

Qualcomm Contacts:
Emily Kilpatrick, Corporate Communications
Phone: 1-858-845-5959
Email: corpcomm@qualcomm.com

Jamie Eisinger, Qualcomm Life
Phone: 1-858-845-1033
Email: jeisinge@qualcomm.com

Warren Kneeshaw, Investor Relations
Phone: 1-858-658-4813
Email: ir@qualcomm.com

Qualcomm Life Announces Availability of the 2net App SDK and Initiation of the 2net App Developer Challenge

— 2net Ecosystem Brings Together End Users, Developers and Data Streams to Create Rich Sets of Biometric Data for App Developers —

SAN DIEGO — August 15, 2012 — Qualcomm Life Inc., a wholly owned subsidiary of Qualcomm Incorporated (NASDAQ: QCOM), today announced the availability of its new 2net™ App Software Development Kit (SDK) on [QDevNet](#). The SDK provides a consolidated data stream via 2net Connect Application Programming Interfaces (APIs) from the 2net Ecosystem, one of the most comprehensive and non-exclusive wireless health ecosystems in the world, making it available across different radio technologies, device types, applications and services. The APIs are available to developers on multiple data-enabled platforms, including Android, iOS and Microsoft platforms.

“The health and wellness market is ripe for engaging mobile applications that make self-care fun, and actually motivate positive health behavior change,” said Rick Valencia, vice president and general manager of Qualcomm Life. “We have a group of 2net Ecosystem collaborators that are as eager as we are to encourage development of innovative apps that will add value to their

existing devices and data, and will ultimately empower consumers to better manage their own care.”

Qualcomm Life has teamed up with multiple like-minded and strategic 2net Ecosystem collaborators who have the right set of users, developer opportunities and data streams to encourage app development leveraging biometric data from their devices, including:

- [A&D Medical Blood Pressure Monitor](#)
- [A&D Medical Weight Scale](#)
- [Asthmapolis](#)
- [BodyMedia FIT LINK Armband](#)
- [Entra Health Systems MyGlucoHealth[®] Glucose Meter](#)
- Fitbit Aria Wi-Fi [Smart Scale](#)
- [Fitbit Ultra Wireless Tracker](#)
- [FitLinxx Pebble[™]](#)
- [RunKeeper](#)
- [MapMyFitness[®]](#)
- [Nonin Medical's Onyx[®] II 9560 Bluetooth[®] Wireless Pulse Oximeter](#)
- [Noom Weight Loss Coach & CardioTrainer](#)
- [Withings Smart Blood Pressure Monitor](#)
- [Withings Wi-Fi Body Scale](#)

[Haptique](#) CEO, Ben Choder said, “The goal of all mHealth innovation is to connect patients and providers, and with the release of 2net, Qualcomm Life allows mHealth to reach that full potential. By enabling the secure collection and sharing of patient data, Haptique certainly sees 2net as a ‘game changer’ in the world of app certification and prescribing — moving health apps from a means of patient engagement to tools for diagnosis and treatment. As providers and payers develop app formularies, I see them demanding this level of secure connectivity and data access. Any developer who wants a serious stake in the future of mHealth should 2net-enable their apps.”

The 2net Connect APIs are for consumer-facing application use only. An example of an application that uses 2net Connect APIs can be found in the [Macaw™ application](#) launched by U.S. Preventive Medicine, Inc. on the iOS and Android platforms.

In conjunction with the availability of the APIs, Qualcomm Life has established the 2net App Developer Challenge to identify the best 2net-enabled applications. Submissions will be accepted from September 1, 2012 – October 1, 2012. Cash and other prizes will be awarded for first, second and third place winners, including: \$20,000, \$10,000 and \$5,000, respectively. Winners will be announced at the [3rd Annual Wireless Health Conference](#), hosted by the [Wireless-Life Sciences Alliance \(WLSA\), on October 23 in San Diego, California](#). The first place winner will be invited to join Qualcomm Life at its mHealth Pavilion where the winning app will be showcased. Eligibility, submission guidelines and evaluation criteria will be made available on [QDevNet](#).

About Qualcomm Life

Qualcomm Life is defining and connecting the wireless health network to improve lives and advance the capabilities of medical devices. Qualcomm Life is focused on device connectivity and data management and empowers medical device manufacturers to deliver wireless health quickly and easily to those who need it. The Qualcomm Life team has the experience and the wireless know-how to make the enormous complexities of a wireless connection look simple. We draw from our parent company's more than 25 years of wireless connectivity experience, know-how and universal interoperability to enable unified machine-to-machine (M2M) communications. To learn more, please visit www.qualcomm.life.

Qualcomm Incorporated (NASDAQ: QCOM) is the world leader in 3G and next-generation mobile technologies. 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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