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Kyobo, Korea's Largest Bookseller, and Qualcomm Introduce Kyobo-Branded Color E-reader Featuring Qualcomm's mirasol Display Technology

—World's First Color mirasol Display Enables Outdoor Visibility, Low Power —

SEOUL, South Korea and SAN DIEGO — November 21, 2011 — [Qualcomm MEMS Technologies Inc.](#) (QMT) a wholly owned subsidiary of Qualcomm Incorporated (NASDAQ: QCOM), and [Kyobo Book Centre](#), Korea's largest seller of books, today announced the retail availability of the world's first e-reader to include mirasol[®] display technology. Kyobo and Qualcomm have collaborated to deliver an unmatched reading experience by providing a large and diverse content portfolio spanning books, magazines and video on a touch display that features vibrant color in bright sunlight. The device will allow for weeks of reading under typical usage.*

“Kyobo is a recognized content leader focused on bringing unique and innovative experiences to its customers,” said Clarence Chui, senior vice president and general manager of Qualcomm MEMS Technologies, Inc. “Kyobo’s customers will be the first to enjoy the exceptional color e-reader experience and long battery life that only mirasol displays can provide.”

The Kyobo e-Reader includes access to Kyobo’s 90,000 ebook library, notably including early rights from Korean publisher Minumsa for the much-anticipated Steve Jobs’ exclusive biography, a full one-month before any other Korean digital outlet.

Additionally, the device features: video lecture content exclusive to [EBS](#), a leading Korea-based provider of educational material; content sharing through Korean social networking services; English language text-to-speech capabilities; and searchable content through the popular Diotek dictionary application.

“The Kyobo e-Reader brings the user a true book reading experience,” said Mr. Seong-Ryong Kim, chief executive officer of Kyobo Book Centre. “With our diverse content and leading edge technology from Qualcomm, Kyobo Book Centre will provide a premium reading experience to our customers.”

The Kyobo 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. Kyobo’s custom application interface sits atop an Android 2.3 base.

Kyobo's e-Reader is now available for purchase at the full retail price of KRW349,000 (US\$310). Kyobo Platinum Book Club members can purchase the e-reader at a discounted price of KRW 299,000 (US\$265). Kyobo's e-readers are available at bookstore locations across South Korea, including Kyobo's flagship Gwanghwamun-jum location in Seoul.

* Battery life varies depending on usage and ambient light. Battery life based upon 30 minutes of daily reading time with Wi-Fi off and front light set to 25 percent utilization.

About Kyobo Book Centre

Kyobo Book Centre has contributed to preserving Korean culture and improving knowledge and education in Korea through its distribution of high quality books and services throughout all of Kyobo Book Centres. Beginning with the Gwanghwa-Moon branch in 1980, Kyobo Book Centre has been Korea's leading bookstore and an icon of knowledge and education throughout the country with multiple branches and an online presence. Kyobo Book Centre aims to conserve culture, expand knowledge and create a better world for all of humanity.

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](#).

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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