

INTO THE new
BREW 2007 CONFERENCE

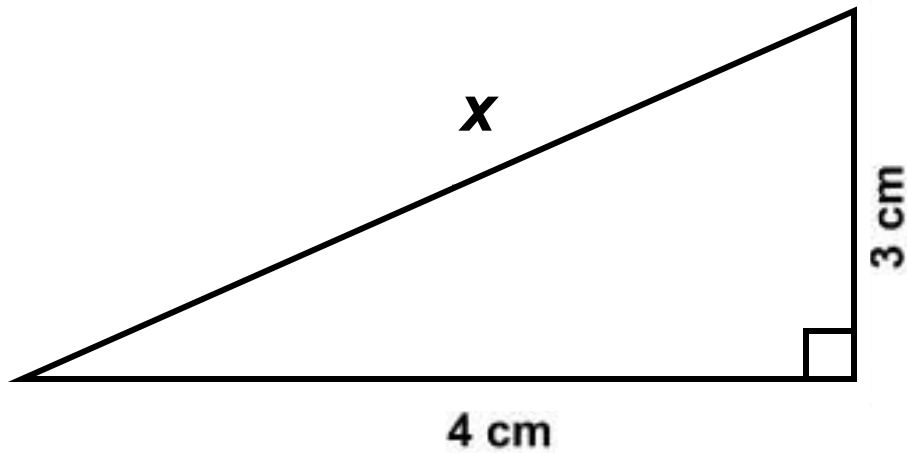
LBS in Europe Ready to Take Off

John Kavulich, Moderator
Location Products and Services
QUALCOMM, Inc.



Location Problem

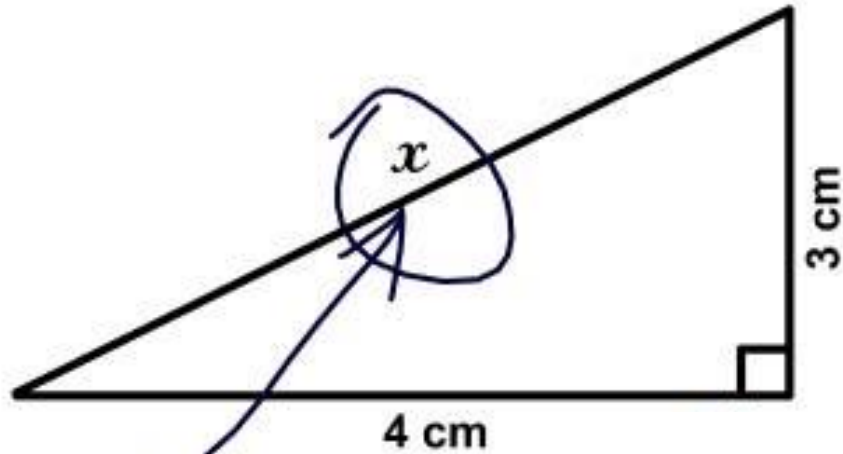
Find x .



Ocular Trauma - by Wade Clarke ©2005

Location Problem

Find x .



Here it is

Ocular Trauma - by Wade Clarke ©2005



European Location Market

- 62% of users in France, Germany, Italy, Spain, and UK interested in GPS-enabled phones.....Canalys
 - Greater than the 51% expressing interest to watching video
- Personal Navigation Devices in EMEA were ~12M units in 2006, up +70% from 7M in '05..Canalys
 - 51% of users surveyed want to use their phones for mapsNokia Survey
 - 31% of users want to use their phones for search..... Microsoft Survey



Distinguished Panel

- Joe Astroth **Autodesk**® Location Services

- Simon Glassman



- Joe Hannan

