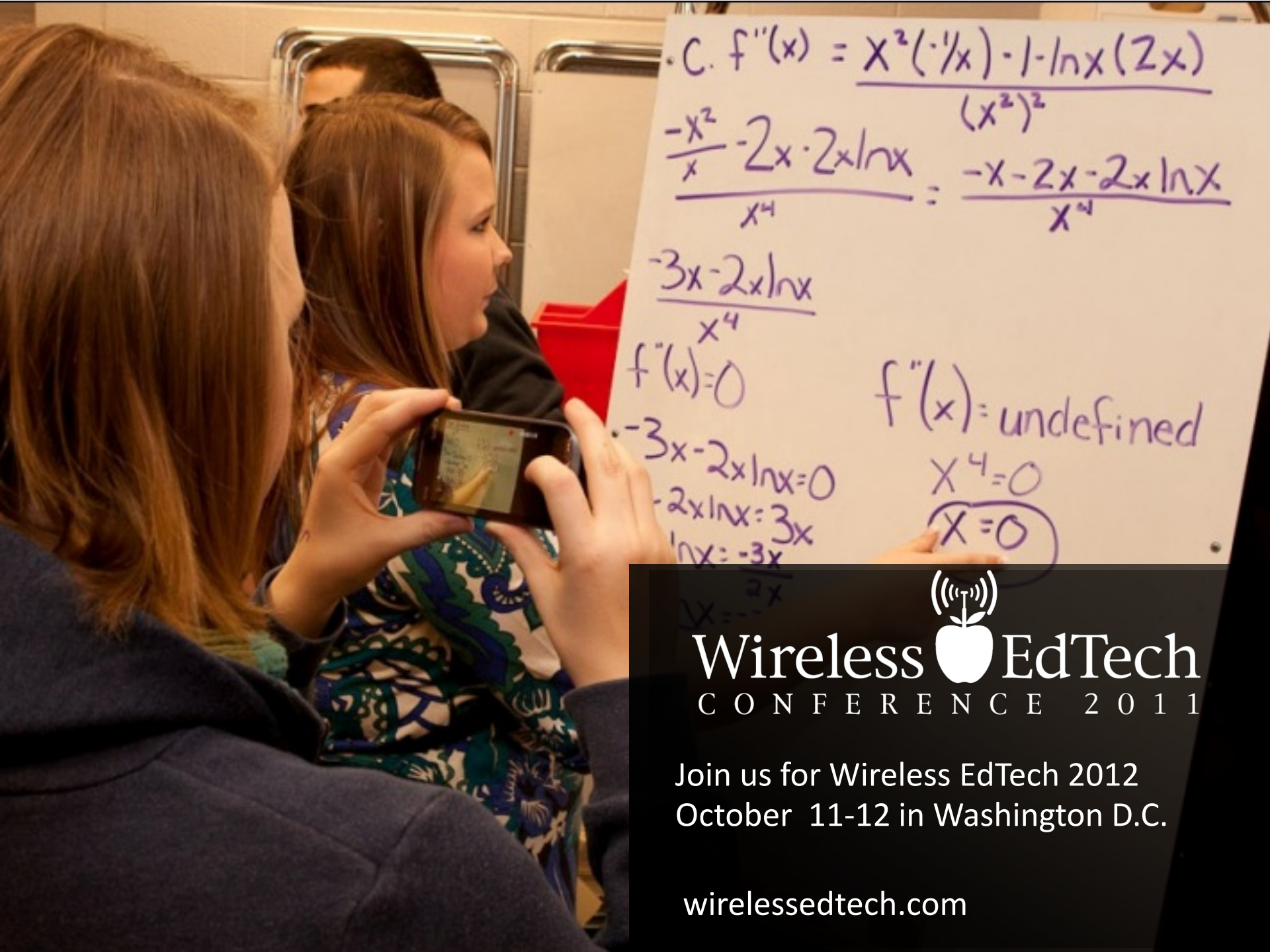
Wireless Reach

"SCHOOL IN THE PARK" PROGRAM



AR as Instructional Tool

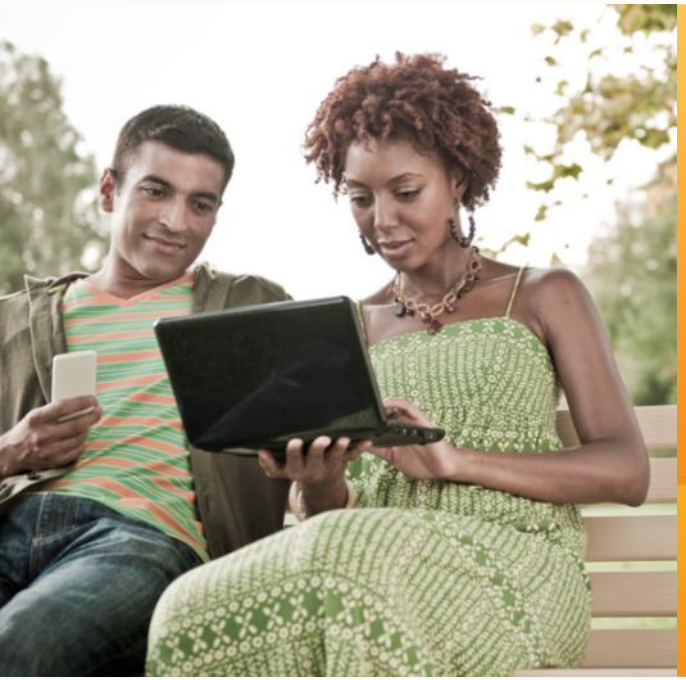
Source: San Diego's "School in the Park" program and Qualcomm



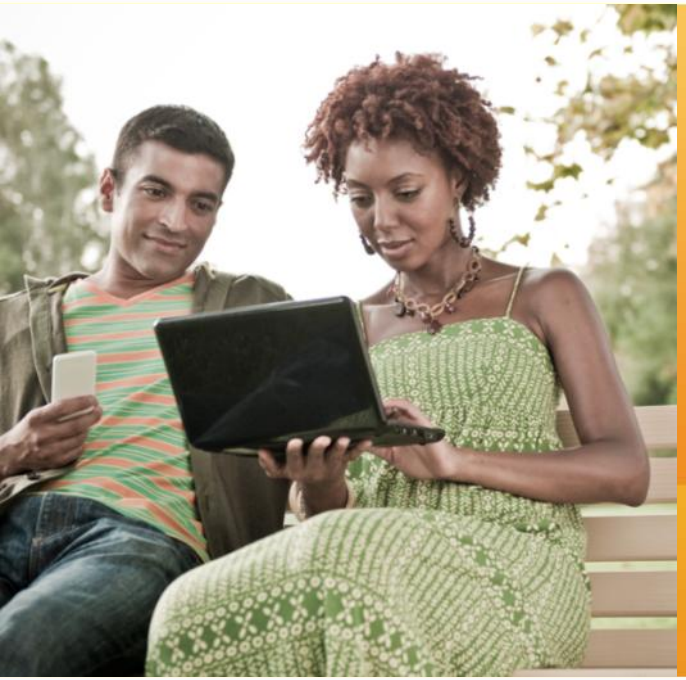
Wireless EdTech
CONFERENCE 2011

Join us for Wireless EdTech 2012
October 11-12 in Washington D.C.

wirelessedtech.com



Thank you



Back up slides

Jordan: Personalized Learning via 3G, Anytime, Anywhere Access to Educational Resources

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Jordan Educational Initiative, Ministry of Education and Ministry of ICT	3G-enabled netbooks allow students and teachers to conduct online research, complete multi-media presentations and collaborate anytime, anywhere	Extends learning beyond the walls of a classroom and encourages individualized learning and increased independence

China: PKUnity, Bringing Internet Connectivity to Schools in Rural China

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China Unicom, Ministry of Science and Technology, PKUnity

Execute

CDMA2000 1X data cards

Innovate

Bridges the digital divide by bringing Internet connectivity to 39 schools in rural areas of China

United States: *Project K-Nect*, Wireless Social Networking and Teaching Enhances Student Math Development

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NC Department of Public Instruction, Digital Millennial Consulting	Mobile phone education program raises proficiency 30 percent	Improves students' math skills

United States: Teachers Learning in Networked Communities® 2.0

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		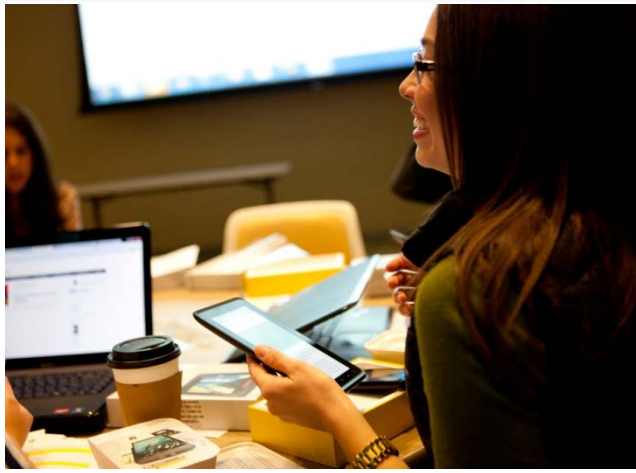
National Commission on Teaching and America's Future, Kajeet for Education, HTC	3G smartphones and tablets	Student teachers use mobile devices to communicate, collaborate, and access limitless resources and "just in time" assistance as they enter the classroom for the first time