

QUALCOMM®

# BREW: Bring wireless services to life.



BlackBerry 1027  
U.S. Patent No. 8,359,016



As new opportunities in mobile retailing emerge, you want a solution that leverages the benefits and efficiency of a complete wireless ecosystem on your side. BREW® is a leading content development and delivery solution, supporting a variety of advanced wireless applications and services across virtually every media category—from full-track music, ringtones and wallpapers to streaming audio, video and games.

## BREW: Global mobile content for all.

As the demand for content continues to climb, BREW provides operators, developers, publishers and device manufacturers around the world with a complete, industry-proven solution for the management, merchandizing, delivery and monetization of wireless data services.

The BREW solution debuted in 2001 as a mobile application development platform and end-to-end content delivery ecosystem. Since then, BREW has fueled the worldwide dynamic growth of 3G wireless data services, generating an average of 80.5 million transactions per month in 2007 and paying out over \$1 billion in earnings to the BREW developer and publisher community as of March 2007.

And BREW is everywhere. BREW services are available to customers in over 25 countries, including approximately 108 million wireless subscribers with BREW-enabled handsets in the U.S. alone as of February 2008.

### **A single solution that benefits the entire wireless community.**

BREW's business model makes sense. That's because it was designed with the bottom line of the entire wireless ecosystem in mind. For starters, consider how BREW drives maximum data ARPU by increasing 3G data usage and accelerating content discovery and click-to-purchase conversions. Next, consider how BREW provides content: BREW's vibrant marketplace includes a robust content portfolio, settlement services and flexible in-network, hosted or managed deployment options.

The results? Premium content, faster time-to-market and lower capital expenses.

In short, BREW is ideal for bringing in new and sustainable data revenue for all members of the mobile marketplace value chain.

### **Bringing consumers together with content.**

We see a world of premium 3G applications and services enabled on a mainstream, mass-market level. A world in which consumers expect—and easily discover—the freshest, richest content available. A world where personalized content is easily and securely managed over the air.

To this end, BREW enables the smoothest possible path between consumers, operators and content. BREW offers rich marketing and retailing options that allow for frequent updates and catalog management, as well as integrated, flexible and transparent billing options.

It's the surest path to revenues and profits for the global community of operators, manufacturers, developers and publishers who are building this world one app, device and relationship at a time.

*Learn more at [www.qualcomm.com/brew](http://www.qualcomm.com/brew).*

## What does BREW do for you?

### **The Developer**

- Consolidated operator settlement program
- A content marketplace that facilitates relationships with an established community of BREW operators
- Development tools and testing assistance
- Easily port one application to multiple devices
- Unparalleled support from a dedicated developer-relations team and an established global BREW community

### **The Operator**

- A rich virtual marketplace of applications and services from around the world
- Application selection and price negotiation
- Secure OTA distribution of applications
- Diverse content pricing options including subscriptions and micro-payments
- Coordinated billing, payment and settlement
- Options for operator-hosted, Qualcomm® hosted, or a turnkey BREW Managed Services deployment
- Simplified data service through BREW Managed Services program
- Web and on-device storefronts

### **The Device Manufacturer**

- Client software, porting and testing tools
- Technical and business development assistance
- Lower implementation costs and faster time-to-market
- Customizable UIs with easy OTA updates



Qualcomm Incorporated  
5775 Morehouse Drive  
San Diego, California 92121-1714  
Tel: 1-858-587-1121  
Fax: 1-858-658-2100

QISCL-BREW001

Copyright © 2008 QUALCOMM Incorporated. All rights reserved. QUALCOMM and BREW are registered trademarks of QUALCOMM Incorporated in the United States and may be registered in other countries. This document may include images, references to or descriptions of devices or parts whose manufacture, use, sale, offer for sale, or importation into the United States is limited or prohibited by the February 5th, 2008 injunction against QUALCOMM Incorporated. This document should not be construed as an offer to sell such parts for use or importation into the U.S., nor should it be construed as assistance in making, using, selling, offering to sell, or the importation of any product in the U.S. containing such parts. This document is intended solely to provide information for those products that are outside the scope of the injunction. Recipient's download and/or use of the information in this document constitutes agreement with these terms.