Elevating Education—
Mobile Will Transform Learning

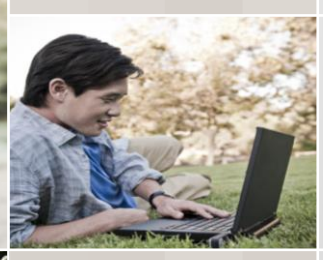
April 24th, 2013

Edith Saldivar

Wireless Reach, Qualcomm

Qualcomm Is a World Leader in Next-generation Mobile Technologies

- Celebrating more than 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
- 24,000 Employees
- S&P 100 / S&P 500 / Fortune 500



The Biggest Technology Platform in the History of Mankind

6.3B

MOBILE CONNECTIONS
IN 2012

Source: Wireless Intelligence, Jul. ’12

Mobile is Transforming People’s Lives

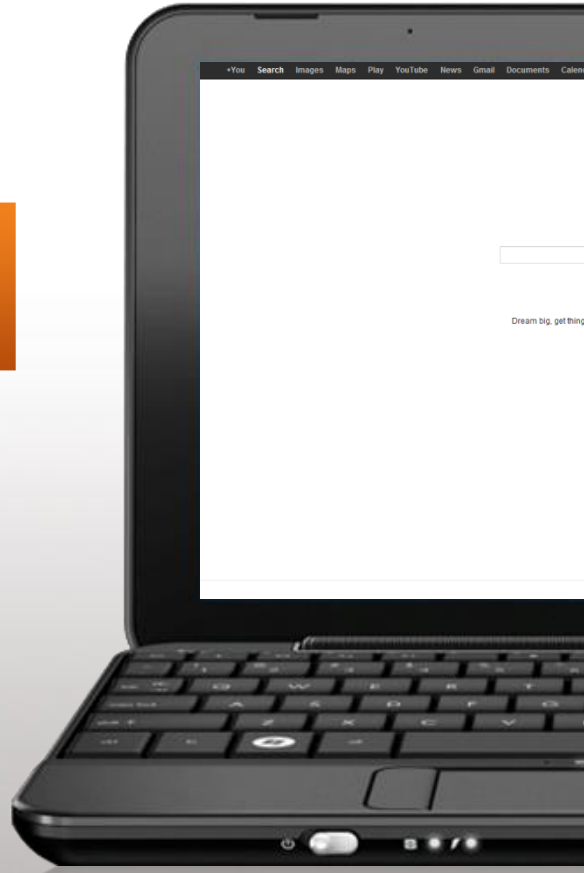
Mobile is Exceeding PCs

Mobile has Surpassed Fixed Broadband and the Gap Continues to Widen

472M > 353M

SMARTPHONE SHIPMENTS IN 2011

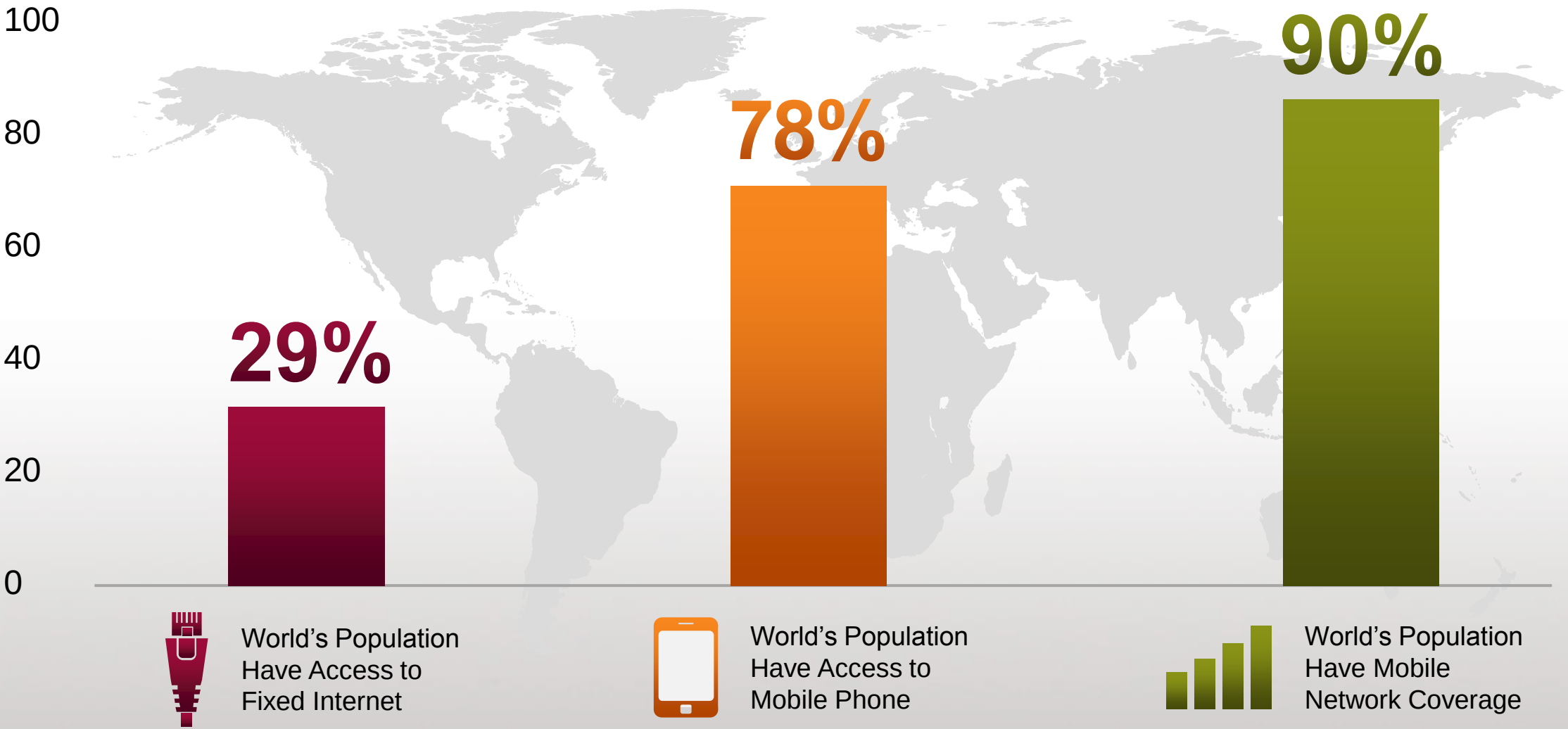
PC SHIPMENTS IN 2011



Source: Wireless Intelligence, Jul. ’12, ABI Feb. ’12, WBIS, Jul. ’12

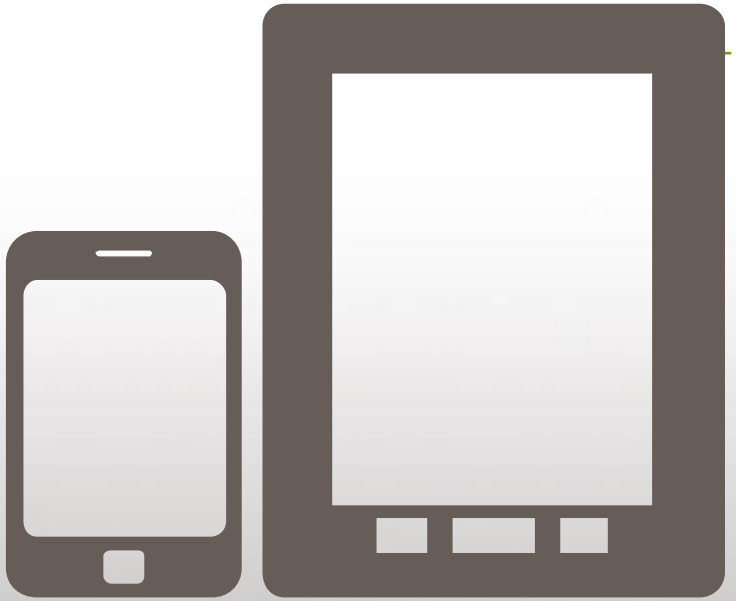
For Many, the First and **ONLY** Computing Experience Will Be Mobile

Mobile Provides Unprecedented Reach for Education



Source: Wireless Intelligence, April 2012

Estimated Global Mobile Education Growth



$3.4B

2020

20X

Increase

To Prepare for the Future, We Must Innovate Now

65% OF GRADE SCHOOL KIDS WILL END UP IN JOBS THAT HAVEN'T YET BEEN CREATED!

Source: US Dept. of Labor

Parents Aren’t Holding Us Back

70%

THINK KIDS LEARNING ABOUT TECHNOLOGY OUTWEIGHS THE POTENTIAL FOR DISTRACTIONS FROM STUDIES

Source: TIME Mobility Poll in collaboration with QUALCOMM, Aug. ’12

We are all multi-mobilists!

The mobilist parents – are you ready for them?

- 73% have a smartphone
- 49% have a tablet
- 37% want their child's teacher/school to text them with info

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New Speak Up Question:

What if there were two classes – one allowed use of student owned devices and one did not.

How likely is it that you would want your child in the class that allowed the devices?

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New Speak Up Question:

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66% of parents said it was likely – they want their child in that "mobile using class" (42% said very likely!)

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The BYOD/BYOT trend – what a difference a year makes!

Policy/Position	Admin 2011	Admin 2012
Do not allow	52%	**37%**
Discretion of building principal	16%	**21%**
Discretion of teacher	21%	**32%**
We provide devices	13%	**18%**
Evaluating BYOD/T	19%	**28%**
BYOD/T in place	17%	**30%**

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Benefits in Integrating Wireless Technology into the Classroom

Personalize

Deliver the right content at the time

Coach

Facilitate student learning and collaboration

Assess

Real-time assessment & visibility

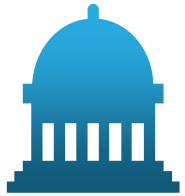
Qualcomm's Wireless Reach™ Initiative

Wireless Reach™
from Qualcomm

84 Projects **33** Countries

Infrastructure **Safety/Security** **Digital Content** **Professional Development**

Developing the Mobile Education Ecosystem

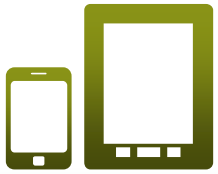


Government

Operators

Educators

Publishers



Manufacturers

Thank you

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