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### **Hanvon Reveals New E-reader Design for China Market Featuring Qualcomm's mirasol Display Technology**

— *World's Thinnest and Lightest Color E-reader Unveiled at CES Opening Keynote* —

LAS VEGAS — January 10, 2012 — [Qualcomm MEMS Technologies Inc.](#), a wholly owned subsidiary of Qualcomm Incorporated (NASDAQ: QCOM), and Hanwang Technology Co., Ltd. (Hanvon), a leading provider of e-reader devices in China, today announced at the International Consumer Electronics Show the Hanvon C18, the thinnest and lightest e-reader to incorporate mirasol® display technology to date. The Hanvon-branded device, revealed by Qualcomm Chairman and CEO Dr. Paul Jacobs during his opening day CES keynote, delivers a premium reading experience, a touch display, vibrant color even in bright sunlight and weeks of reading under typical usage. \*

“Hanvon has chosen mirasol displays as the enabling technology that will best place the full color potential of their vast content library into the hands of their customers,” said Clarence Chui, senior vice president and general manager of Qualcomm MEMS Technologies, Inc. “This Hanvon e-reader validates customers’ evolving expectation of color as part of their e-reading experience and mirasol displays deliver an unparalleled experience.”

The Hanvon C18 e-reader includes access to tens of thousands of e-books, more than 100 Chinese newspapers and more than 300 magazines, 90 percent of which offer full-color digital editions. Hanvon’s continuing collaboration with more than 300 publishers ensures a deep and diverse stream of digital content for consumers. Additionally, the device features Hanvon’s patented handwriting recognition technology – Hanvon Input – to further enhance the user experience.

“Thinner and lighter than any color e-reader, the Hanvon C18 e-reader is a revolutionary product that Hanvon and Qualcomm are bringing to consumers,” said Mr. Liu Yingjian, president of Hanwang Technology Co., Ltd. “With the exceptional mirasol display technology, it will break new ground in the e-reader industry.”

The Hanvon C18 e-reader features a 5.7” XGA format (1024 x 768 pixels) mirasol display (screen resolution of 223 ppi) and Qualcomm’s 1.0 GHz Snapdragon™ S2 class processor. Hanvon’s custom application interface sits atop an Android 2.3 base.

\* Battery life varies depending on usage and ambient light. Battery life based upon 30 minutes of daily reading time with Wi-Fi off and integrated reading light set to 22 percent utilization.

### **About Hanwang Technology Co., Ltd (Hanvon)**

Hanvon Technology Co., Ltd., founded in 1998, is a global leader in pattern recognition technologies and manufacturer of consumer electronics. The company is headquartered in the heart of Beijing's Zhongguancun Software Park, and operates a 23,000 sq. meter, state-of-the-art manufacturing plant in nearby Hebei province. Hanvon's four core technologies, optical character recognition (OCR), handwriting recognition, digital handwriting input, and biometric recognition, have been widely utilized in hardware solutions for education, industry, archiving, office-automation, and security. Hanvon produces its own brand of consumer electronics, as well as OEM/ODM products ranging from e-readers and tablet computers, to artist tablets, interactive touch screens, access control face scanners and more. Hanvon is listed on the Shenzhen Stock Exchange (stock code: 002362).

### **About Qualcomm MEMS Technologies Inc.**

Qualcomm MEMS Technologies Inc. has drawn on the same color-producing process that makes a butterfly's wings shimmer to develop the revolutionary mirasol display technology. The mirasol display is the industry's first to use interferometric modulation (IMOD); a micro-electro-mechanical systems-based technology capable of creating color from ambient reflected light. Qualcomm's mirasol displays are bi-stable, energy efficient,

offer refresh rates to support interactive content and are highly reflective, allowing for superb viewing quality in a wide range of environmental conditions, including bright sunlight. With applications in a variety of mobile devices, mirasol displays support Qualcomm's overall strategy of mobile innovation by enabling a compelling viewing experience with significantly less power. For more information, visit the [mirasol displays website](#), our [Blog](#) or follow us on [Facebook](#) and [Twitter](#).

### **About Qualcomm**

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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