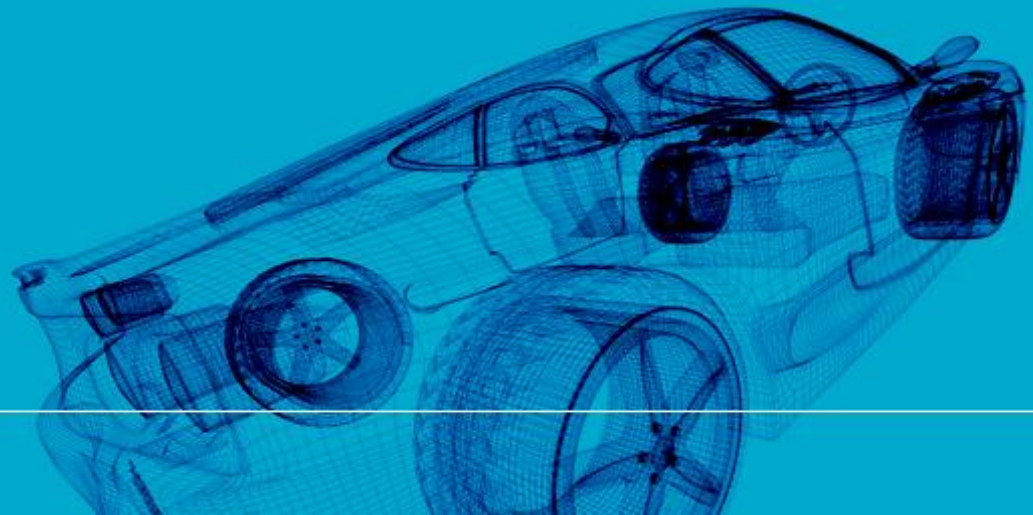# Making Urban Mobility Easy
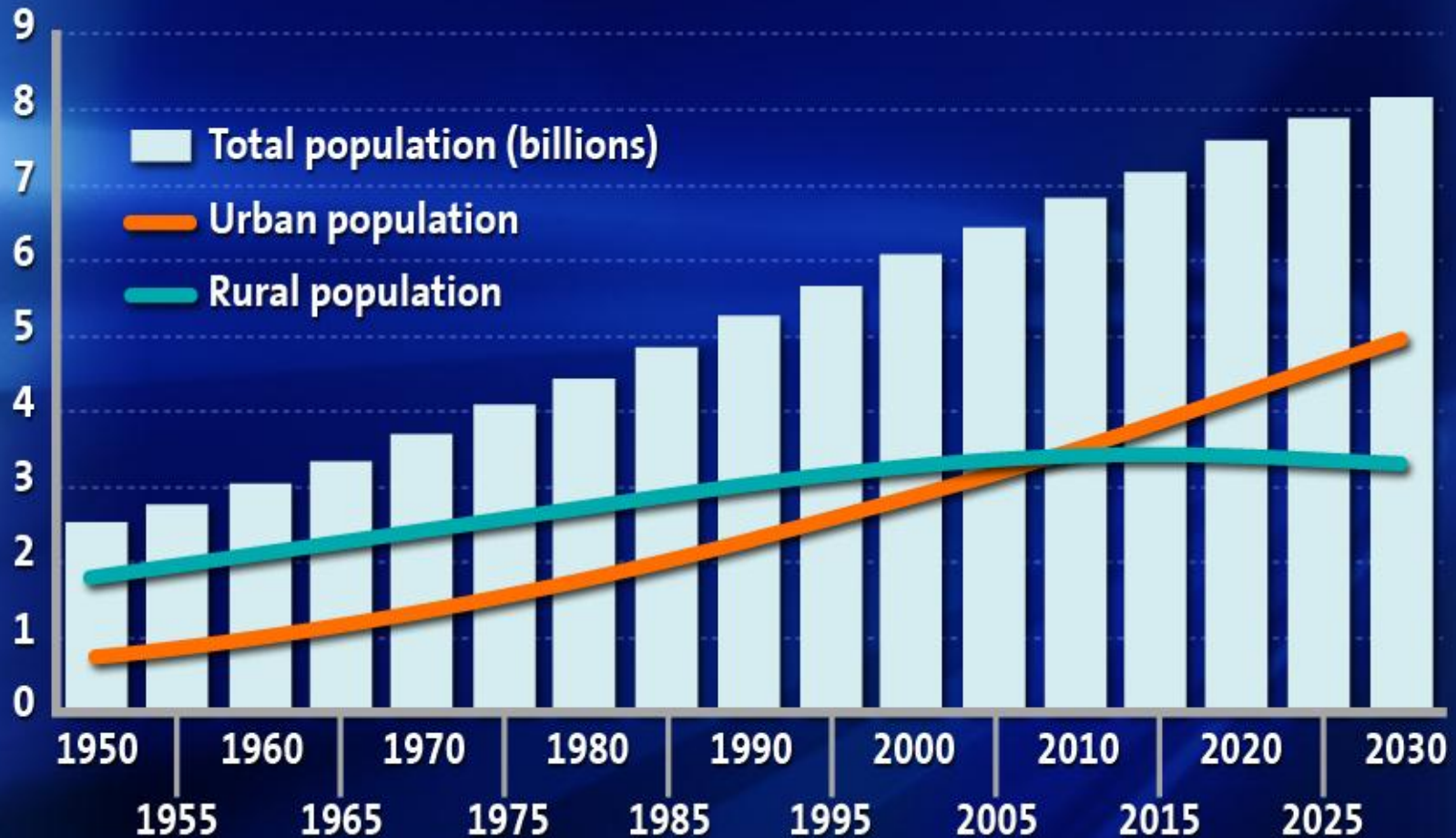
Qualcomm Pedigree

- 26 Years of Wireless Innovation

- $15 Billion Fiscal 2011 Revenues

- $2.5 Billion R&D Spend

- ~20,000 Employees
  - 85% in Research into all aspects of Wireless
  - Engaged with Major Standards Bodies & Regulatory Bodies

- Long history in Wireless Power Research

*As of 9/25/2011

Why Solve Urban Mobility?

Chart legend:
- Total population (billions)
- Urban population
- Rural population

Urban Traffic Congestion and Parking Issues

Source: GM 2012

Health Impacts of PM$_{2.5}$

- Poor air quality could contribute to 50,000 premature deaths per year across the UK

- Airborne pollution in the form of fine particles (PM$_{2.5}$) comes mostly from combustion sources; transport, domestic and industrial.
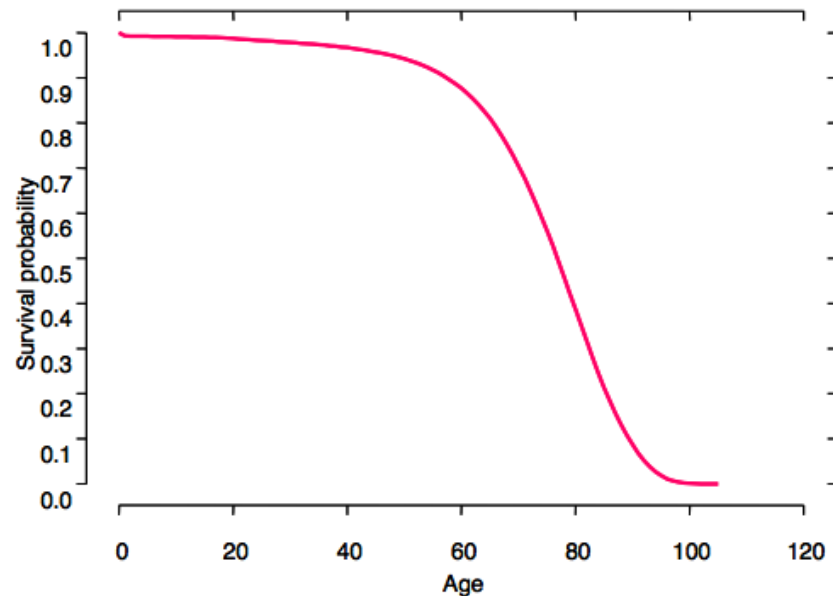
Figure 1 Typical shape of a survival curve showing the cumulative effect of mortality risks on the probability of surviving to various ages.

Mobile Meets Mobility – Opportunities to intersect

Navigation Services

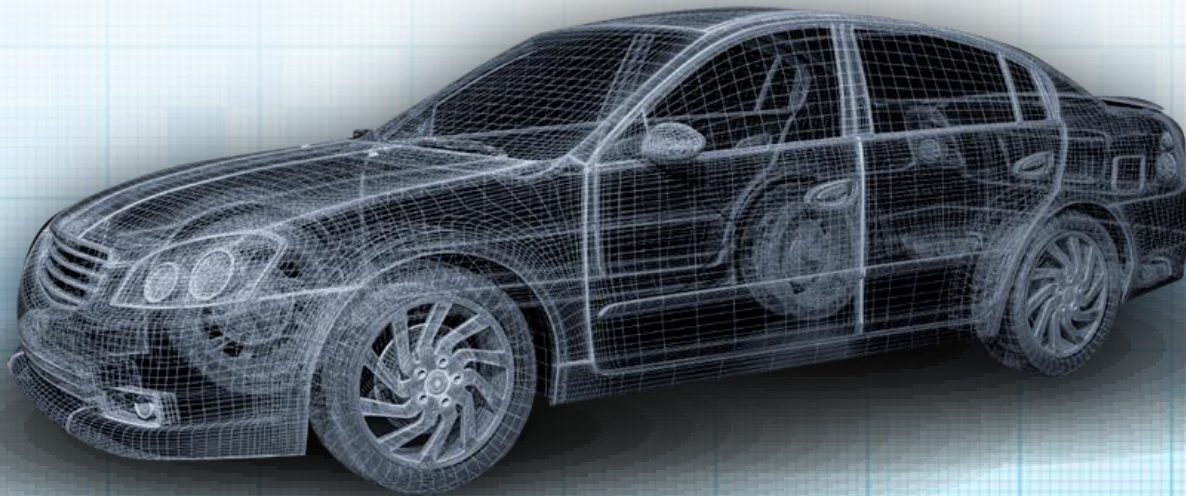**Safety and Security**

Application Downloads
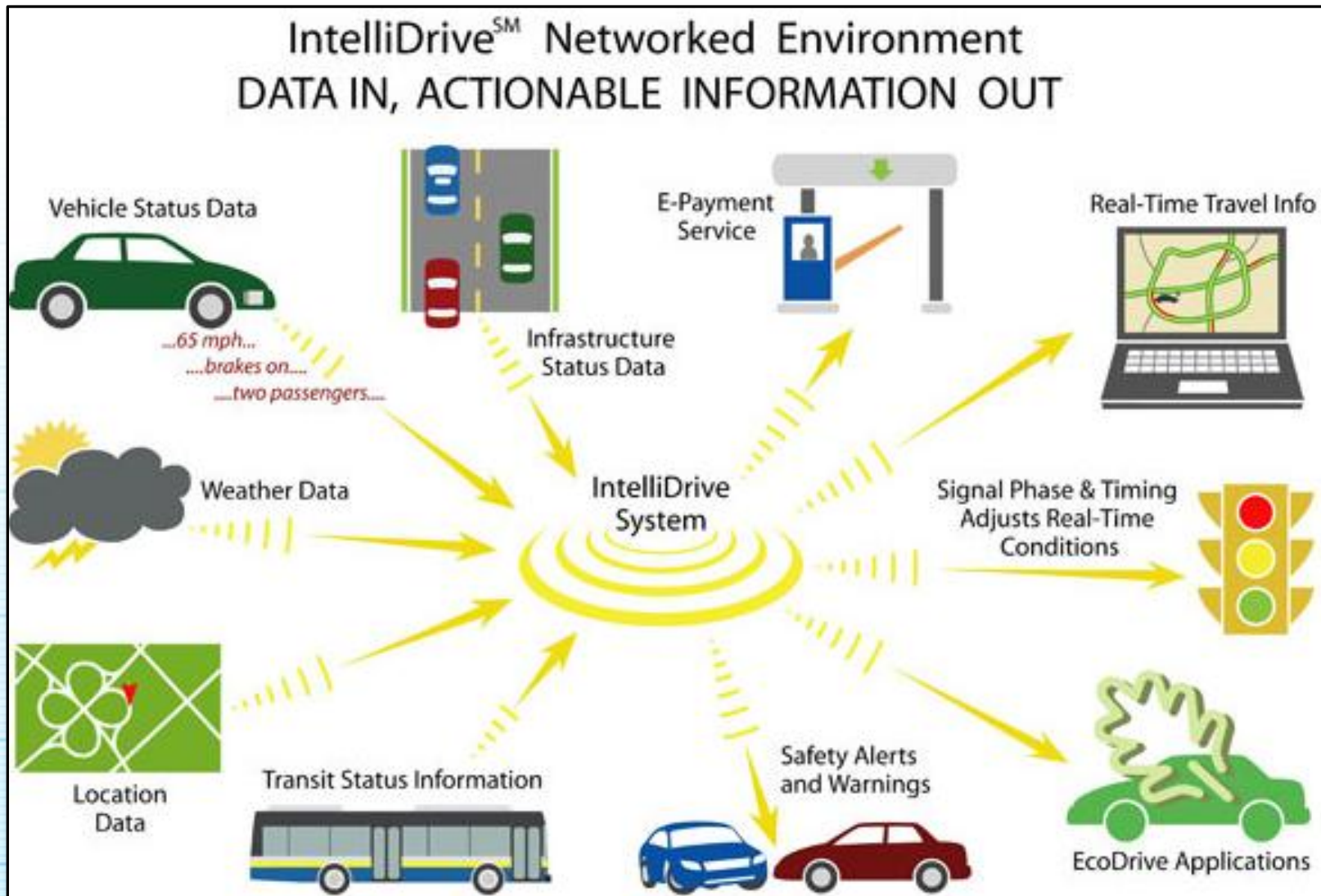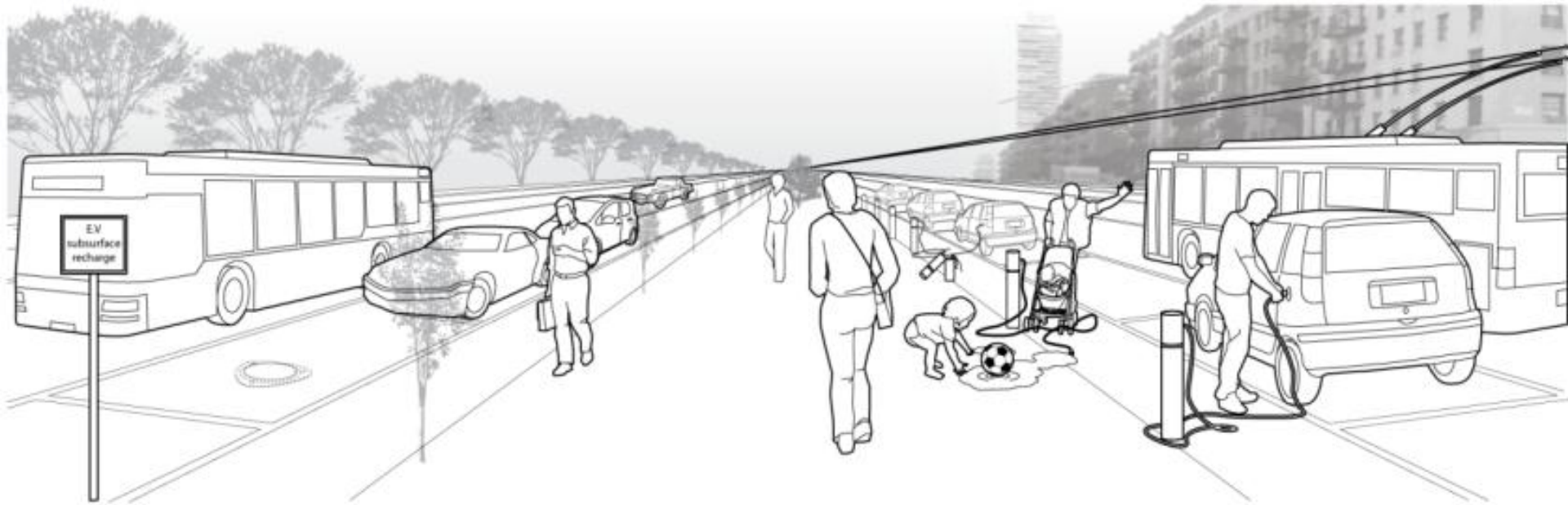
Content Streaming

Mobile Hotspot

Wireless EV Charging

Solving For Congestion

IntelliDrive(SM) Networked Environment
DATA IN, ACTIONABLE INFORMATION OUT

IntelliDrive is a USDOT initiative - see http://www.fhwa.dot.gov/publications/publicroads/10julaug/04.cfm

Urban Clutter – the unintended consequence of solving the health issue

Durability

- No moving parts
- Extremely rugged and tough
- Waterproof, weatherproof
- Impervious to chemicals, debris
- Low profile, crash-safe
- Vandal-proof, theft-proof
- No cord to steal or unplug

Aesthetics

- Doesn't damage historic city aesthetics
- Avoids unnecessary street clutter
- Maintains precious footpath area
- Eyesore of overhead cables is removed for buses
- Provides a subtle branding option for networks

Vision Meets reality