

WIRELESS REACH™

Empowering Communities Worldwide



Qualcomm Incorporated

- Qualcomm develops wireless communications products based on Code Division Multiple Access (CDMA) and other advanced technologies. CDMA is the common platform on which all 3G technologies (the latest generation of mobile services) are built.
- More than 11,000 employees in 51 offices worldwide.
- Developed the Wireless Reach initiative to demonstrate how wireless technologies can improve people's lives.



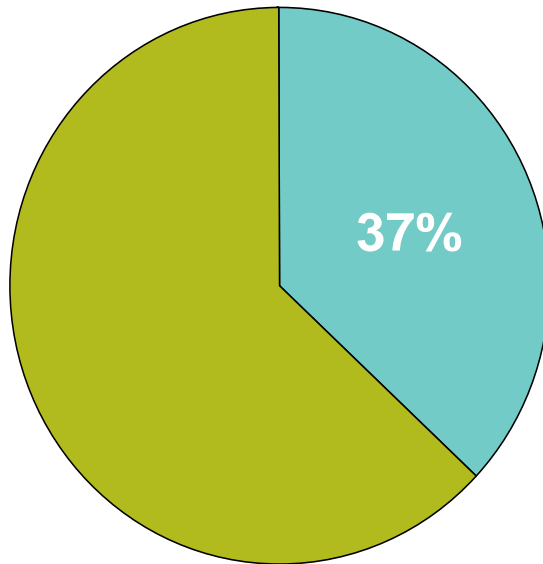
WIRELESS REACH: A QUALCOMM INITIATIVE

Qualcomm's Wireless Reach initiative supports programs and solutions that bring the benefits of connectivity to developing communities globally.

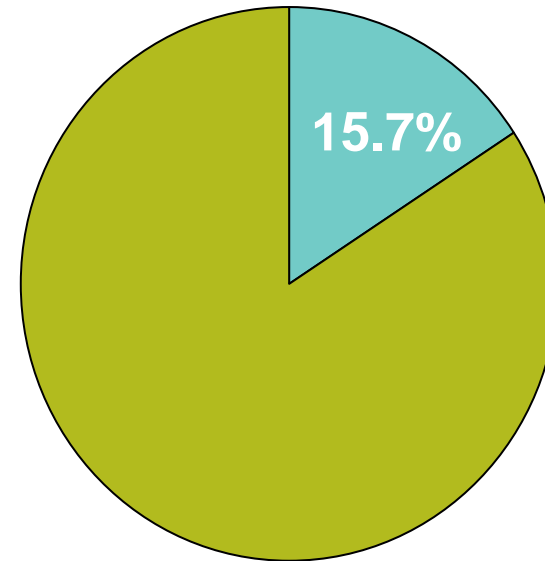
By working with partners, Wireless Reach projects create new ways for people to communicate, learn, access healthcare and reach global markets.



Current State of the World: A Digital Divide Exists

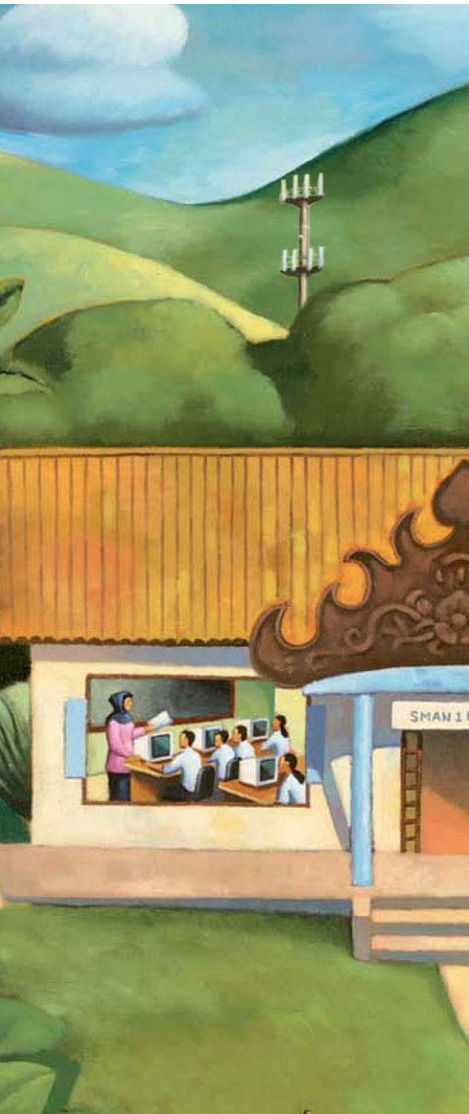
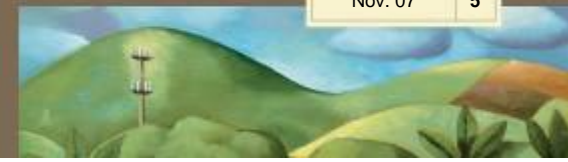


■ Global Mobile Penetration
■ No Mobile Penetration



■ Global Internet Penetration
■ No Internet Penetration

**For every 100 people worldwide, less than 40 have a mobile phone.
Even fewer have Internet access.**



Why Wireless Connectivity Matters

“A 1 point increase in mobile penetration is correlated with an increase in GDP per capita of USD \$322.”

“A 1 point increase in Internet penetration is correlated with an increase in GDP per capita of USD \$551.”

Source: TMG Telecom and ITU World Telecommunications Database Statistics; 2004



A Global Wireless Initiative



USA
Mexico
Guatemala
Peru

Portugal

Rwanda
Dem. Rep.
of the Congo
South Africa

Kenya
Sri Lanka
India

China
Vietnam
Thailand
Indonesia



Guatemala: Schools of the Future

- **Issue:** In 1996, one of Latin America's longest civil wars ended in Guatemala
 - Education in rural areas suffered tremendously
- **Opportunity:** Today, systemic educational reform is still happening, opening the door for innovative ideas and advanced wireless technologies
- **Solution:** The Guatemalan Ministry of Education implemented the "Schools of the Future" project focusing on introducing advanced wireless technology into schools

EDUCATION



Guatemala: Schools of the Future

- **Goal:** To strengthen the economic and social development of underserved communities in Guatemala through the introduction of computer and wireless technologies in schools
 - The Guatemalan Ministry of Education serves 90,000 teachers and 3.5 million students
- **Results to date:**
 - 475 schools with more than 150,000 students have been enrolled
 - 3,000 refurbished computers installed
 - 22,500 teachers trained
 - 3,600 parents trained

EDUCATION



Schools Gain High-Speed Internet Access

Partner: Ministry of Education, Telgua/Claro of America Movil, Fundacion Sergio Paiz, USAID and Wireless Reach

Execute: Infrastructure, computers, wireless access, training

Innovate: Students learning ICT skills



EDUCATION



Guatemala: Schools of the Future

Accelerating Education Reform with High-Speed Internet Connectivity

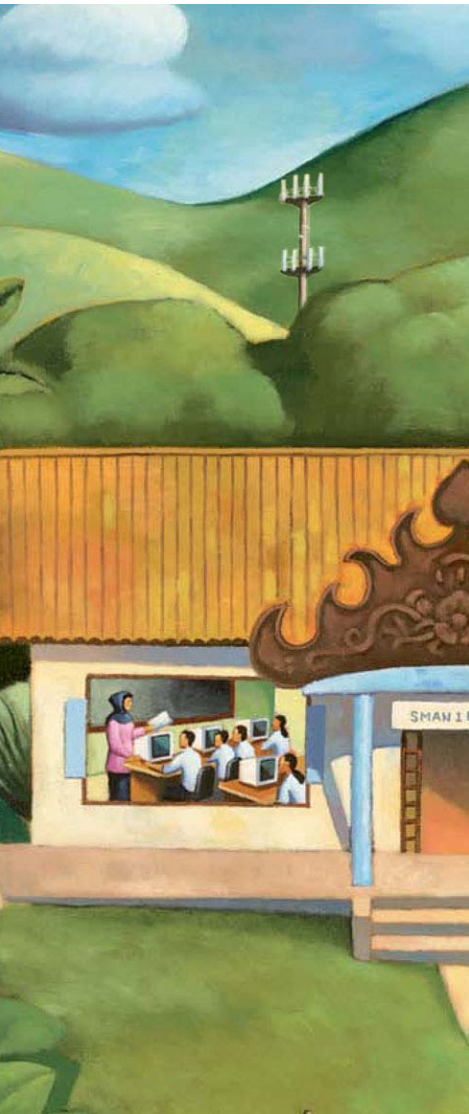
■ Requirements for pilot – 20 schools chosen

- Parent/teacher association
- Community involvement
- Teacher training

■ Results

- Infrastructure improvements and connectivity complete in 20 schools by Spring 2008
- Sustainability in place
 - Community involvement
 - Charge small fee for after-school use
 - Survey's completed by the ministry every 18 months

EDUCATION



Rodrigo Arias, IT advisor to the Minister of Education of Guatemala:

“Given our challenging topography and current communications infrastructure, a 3G wireless strategy is the most cost-effective way to bring connectivity to these rural schools. Parents, students and whole communities are very enthusiastic about the possibilities and improvements the wireless effort will be bringing them. This project will allow them to ‘visit’ and understand new countries and people, and allow them to share their culture and traditions with those outside Guatemala. The support we’ve received to date guarantees that the initiative will realize its initial goal — creating a benchmark for the value of technology in everyday education.”



USA: Project K-Nect: Smartphones + Math

Partner: NC State Board of Education, Digital Millennial Consulting

Execute: Mobile phone education program

Innovate: Improving students' math skills



EDUCATION



Wireless Reach BREW® Application Funding Program

Partner: Five winning developers receive \$100K USD grants

Execute: \$1M USD for the development of community-enhancing applications



<p><i>Grand Prize Winner</i> Tata Consultancy Services</p>
<p>Mobile-based advice & info for farmers</p>

<p>Beijing InfoQuick SinoVoice Speech Technology Corp.</p>
<p>Voice recognition and text-to-speech technologies enhance communications for blind people</p>

<p>BeWell Mobile Technology Inc.</p>
<p>Better asthma & diabetes care through wireless</p>

<p>UC Berkeley</p>
<p>Improve literacy through wireless Internet games</p>

<p>Bandung Institute of Technology</p>
<p>Improve tracking & distribution of poultry to monitor potential avian flu outbreaks</p>



India: *Fisher Friend* BREW Application

Partner: MSSRF, Tata Teleservices, Astute Systems Technology

Execute: BREW application on affordable handsets

Innovate: Fishermen accessing local market rates, weather reports and emergency information in their local language



PUBLIC SAFETY



Thailand: Remote Medicine & Libraries

Partner: Axesstel, CAT Telecom, Government*

Execute: High-speed data & telemedicine equipment, computers

Innovate: Improve access to medicine and the Internet

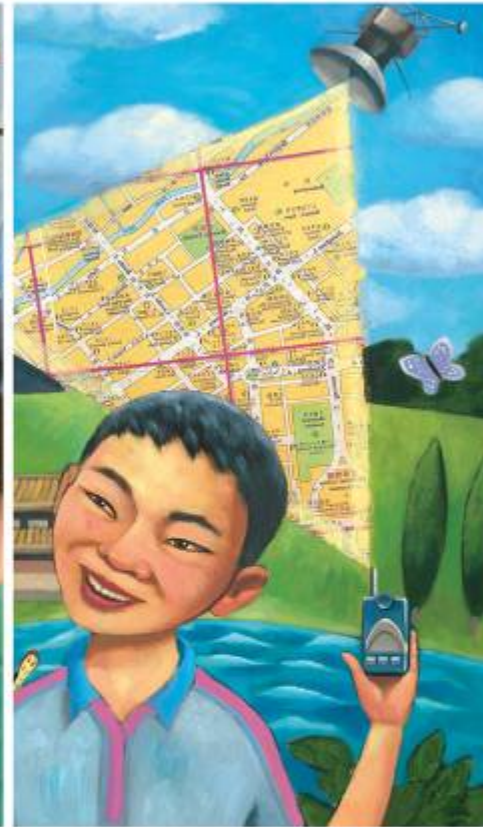


*Ministry of Education, Ministry of Public Health, National Telecommunications Commission, Office of the Non-Formal Education Commission



Wireless Reach Project Criteria

- Self-sustainable
- In line with the government's ICT goals
- Supports Qualcomm's customers
- On-the-ground support with a reputable NGO
- Answers a community need along with our Company's needs
- Falls into one of our categories including: education, health care, entrepreneurship, public safety and the environment



THANK YOU!

www.qualcomm.com/wirelessreach/