



PRESS RELEASE

Technicolor Collaborates with Qualcomm Technologies to Bring New Television Experiences to the Living Room

Company collaboration brings LTE and high performance processor to deliver a portable and unique experience to the traditional set-top box

Amsterdam (IBC), September 12th, 2013 – Technicolor (Euronext Paris : TCH), a worldwide technology leader in the media and entertainment sector, and Qualcomm Technologies, Inc., a wholly-owned subsidiary of Qualcomm Incorporated (NASDAQ: QCOM), have collaborated to produce a new set-top box, known as SVELTE (Stimulating Video Experience over LTE), featuring LTE technology, terrestrial broadcast and Android OS. A unique combination of the skills offered by entertainment leader, Technicolor, and the mobile expertise of Qualcomm Technologies, the new SVELTE portable media center will feature the Qualcomm® Snapdragon™ 600 processor to provide novel user experiences to television sets, which includes seamless connectivity, rich TV viewing experiences and console-quality gaming.

Materializing LTE as a service and delivering true 3play over the cellular network, the SVELTE portable media center will empower new and improved experiences in the living room, redefining the “Smart TV” concept by enabling a hub for entertainment with optimal platform performance and compelling ways to watch, play and interact. SVELTE’s LTE module allows for unicast content to complement broadcast content.

“We are delighted to be at the forefront of service delivery over LTE, bringing the snappiness of portable devices onto the TV screen is opening exciting new doors” said Michel Rahier, president of Connected Home, Technicolor. *“Thanks to the Qualcomm Snapdragon processor, Technicolor had the opportunity to swiftly integrate its core set-top box software assets into high quality Android deliveries, reducing the time to market while focusing on the 10 foot screen experience.”*

“Working with an entertainment leader like Technicolor has been a great and rewarding experience,” said Raj Talluri, senior vice president of product management, Qualcomm Technologies, Inc. *“This collaboration is a great way to demonstrate Technicolor’s leadership in media and broadcast, as well as our technical leadership in connectivity and advanced media processors to deliver smarter and more connected experiences with the TV. We look forward to continuing our collaboration with Technicolor and working toward our aligned goals.”*

Qualcomm Technologies’ broad portfolio of Snapdragon chipsets feature industry-leading LTE multiband support designed for seamless connections to some of the fastest networks around the globe, which provides users the ability to download and share large files, as well as stream rich HD content. The Qualcomm Snapdragon 600 processor’s leading graphics and rich



multimedia capabilities deliver exceptional performance for the latest apps, games and advanced user interfaces.

About Technicolor

Technicolor, a worldwide technology leader in the media and entertainment sector, is at the forefront of digital innovation. Our world class research and innovation laboratories enable us to lead the market in delivering advanced video services to content creators and distributors. We also benefit from an extensive intellectual property portfolio focused on imaging and sound technologies, based on a thriving licensing business. Our commitment: supporting the delivery of exciting new experiences for consumers in theaters, homes and on-the-go.
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About Qualcomm Incorporated

Qualcomm Incorporated (NASDAQ: QCOM) is the world leader in 3G, 4G and next-generation wireless technologies. Qualcomm Incorporated includes Qualcomm's licensing business, QTL, and the vast majority of its patent portfolio. Qualcomm Technologies, Inc., a wholly-owned subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm's engineering, research and development functions, and substantially all of its products and services businesses, including its semiconductor business, QCT. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. For more information, visit Qualcomm's website, OnQ blog, Twitter and Facebook pages.

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