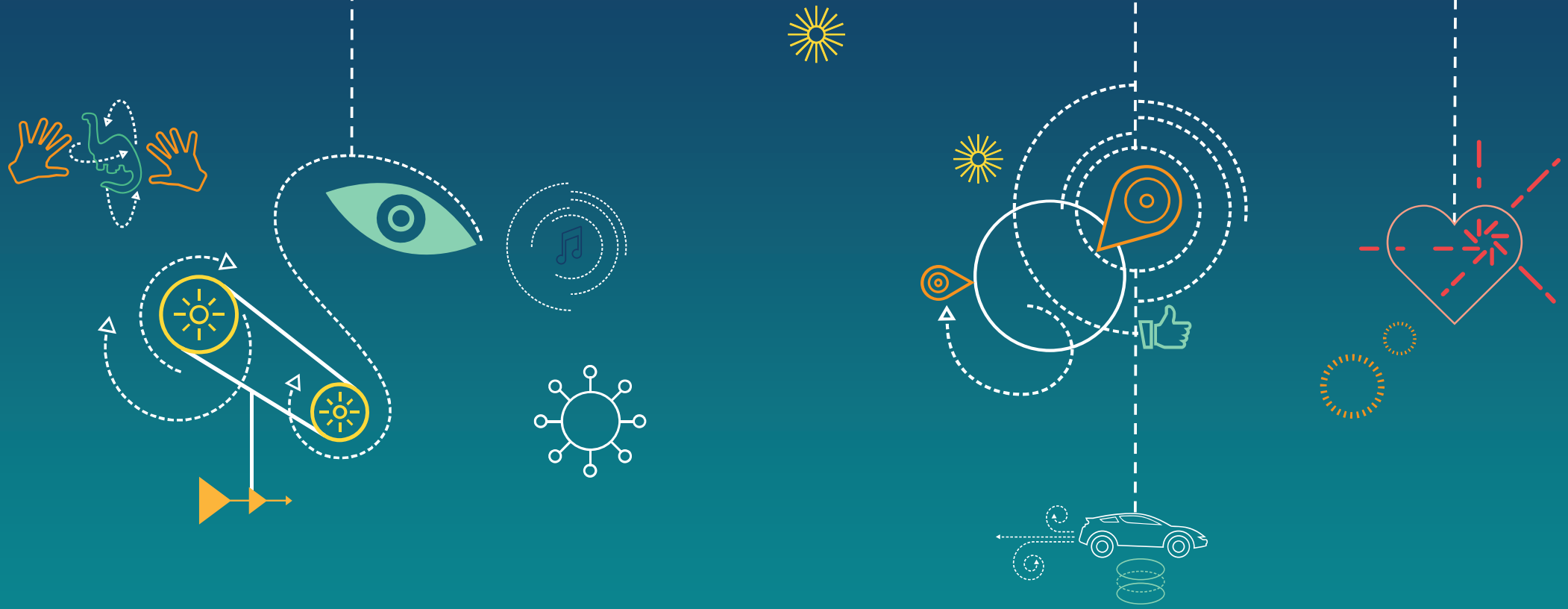
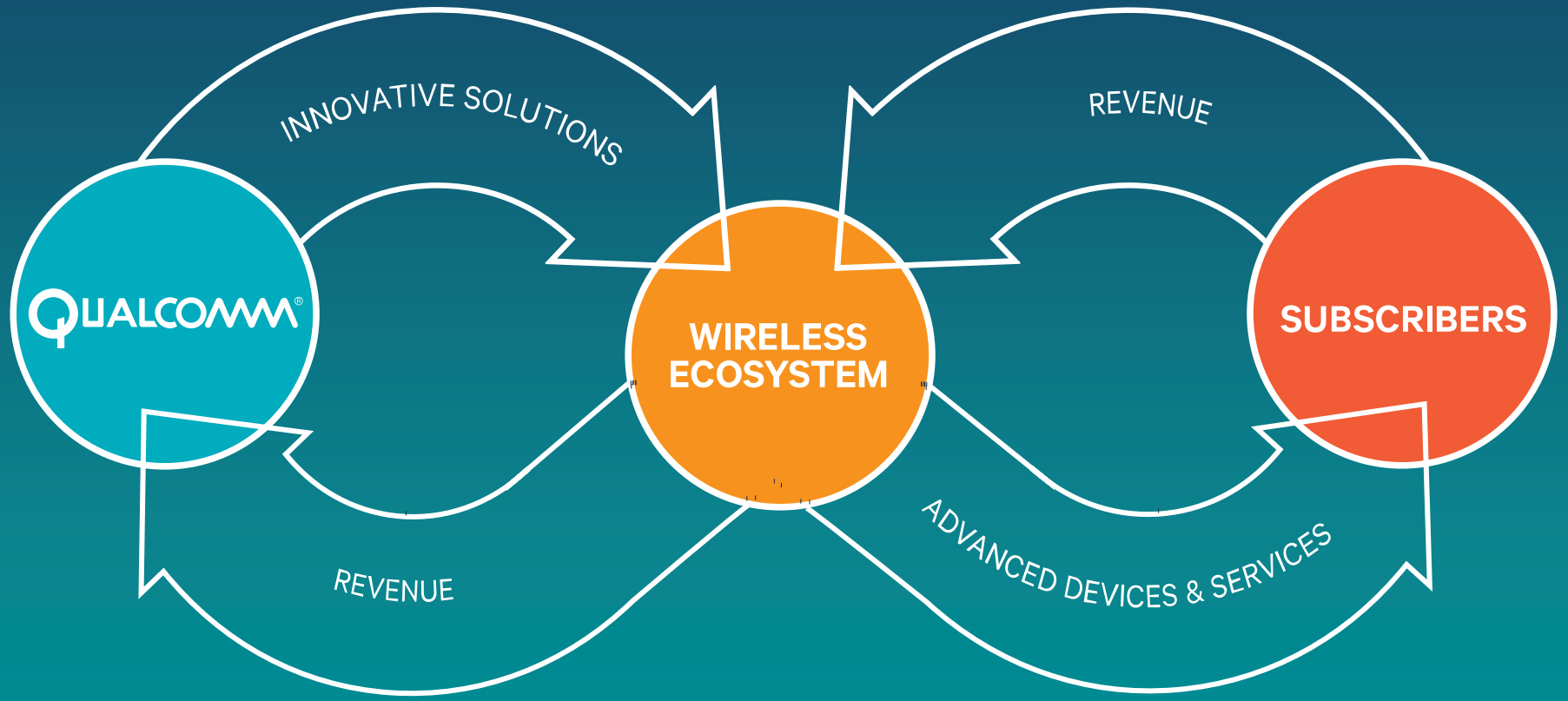


QUALCOMM®

Hector Marin
Sr. Director, Product Marketing
Qualcomm Technologies Inc.

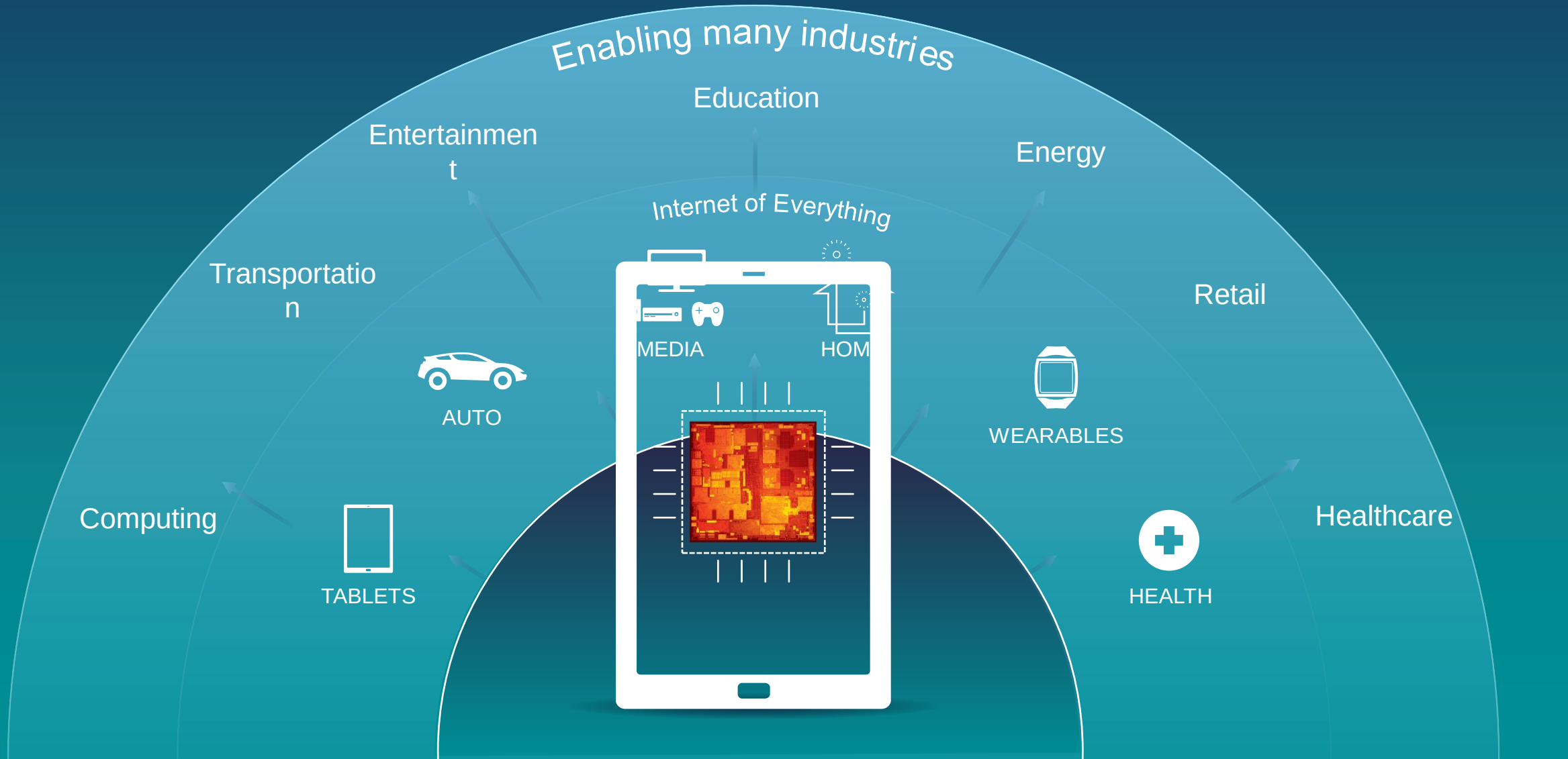
# Innovation Powered by the Mobile Platform

# A model for mobile innovation



# Delivering innovations across all technology vectors

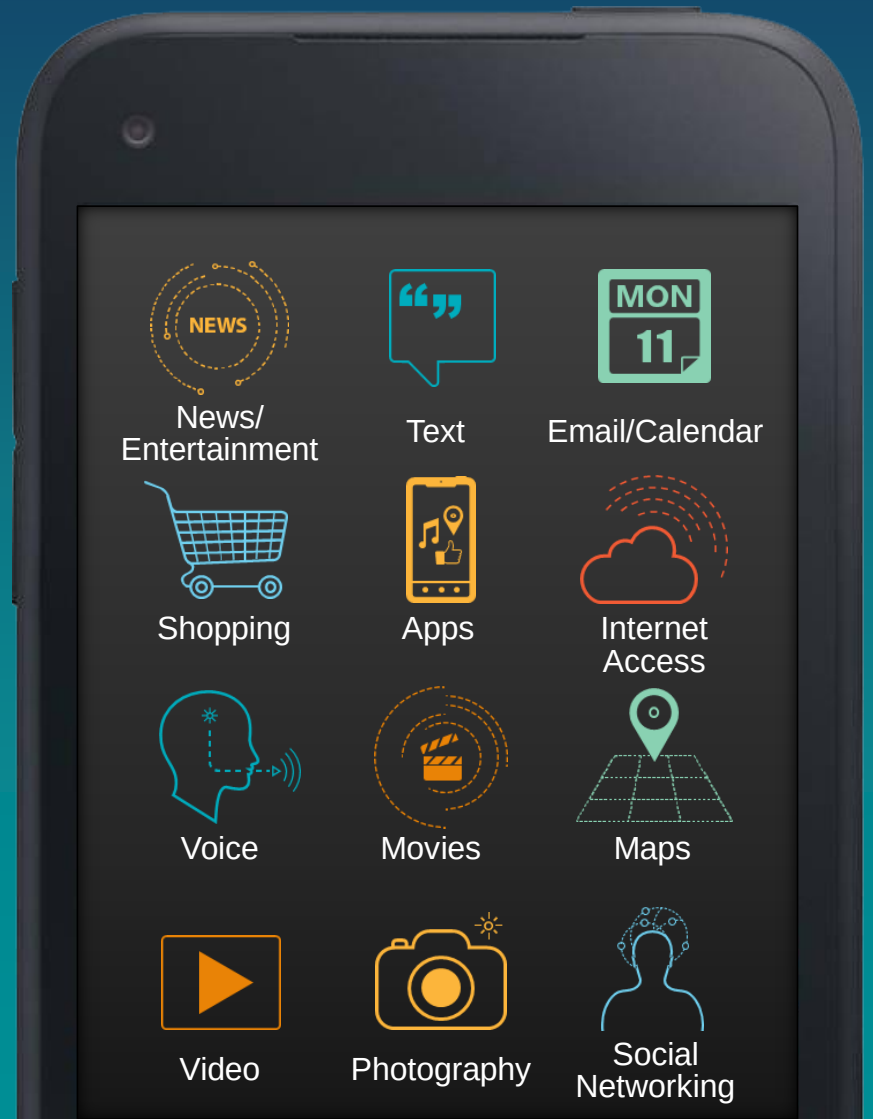
# Expanding the mobile ecosystem beyond smartphones



# Smartphone: Our most personal + powerful device

**~106**
Avg. number of daily app launches by US Android users

**~75%**
18-24 year olds reach for it immediately after waking up



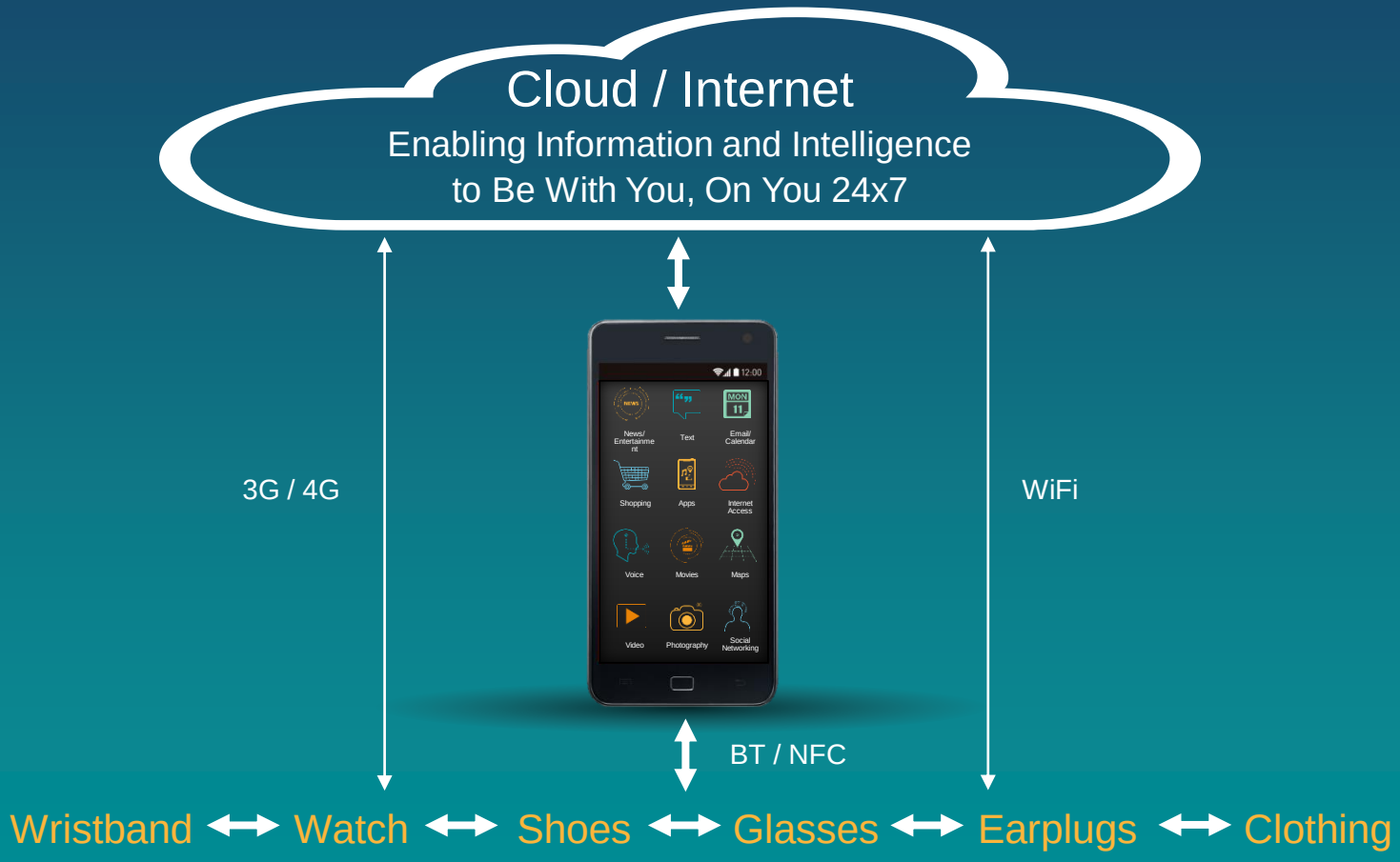

**~94%**
Use their device to look for local information

**~79%**
Watch video on their device

Sources: comScore custom research avg. over Q3'13, IDC Mar '13, Google May '13

# Our wearable vision

## Smartphone = Your Personal Companion (and Hub)




Multiple Wearable Devices Per Person.
All Connected. Communicating with Each Other

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THE
25 BILLION
OF
EVERYTHING

connected devices by 2020

Source: Machina Research, ‘13

Retail

Energy

Computing

Entertainment

Education

Marketing

# ECOSYSTEMS EVOLVING TO MOBILE

Consumer Electronics

Healthcare

Automotive

# Ubiquitous connectivity promises to make all devices “smart”

## But ONLY if they speak the same language

- Devices that can’t connect across brands, categories, and operating systems will be left out

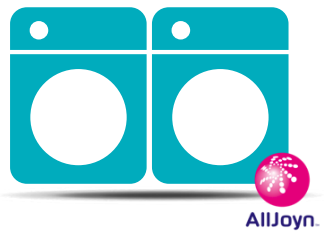
# AllJoyn framework lets smart things work together

## Connect, manage and interoperate across brands, categories, bearers and OS

hello world!

Computing devices

hello!




Consumer goods and appliances

hello!

Home

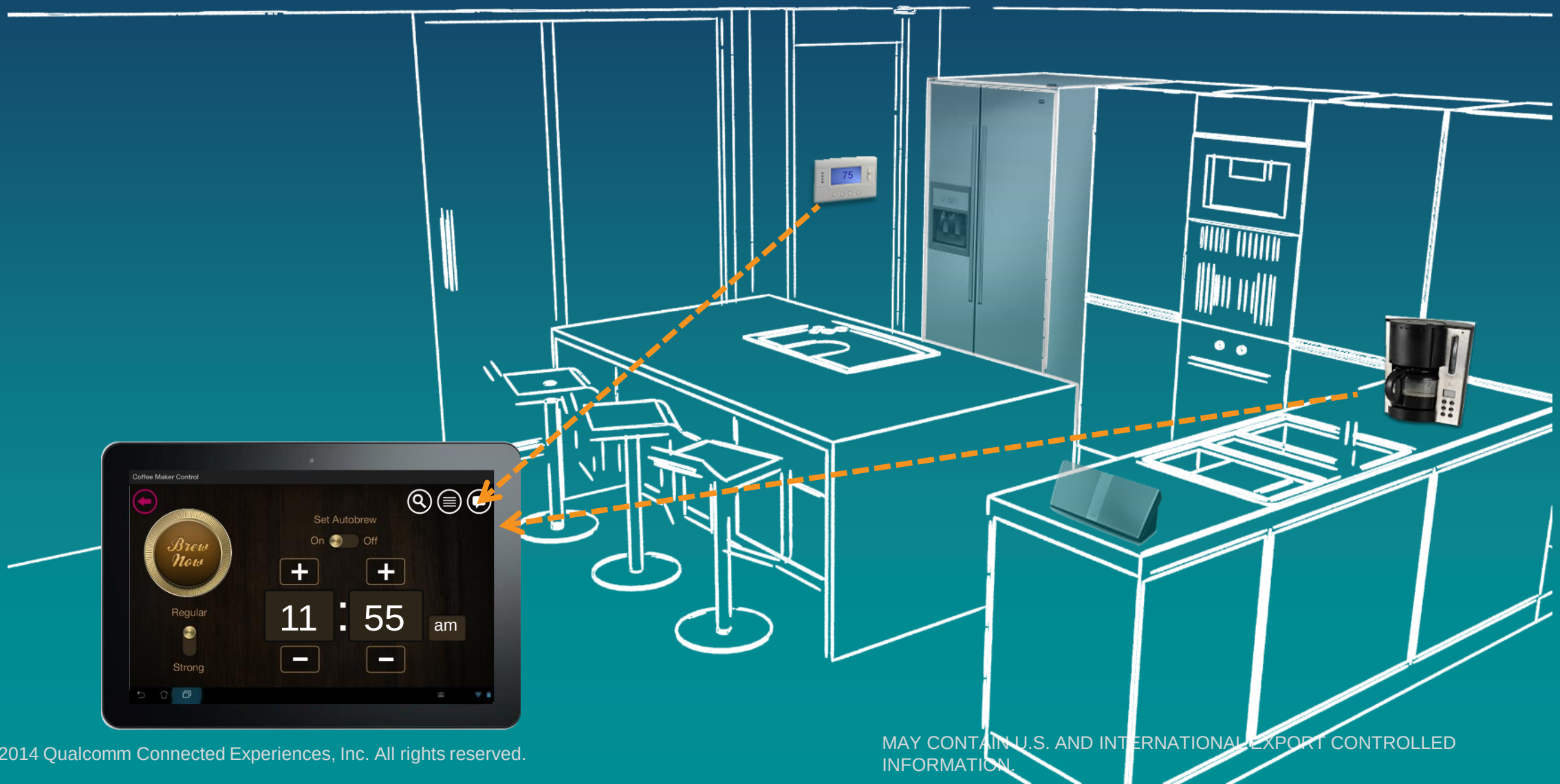
hello!

Auto

hello!

Industrial

# Use case: let devices share capabilities and controls

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# Use case: send event notifications across the home

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# Thank you

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