

BREW and the Enterprise Market

Global Wireless Data Summit 2002



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BREW Today

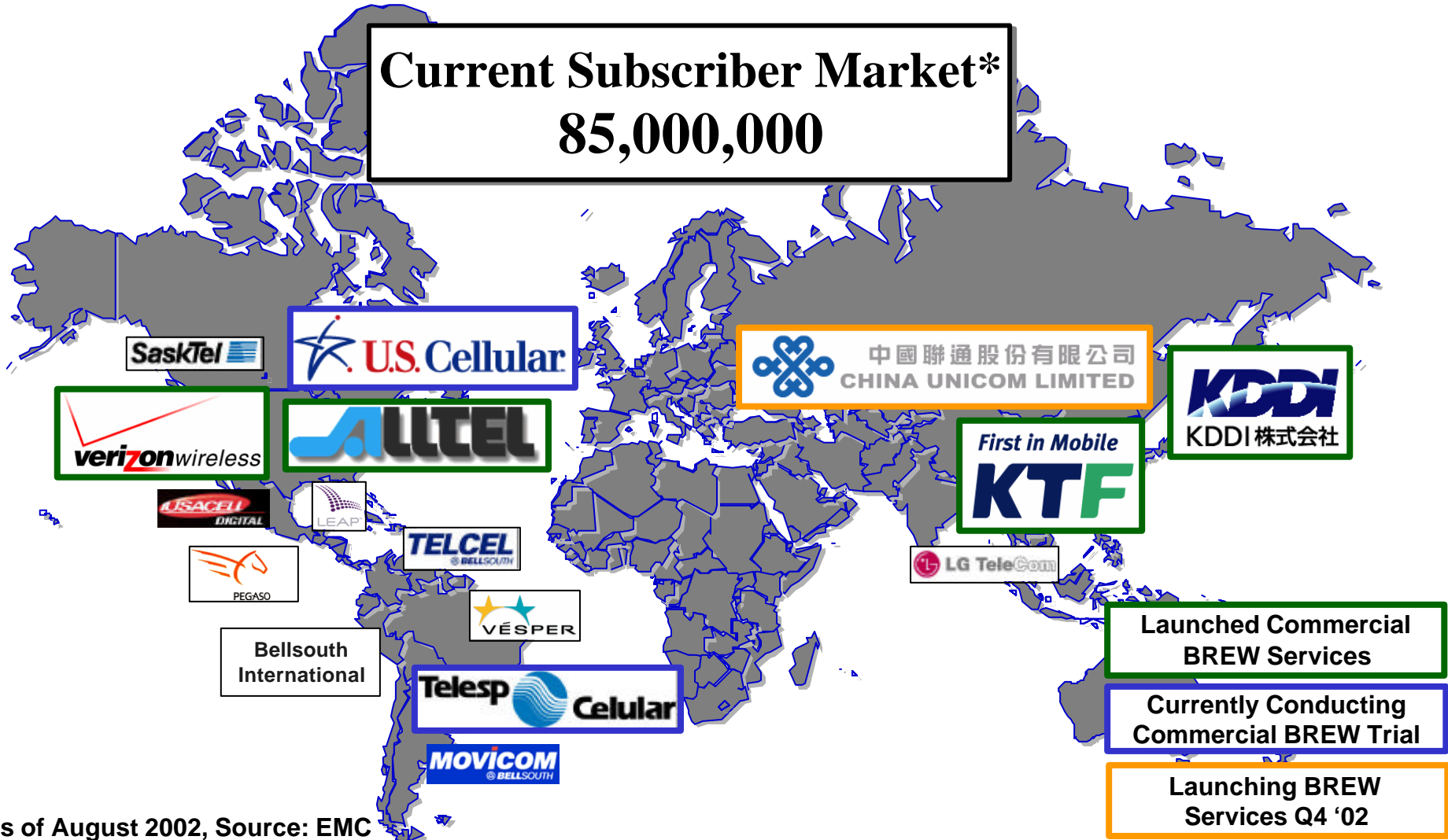


- **Nov. '01 – KTF** launched commercial services in Korea
- **Mar. '02 – KDDI** begins commercial shipment of BREW-enabled handsets in Japan
- **June '02 – Verizon Wireless** launches nationwide in the U.S.
- **Q2-Q3 '02 – Telesp Celular** commercial trial in Brazil
- **Q3 '02 – AllTel** commercial launch in the U.S.
- **Q4 '02 – China Unicom** to launch commercial BREW services

Global BREW Operators

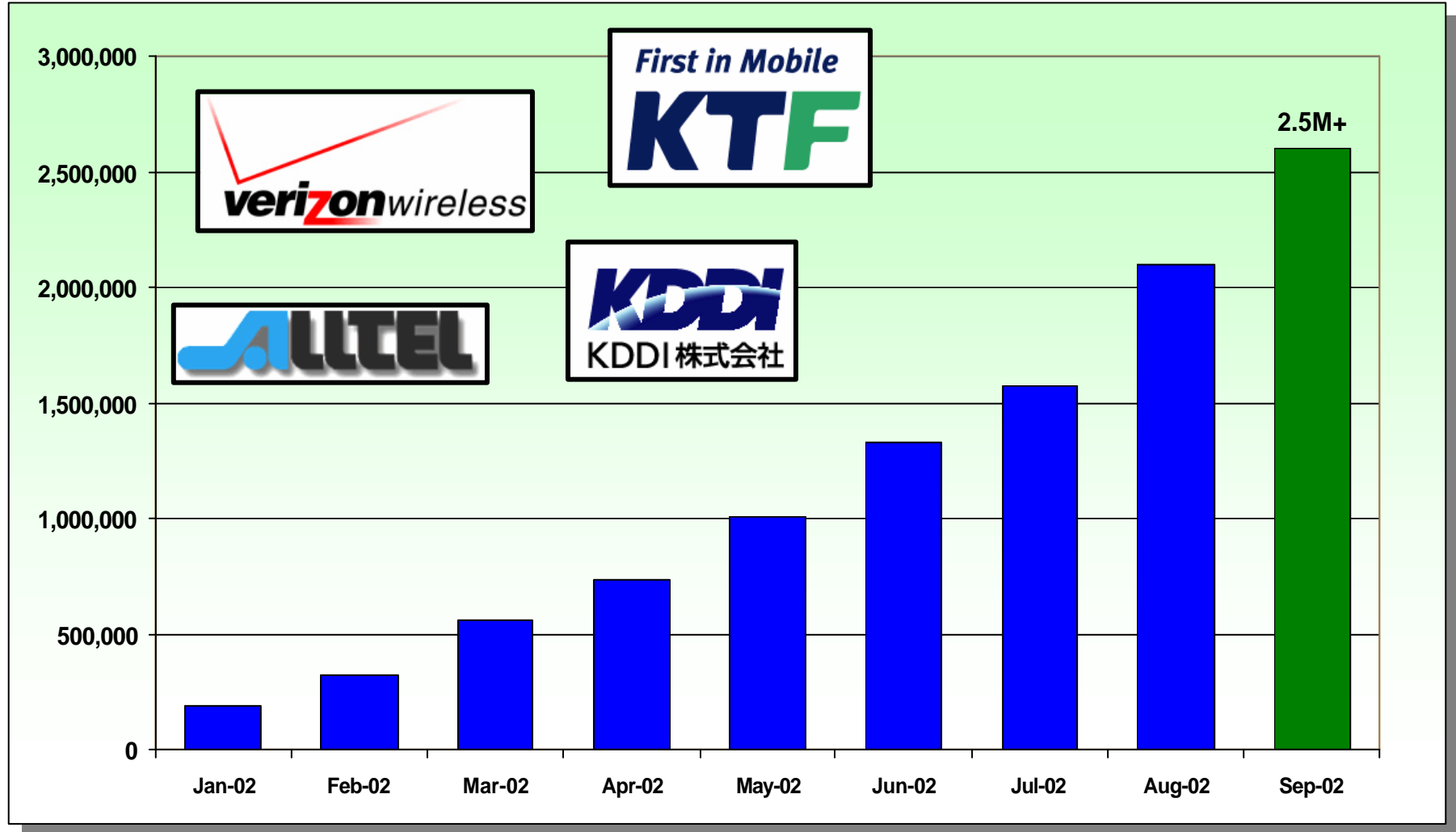


Current Subscriber Market*
85,000,000



*As of August 2002, Source: EMC

More than 2.5 Million Worldwide BREW Users!



Global BREW Handset Partners



Panasonic

KYOCERA

MOTOROLA
intelligence everywhere™

SHARP.

LG Electronics

BIRD 波导

APPEAL

SYNERTEK
Wireless Cellular/PCS Products

Soutec

ZTE 中兴

CURITEL

INTERCUBE

大显集团
DALIAN DAXIAN GROUP CO., LTD

موبايل
تكنولوجيا الاتصالات

Best Communication
TELSON

东信 EASTCOM

TOSHIBA

SANYO

Hisense 海信

DENSO

HANWHA CORP.

FREE TEL

JOCECO 厦华

TCL 移动通信有限公司
TCL MOBILE COMMUNICATION CO., LTD.

SAMSUNG
ELECTRONICS

Haier® 世界名牌

浪潮®

INTERCUBE

大唐电信

KONKA 康佳

CECT



Samsung
SPH-X4200

Global BREW Application Developers



The corporate mobile user experience



- The mobile world is most compelling when it is connected
 - Corporate users need access to their own data (phone book, presentations etc.) while on the move
 - Connected services ensure this information is up-to-date
- Mobile data users need services not technologies
 - Corporate users want services that work reliably and give them access to all the information they need
 - Corporate IT managers want secure services that they can control
- A compelling data service needs all the components to work well together, end-to-end
 - Simple user interface on the handset
 - Easy access to services, easy to add and remove services
 - Clear indication and transparency of costs
 - Compelling applications which are easy to use

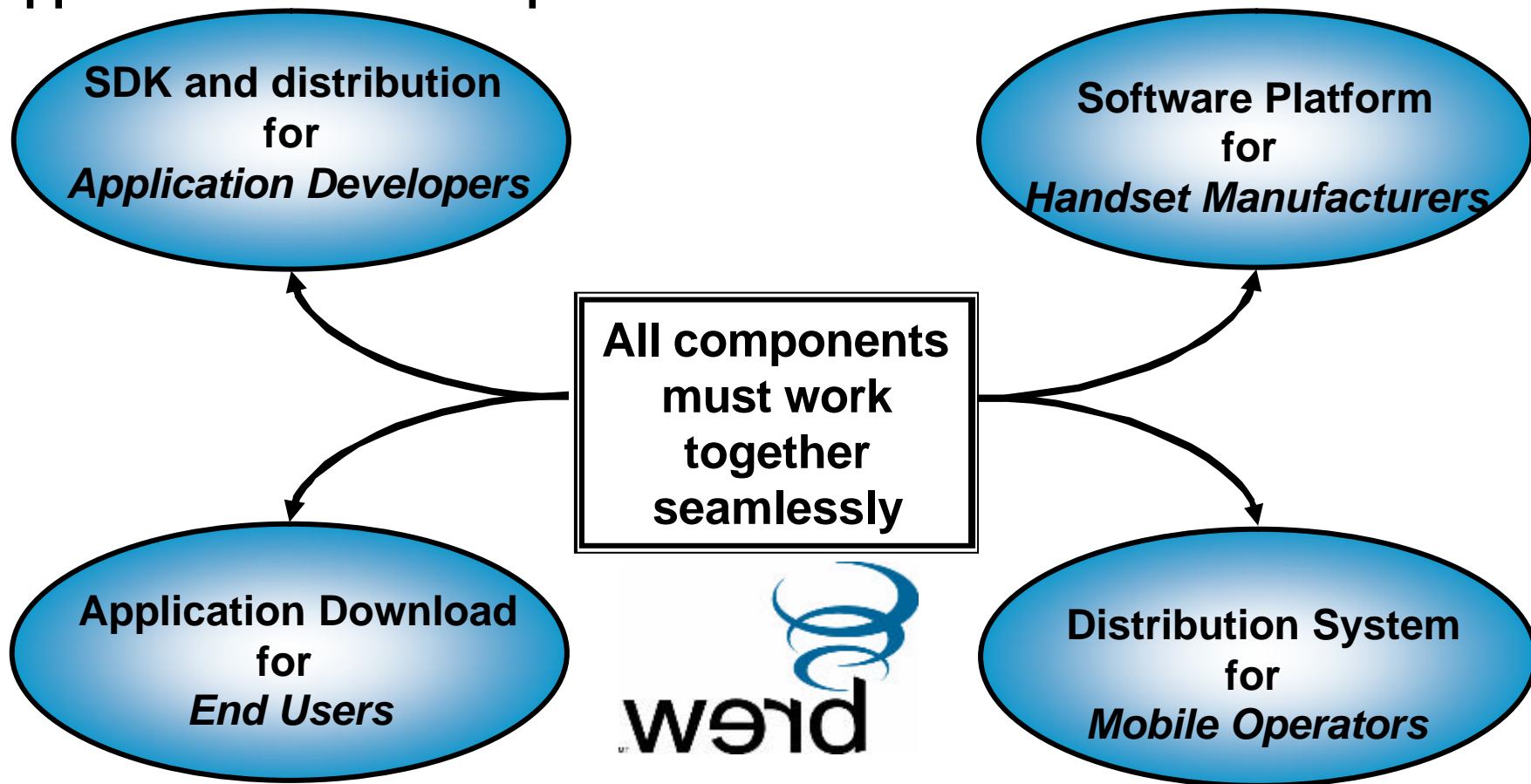


Components of a complete mobile solution



Good quality content - many applications and developers

Simple handset user interface



Easy access to services

Simple billing mechanisms

Simple for customers to access the services they want



1



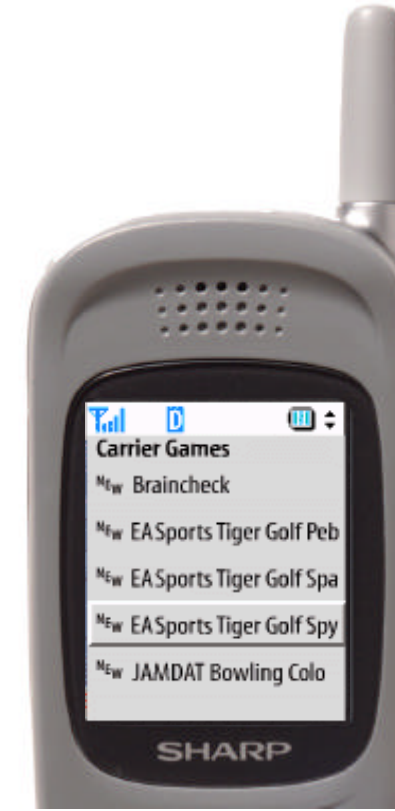
2



3



4



Simple for customers to access the services they want



5



6



7

8



One Application Can be Run on Multiple Devices



LG CX-300L



Samsung
SPH-X4200



Motorola V711

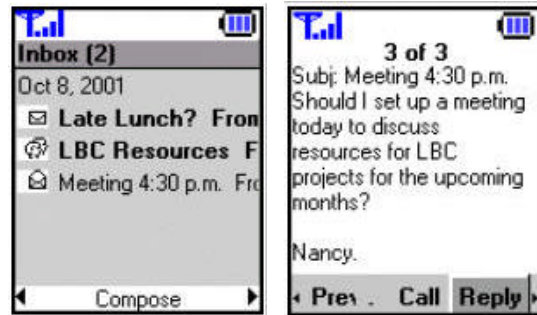


Sharp Z-800



LG VX10

Enterprise Scenarios



“Workstyle” by Wireless Knowledge



“Auto Values” by PRIMEDIA



Enterprise Scenarios



**Travel
directions**

Gaeasoft Corp.



Photo

**Security
Cameras**



Some Available BREW Productivity Applications



Converter



Flight Info



City Guide



Restaurant Guide



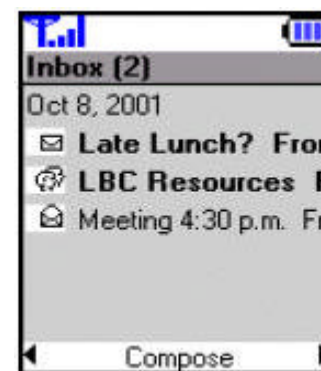
Expenses



Financial news



Email



World Clock



For More Information . . .



<http://brew.qualcomm.com>

The screenshot shows the Brew website homepage. At the top left is the Brew logo with the tagline "Customize. Personalize. Realize.™". A navigation bar contains links for "Contact Us", "Search", "Site Map", and "Careers". Below this is a secondary navigation bar with links for "About BREW", "Developer", "Carrier", "Manufacturer", "Demonstrations", and "News & Events".

The main content area is divided into several sections:

- Left Sidebar:** Contains icons and links for "BREW Training", "Developer Lab", "Download the SDK", and "Developer Directory". Below these is a quote from Jon Priol, VP of Business Development at IBM, praising Qualcomm's commitment to open standards and OMA membership. The IBM logo is at the bottom of this section.
- Center:** Features a large image of an elderly couple. Text reads: "QUALCOMM Congratulates Verizon Wireless on the Launch of Get It Now™". Below the image, it states: "QUALCOMM's BREW™ Solution is the Ingredient Technology Enabling Verizon Wireless' Get It Now Downloadable Content and Applications Service". A "More >" link is provided.
- Right Column:** Contains three promotional banners:
 - "JAMDAT Bowling." with an image of bowling balls.
 - "BREW Developer Discussion Groups and Forums." with the Brew logo.
 - "To learn more, read: 'The Road to Profit Is Paved with Data Revenue'" with the Qualcomm logo below it.

At the bottom, there is a footer with language options (한국어, 日本語, 中文简体) and navigation links: "BREW Home", "QUALCOMM Internet Services Home", "QUALCOMM Home", "About BREW", "Developer", "Carrier", "Manufacturer", "Demonstrations", "News & Events", "Contact Us", and "Site Map".

