Smart Wearables:
Enriching The Digital Sixth Sense

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Sept 23, 2015
IEEE Rock Star of Wearables Event 2015
What does this list represent?
CSR: Now Part of the Qualcomm Family

Strengthening our wearables ambitions

The Internet of Everything is here

CSR connectivity breakthroughs allow you to personalize, control and interact with your environments in new and exciting ways using compact, low power platforms.

→ Read More
Evolution of the Internet

Yesterday

Today

Tomorrow
The Internet of Everything

Enable the ecosystem with smart devices that can interact seamlessly and provide a platform for applications and services

Voice & Music  Smart Wearables  Smart Homes  Smart Cities
Growing wearable opportunity

From 2014 to 2019, global wearable device revenues forecasted to grow 11x

> $27B
Our wearable vision

Multiple wearables per person

Connected with each other
Our wearable vision

Multiple wearables per person

Connected with each other

Your smartphone

Enriching The Digital Sixth Sense
Digital 6th Sense | The augmentation of human ability
Know the user’s location

Sense the user’s motion

See the user’s environment

Hear the user’s surroundings
Enriching the Digital Sixth Sense Experience

Connecting short range to cellular
Hearing voice activation and audio
Seeing augmented reality
Motion sensing sensors
Location sensing GPS & proximity
Enriching the Digital Sixth Sense ... Across Users

FITNESS / HEALTH
"Track my behaviors to keep me fit and healthy"

YOUNG ADULTS
"Keep me connected with my friends and family"

ENTERPRISE
"Make me more productive by allowing me to focus on my work"

ELDERLY CARE
"I want peace of mind that I can always call on my children"

KID TRACKING
"I want peace of mind that my loved child is safe and healthy"
Enriching the Digital Sixth Sense ... Across Devices
Smart Accessories

What does it do well?
• Remote monitoring and intervention
• Heart rate tracking
• Vital signs detection
• Real-time feedback

How will it change our lives?
• Makes us healthier
• Keeps us fit
• Encourages us to change behavior
Smart Headsets

**What does it do well?**

- Wireless Music
- Tracks your performance
- Measures body vitals / heart rate
- Sensor rich: Pedometer, PPG, Motion sensors,…
- Provides real-time acoustic feedback

**How will it change our lives?**

- Monitors goals, makes us better in
  - Sports and Fitness
  - Health
Smart Bands

What does it do well?
• Sports and fitness uses
• Home automation
• Glance-able notifications
• GPS tracking and geopositioning

How will it change our lives?
• Makes us healthier
• Keeps us fit
• Quantified self. Quantified sleep
• Convenience
What does it do well?

• Glance-able notifications – email, social networking, weather, stocks,…
• Sports and fitness uses
• Authentication, identity, payment
• Home automation

How will it change our lives?

• Makes us productive
• Makes us healthier, keeps us fit
• Keeps us always connected
• Less time on the phone, more time present
Smart Eyewear

What does it do well?
• Augmented reality
• Virtual reality
• Social networking
• Gaming, movies
• Context based notifications

How will it change our lives?
• Superior entertainment
• Always connected
• Makes us productive
Recipe for a successful personal wearable...

Thriving ecosystem of software and hardware

- Thinner, Lighter, Sleeker
- Ultra-Long Battery Life
- Always On, Always Sensing
- Always Connected

Optimized performance for wearables

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Qualcomm Wearable Strategy

Range of ODMs and Platform Vendors

Thinner, Lighter Sleeker
- Highly integrated chipsets
- ePoP package

Ultra-Long Battery Life
- Low power chipsets
- Platform optimizations
- Wireless charging

Always On, Always Sensing
- Low power sensor hub
- End-to-end sensor optimizations

Always Connected
- LTE and 3G
- Wi-Fi
- Bluetooth, BLE
- GNSS

Right Chipsets across segments

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Full Reference Designs
Cross OS and Software Support
Innovation across power, size, sensors, connectivity
Products Announced at IFA 2015, Powered by Qualcomm

The 5 best wearables from IFA 2015
According to Engadget

1. Samsung Gear S2
2. TomTom Spark
3. Moto 360
4. Moto 360 Sport
5. Huawei Watch

Source: www.engadget.com/2015/09/05/5-biggest-wearables-ifas-ifa-2015/

IFA 2015 Smartwatch Comparison
According to GSMArena


Qualcomm Everywhere !!!
Summary

Wearables Enriching the Digital Sixth Sense Experience

Across user segments
Across range of form factors

Qualcomm well-positioned to support our customers innovate
Thank you

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