

March 2020

Qualcomm

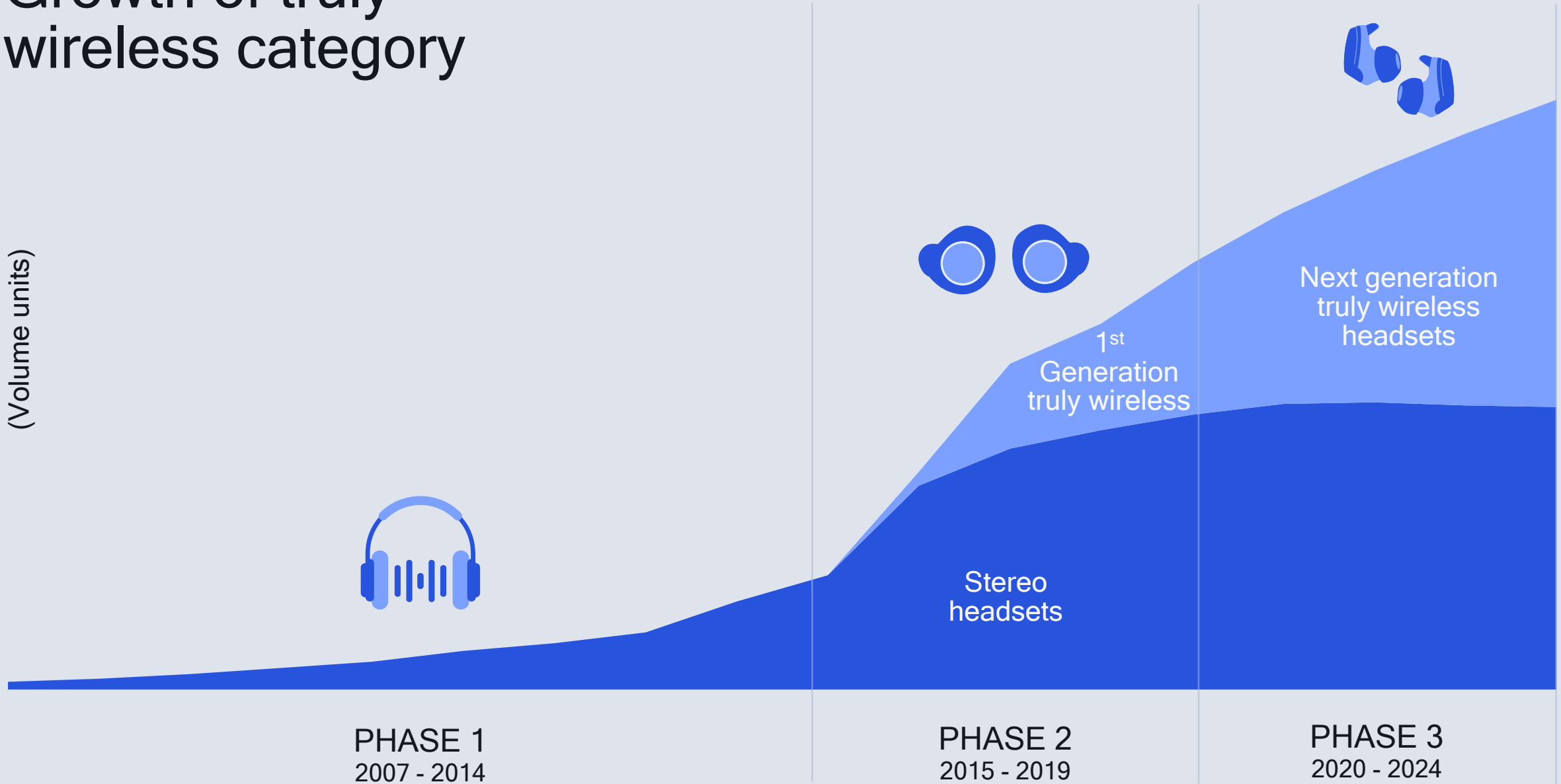
Introducing our next generation Bluetooth Audio SoCs

James Chapman, VP and GM, Voice, Music & Wearables

Qualcomm Technologies International, Ltd. (QTIL)



Growth of truly wireless category





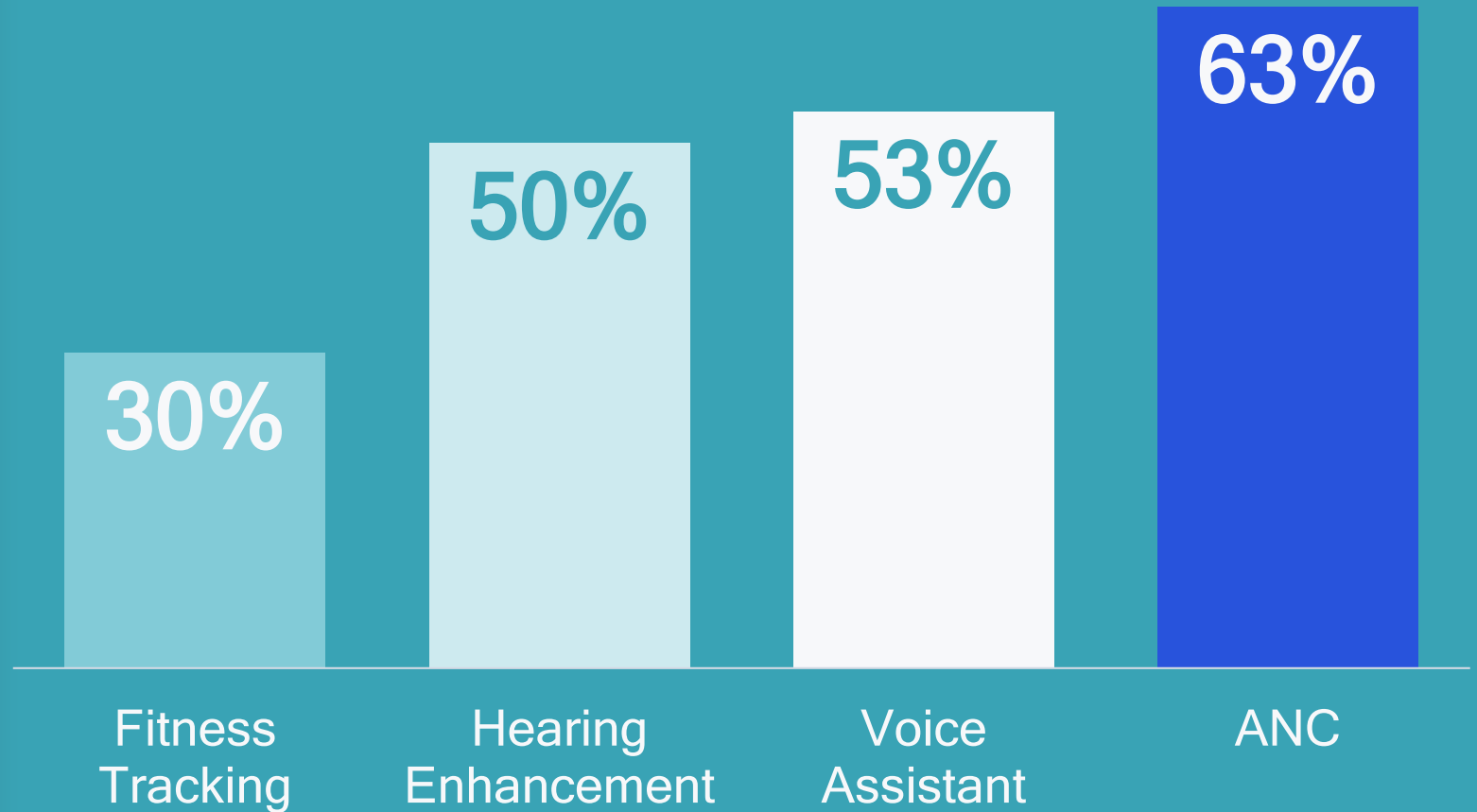
Wireless acceptance...

66%

believe wireless sound is equal to or better than wired

Source: Qualcomm State of Play Report 2019
All percentages, consumer behaviours and attitudes stated in this report are based only on the responses of the individuals who participated in our annual survey.

...but consumers also want richer features





Products launched based on Qualcomm® QCC512x and Qualcomm® QCC302x

Qualcomm

Introducing next generation low-power Bluetooth audio SoCs

Qualcomm® QCC514x and
Qualcomm® QCC304x



Comprehensive audio portfolio

Qualcomm® QCC51xx and Qualcomm® QCC30xx Series

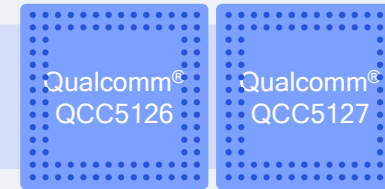
Bluetooth
premium
flash

Launched in 2018

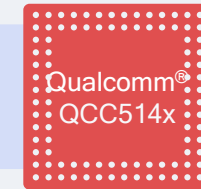


8 SoCs for
Stereo Headsets & Earbuds

Launched June 2019

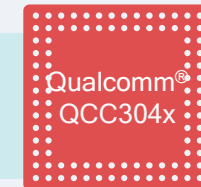


2 SoCs for
Stereo Headsets & Earbuds



New SoCs
optimized for
next generation
Earbuds

Bluetooth
entry-level
flash





Qualcomm

Introducing Qualcomm® QCC514x and Qualcomm® QCC304x



Ultra-small
form-factor



High Quality
Audio



Ultra-low
power



Integrated
ANC



Robust
Connectivity



Integrated
Voice
Assistants



Qualcomm
TrueWireless™
Mirroring

Next generation Qualcomm TrueWireless™ Mirroring

Supported on Qualcomm® QCC514x and Qualcomm® QCC304x devices

Qualcomm QCC304, QCC514x and Qualcomm TrueWireless are products of Qualcomm Technologies, Inc. and/or its subsidiaries.



Choose any earbud combination and switch between them dynamically with no interruption to the audio

Qualcomm® Active Noise Cancellation



Small Size



Low-power



Performance



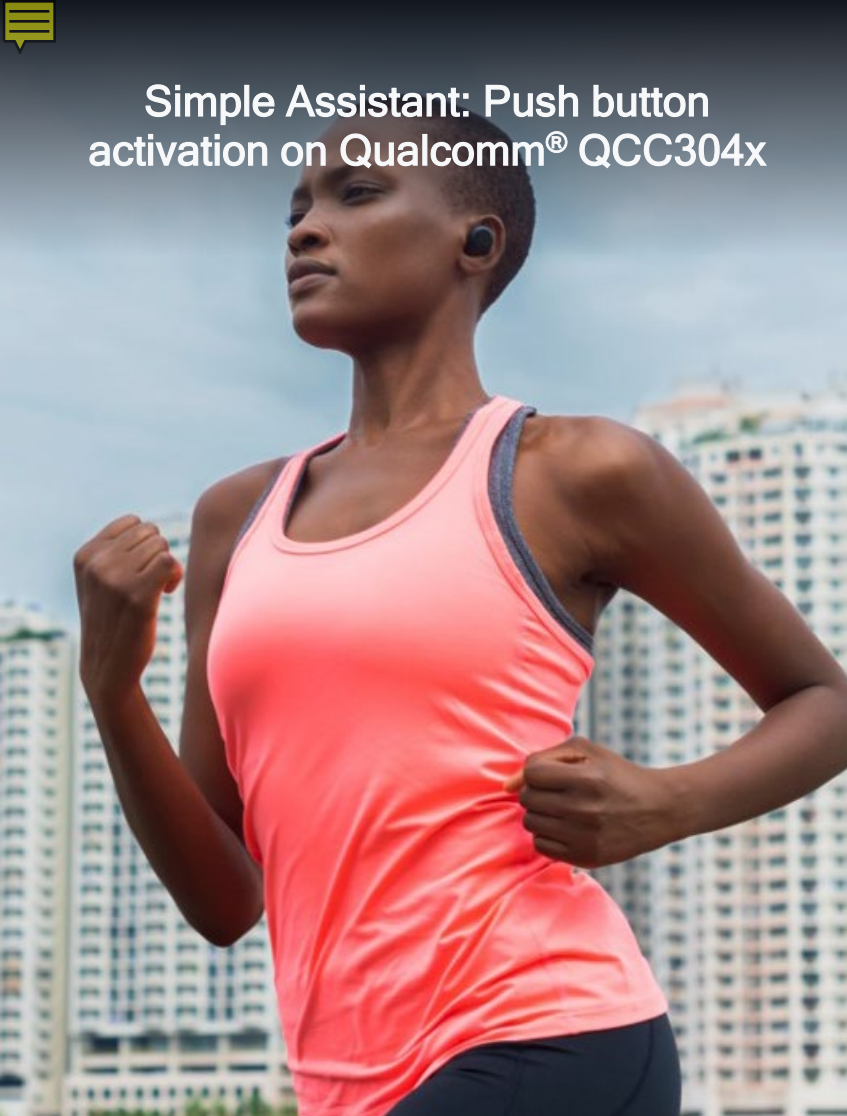
UX



Leak-through



Simple Assistant: Push button
activation on Qualcomm® QCC304x



Push button voice assistant
activation on Qualcomm® QCC304x



Wake word voice assistant
activation on Qualcomm® QCC514x



Integrated Voice Assistants at all tiers



Qualcomm® QCC514x provides improved power consumption for real world use cases

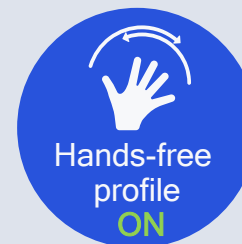
Percentages shown for the QCC514x and for the end-product from Competitor X leverage data from limited internal testing and measurement by Qualcomm Technologies International, Ltd., modelling similar like-for-like use cases.

Battery life varies significantly with settings, usage, and other factors.

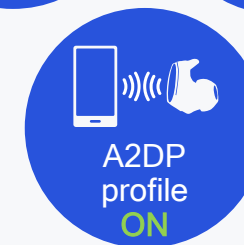
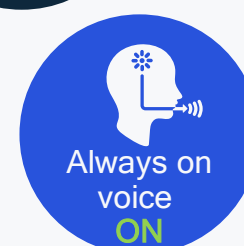
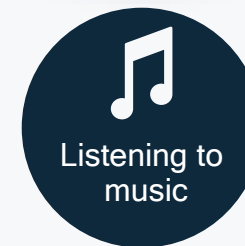
Qualcomm QCC514x and Qualcomm cVc are products of Qualcomm Technologies, Inc. and/or its subsidiaries.



*QCC514x lasts up to 86%
longer than Competitor X*



*QCC514x lasts up to 26%
longer than Competitor X*



*QCC514x lasts up to 22%
longer than Competitor X*



Qualcomm® aptX™ Adaptive audio

Robust

Enhanced tolerance to RF interference

Audio quality

CD and high resolution

Latency

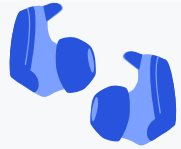
Gaming, interactive and audio visual

Voice

High resolution voice



Driving the truly wireless revolution



Voice UI



ANC



All day wear*



Seamless
role swapping



Premium
audio



Multi-core
processing



Low-
latency



Robust
connectivity

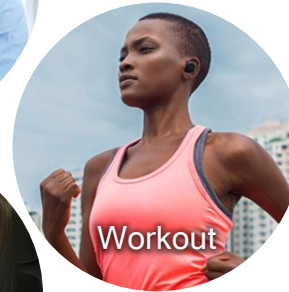


Optimized
for small
form factors

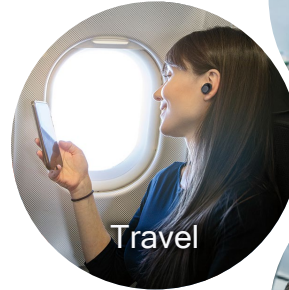
For a variety of use cases



Productivity



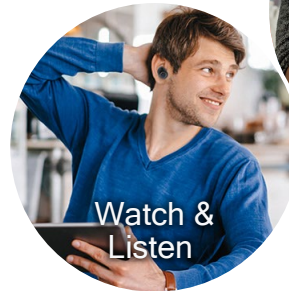
Workout



Travel



Gaming



Watch &
Listen

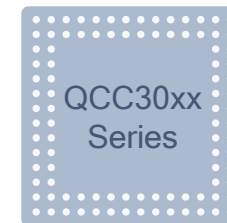
At all tiers



Premium



Mid



Entry Level

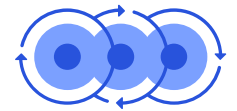
Helping developers to innovate



Reference
designs & tools



Unique & scalable
software ADK



Ecosystem
partnerships



Leveraging innovations
from mobile

The foundation for next generation devices



Thank you

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