

— Platform Enables Android Developers to Create and Distribute Vision-based AR Applications

Qualcomm Incorporated (NASDAQ: QCOM) announced the immediate commercial availability of its Augmented Reality (AR) Platform for Android smartphones.

Offered through Qualcomm's online developer network, this 1.0 release marks the successful completion of the Company's beta program. Developers can now build, market and commercially distribute applications based on the Qualcomm AR platform.

Qualcomm's award-winning AR platform will enable a broad range of experiences that entertain, engage and inform consumers with a new form of interactive media. The platform's rich feature set enables developers to build high-performance, interactive 3D experiences on real world images, such as those used in print media (books, magazines, brochures, tickets, signs) and on product packaging.