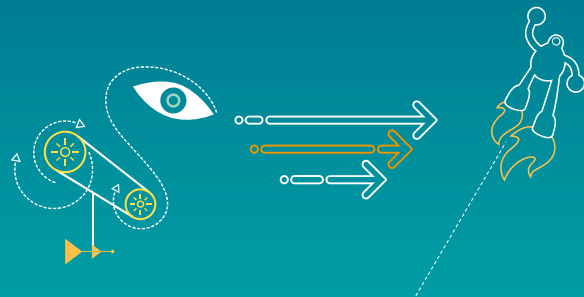


Tamar Elkeles, Ph.D.
Chief Learning Officer, Qualcomm

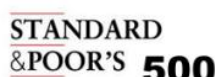
A CLO Perspective: Mobile Learning Trends & Applications



Qualcomm

- Global leader in developing and delivering innovative digital wireless communications solutions based on CDMA and other advanced technologies
- Partners with wireless operators, device manufacturers, software vendors and distribution suppliers to drive adoption of mobility solutions

Innovation – execution – partnership



Our business

Enabling the next evolution of wireless through...

- Technology licensing
- Chipsets and system software
- Wireless multimedia
- Mobile display technology



3

Qualcomm employee landscape

Over 28,000 employees

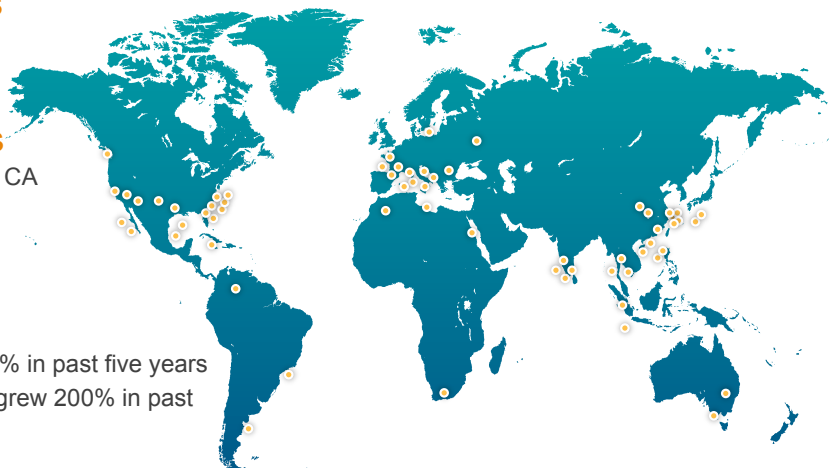
- ~65% have engineering backgrounds

139 worldwide locations

- Headquartered in San Diego, CA
- 24% of employees located internationally

Employee growth

- Total employee base grew 90% in past five years
- International employee base grew 200% in past five years



4



84%

Couldn't go a single day without their mobile devices in hand

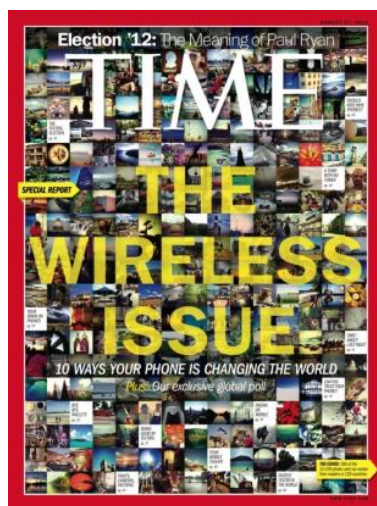


Source: TIME mobility poll in collaboration with QUALCOMM, Aug. '12

5

65%

Opted to take their wireless mobile device with them in the morning instead of lunch



Source: TIME mobility poll in collaboration with QUALCOMM, Aug. '12

6



44%

Would leave their
wallets at home in
favor of their
device



Source: TIME mobility poll in collaboration with QUALCOMM, Aug. '12

7

The biggest platform in the history of mankind

6.3B

Mobile connections in
2012



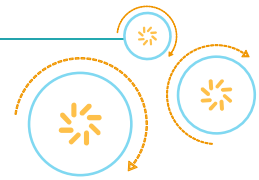
Source: TIME mobility poll in collaboration with QUALCOMM, Aug. '12

8





By 2015, over **300 million Pre-K–12 schoolchildren** across the planet will be carrying personal learning devices.

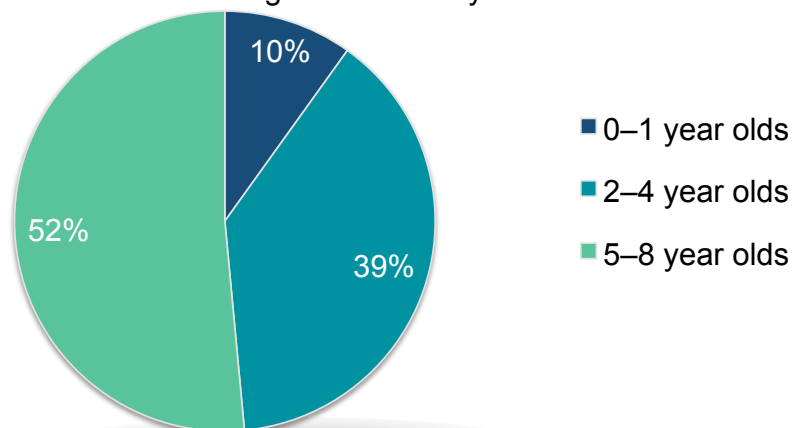


Source: The Worldwide Market for Mobile Learning Products and Services: 2010-2015 Forecast and Analysis. Ambient Insight, 2011.

9

Today more than half of all children 5–8 years old use mobile devices at home

Mobile media use among children 0–8 years old



Source: www.common sense media.org

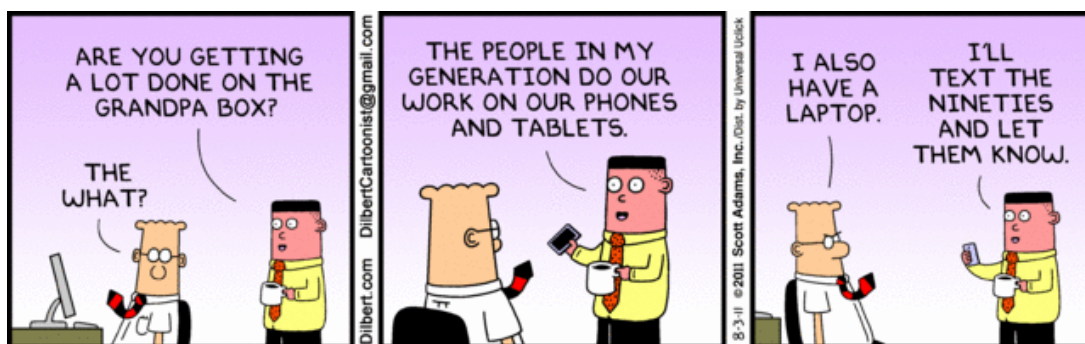
10



We only call it technology when we were born before it was invented...



11



12



Next generation workforce

- Born between 1994 and 2010
- 23 million
- Watch more than 7 hours of mobile video per week
- 58% “always” or “sometimes” look at mobile ads
- Sent an average of 3,364 texts per month
- Only talk on the phone 515 minutes per month
- 78.7% visit social networks or blogs
- Watched 23 hours 41 minutes of TV per week
- Well-educated and most technologically advanced

Source: Premise Immersive Marketing

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Key characteristics

Here & now

What I want,
when I want it

Real

Social networks & UGC

Technology

Independent &
tech savvy



Me

Personalize it!

One

Social communities &
inclusion

14



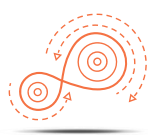
“BYOD” is already here

- In 2012, 50% of workers **brought their own devices** to work.
- In 2011, 57% of surveyed firms actively discouraged personal devices in the workplace. In 2012, over 60% of surveyed firms **allowed employees to use personal devices at work**.
- Fifty percent of workers are using **three or more devices** for work.

Sources: IDC Predictions, January 2013; Yankee Group, 2012; Forrester Research, 2012

15

Mobile is redefining how we work and learn!



Always-on connectivity



All-day battery life



Security



Location aware



Multimedia performance



Unprecedented power and speed



16



Enterprise mobile learning opportunities

NEW EMPLOYEE ORIENTATION

ENGAGED LEARNERS

LEADERSHIP DEVELOPMENT

BROAD UTILIZATION

MANDATORY TRAINING

CAPTURED AUDIENCE

AUDIO/LANGUAGE TRAINING

SPECIFIC, PERSONAL CURRICULUM



17

Mobile provides a personalized learning platform



Qualified instruction



Enriched content

24/7
365

Days a year



Peers, experts & coaches



Collaboration tools



18



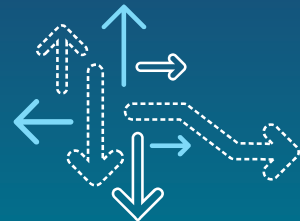
Qualcomm's strategies for enterprise mobile adoption

- Collaborate with internal stakeholders (security, IT, etc.)
- Establish an internal ecosystem for sharing information on mobile
 - Internal employee app store
 - Publishing to the mobile web
 - Building apps, buying apps, recommending apps
 - Support employee generated content
- Encourage and assist vendors to move to mobile
- Leverage existing mobile apps and technologies



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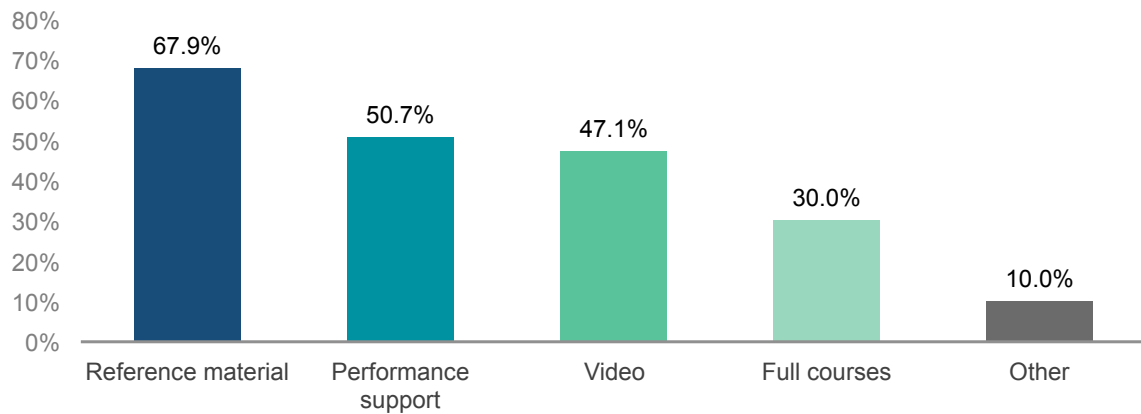
Building a mobile-friendly ecosystem



20



Types of content delivered to employees via mobile devices



Source: ASTD, Mobile Learning White Paper, 2012

21



22





Increasing employee engagement & learning

23

Using mobile to share our unique company culture...

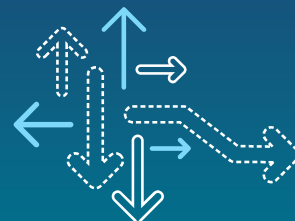
A consistent message with a global reach



28,000	Employees	40	Countries
24%	Employee growth last year	118	Different nationalities
1200	Interns arrived summer 2013		

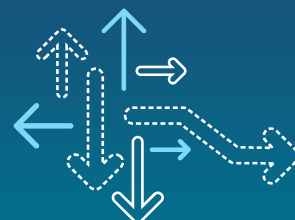
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Improving employee productivity

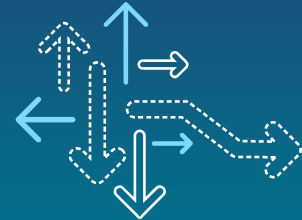
25



Enabling access to information at the moment of need

26





Building an external ecosystem

27

3rd party vendors



28



Lynda.com



- 1,500 users per month
- 200 new users per month
- 6000 movies viewed per month

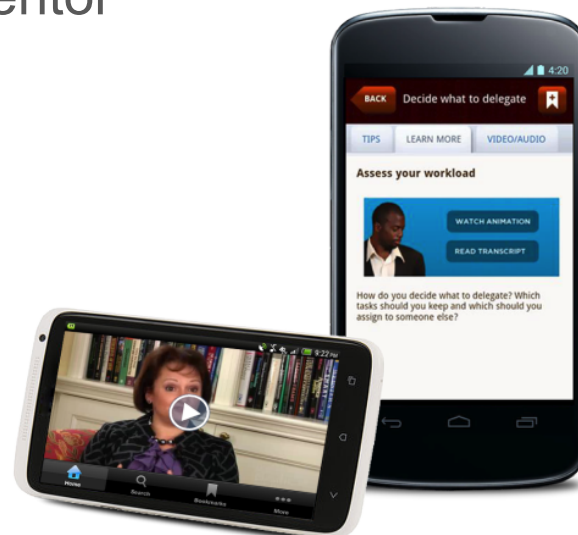


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Harvard Manage Mentor

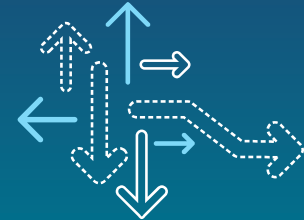


- Short videos & audio
- Key topics
 - Innovation
 - Leading and motivating
 - Finance
 - Strategy



30





Looking ahead: the (not so distant) future of mobile

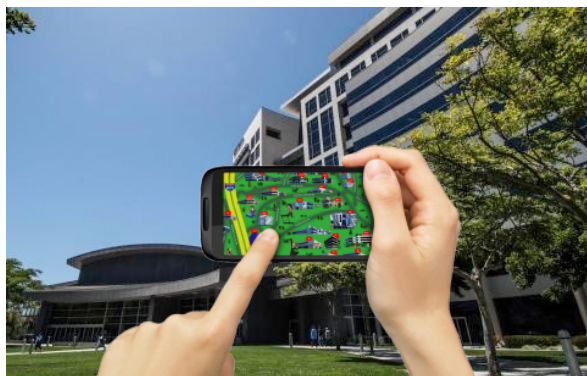
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Mobile = user centered (me, me, me!)

Learns

Senses

Discovers



Filters

Knows

Interacts

32



Qualcomm is working on the next generation mobile technologies



Augmented reality

Connecting the physical to the virtual

www.qualcomm.com/vuforia



Peer-to-peer communication

Collaborating between devices, without going online. Sharing files. Collaborative apps and games.

www.alljoyn.org



Context awareness

Your phone understands where you are, and offers appropriate content

www.gimbal.com



Faster performance, longer battery life

Redefining computing

33

Recommendations

- Launch...then learn
- Design for all mobile platforms and devices
- Find opportunities to use mobile devices as productivity tools in the workplace
- Put content in employees hands
- Utilize mobile applications to make work easier for employees

To learn more, join an exclusive mobile learning network: **WorkLearnMobile.org**

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