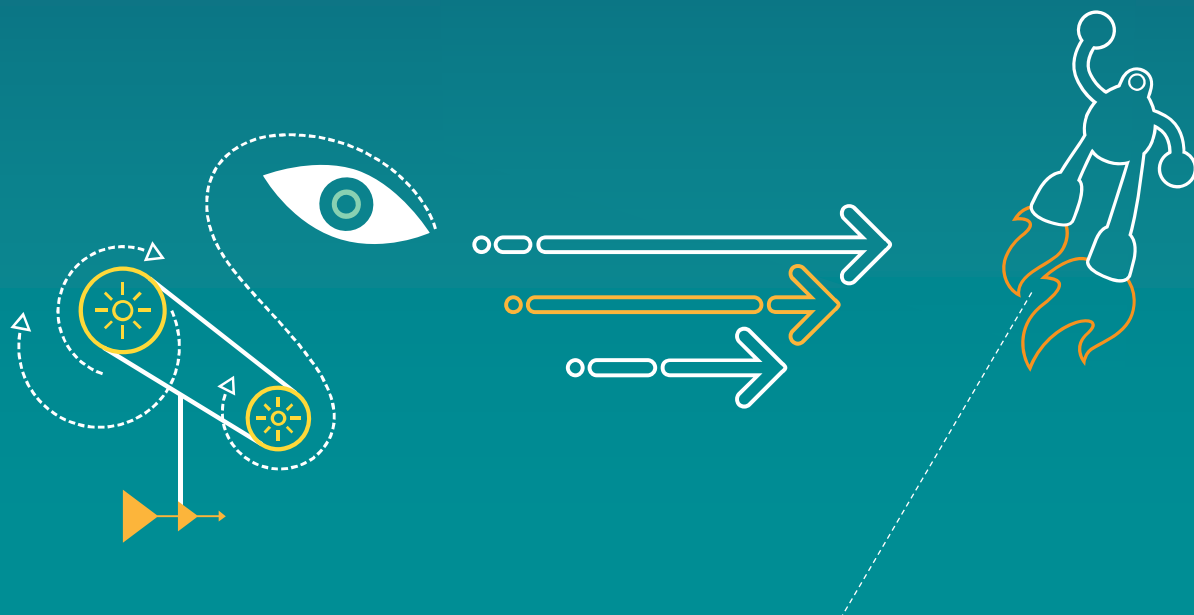




Kristin Atkins, Senior Director
Government Affairs, Qualcomm

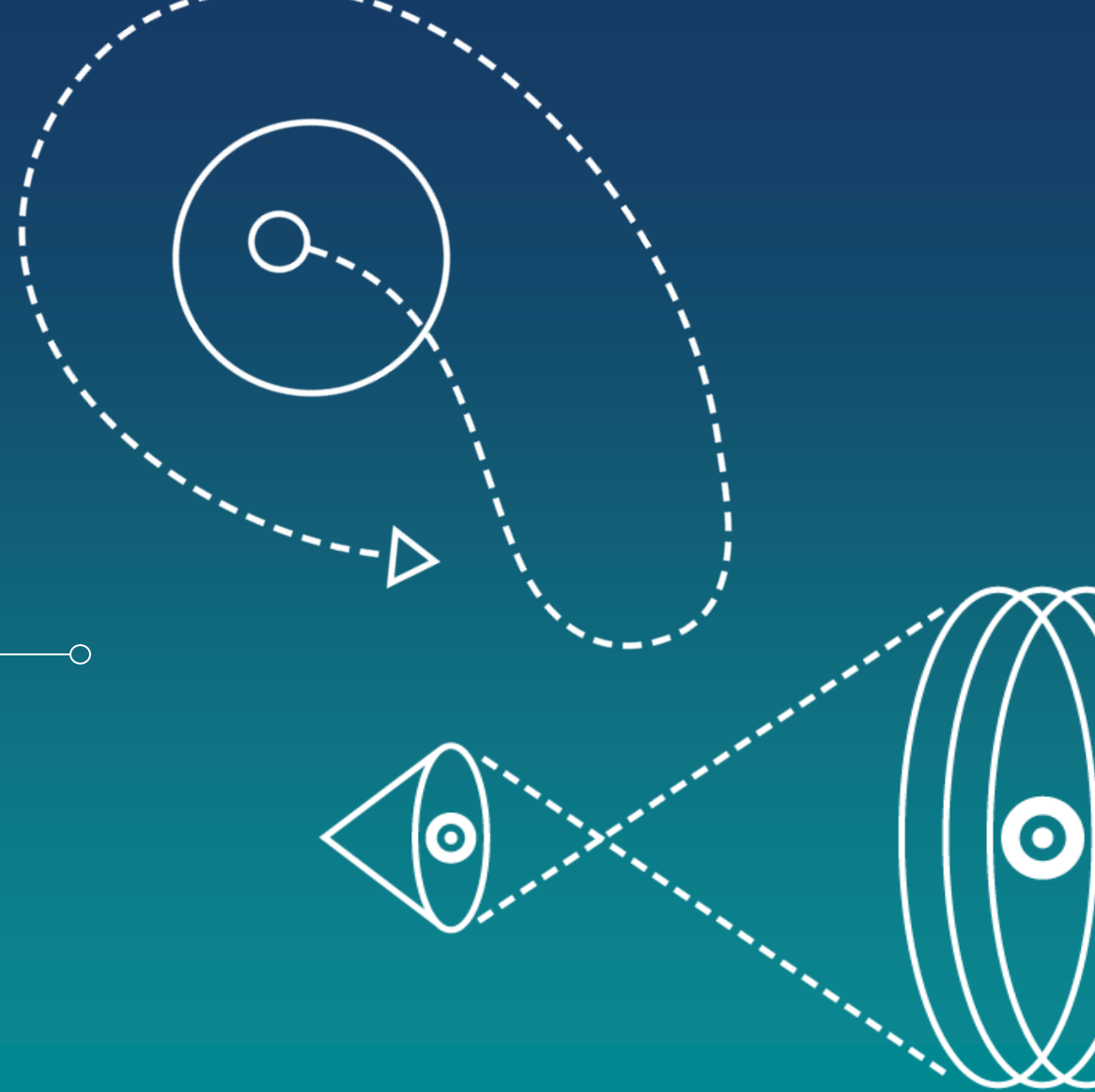
Transforming Education Through Mobile Technology





We are mobile natives.

- Celebrating more than 25 years of driving the evolution of wireless communications
- Making wireless more personal, affordable and accessible to people everywhere
- World's largest fabless semiconductor company, #1 in wireless
- S&P 100/ S&P 500/ Fortune 500



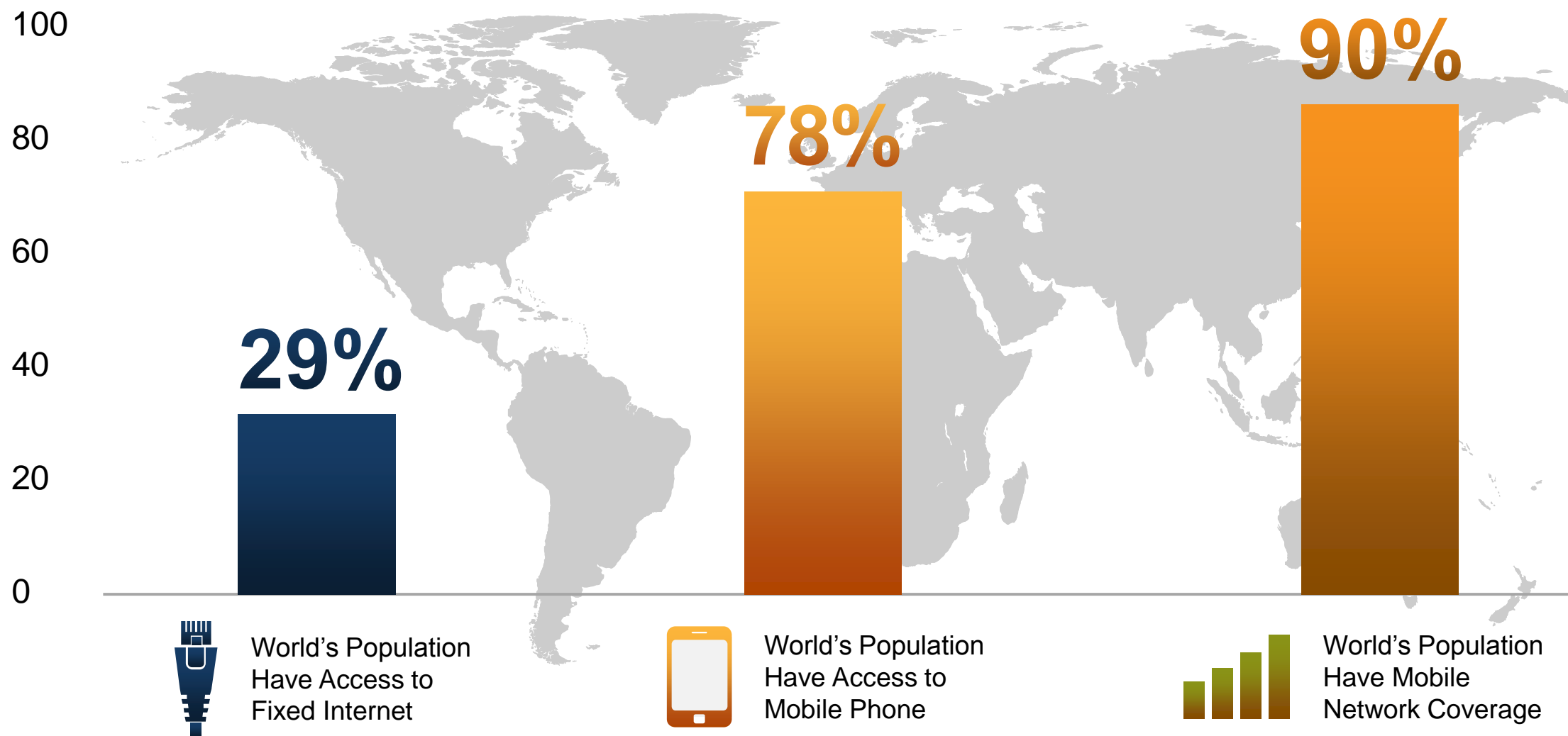
The Biggest Technology Platform in the History of Mankind

6.3B

**MOBILE CONNECTIONS
IN 2012**



Mobile Provides Unprecedented Reach for Education



For Many, the First
and **ONLY** Computing
Experience Will Be Mobile





84 33
Projects Countries



Singapore WE Learn

Education

WE Learn



Partner

Microsoft, Nan Chiau Primary School, National Institute of Education, Nokia, SingTel and University of Michigan



Execute

Provide 3G-enabled smartphones powered by Snapdragon™, mobile broadband connectivity and educational applications to students and teachers



Innovate

Allows for self-directed and collaborative learning while aiming to better prepare students to thrive in a fast-changing and highly-connected world.

China Let's Get Ready!

Education

Let's Get Ready!



Partner

Sesame Workshop, China Youth Development Foundation, and China Telecom



Execute

3G handsets, 3G enabled mobile application and mobile website, EV-DO connectivity



Innovate

Children and parents learn about emergency preparedness through the mobile application by accessing compelling and interactive content via their 3G phones

2013 Wireless EdTech

October 7-9, 2013 - Chicago

2012 Wireless EdTech Highlights

Oct 10-12 – Capital Hilton, Washington DC

40+ Speakers

300+ Attendees

Co-hosts:

Chris Dede, the Timothy E. Wirth Professor in Learning Technologies at Harvard's Graduate School of Education; and

Julie Evans, CEO of Project Tomorrow

Keynotes:

Laura Smith, Amplify

Peggy Johnson, Qualcomm

Hill luncheon event

Two Pre-event Press Releases





Thank you

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