Abstract

Mobile wireless devices have become a necessity in everyday life, are redefining mobile possibilities for people everywhere, and are enabling significant societal changes. They have also become important product drivers for the semiconductor industry. The product market landscape has been driven by an insatiable demand for data speeds, device features, sleek appearances and increased battery life. By integrating the functionality of the CPU, the GPU, connectivity, multimedia and GPS with optimal performance and power consumption, Qualcomm’s chipsets are finding applications in Smartphones as well as other Mobile Computing applications. This talk will outline the key technology elements required in the implementation of Qualcomm’s chip sets. The development and cost-effective fabrication of ever more complex chip sets to meet the needs of future products requires increased innovation and integration in critical areas such as architecture, circuit design, process technology and packaging. In addition a continued focus on evolving the successful fabless model and managing cost will be discussed.