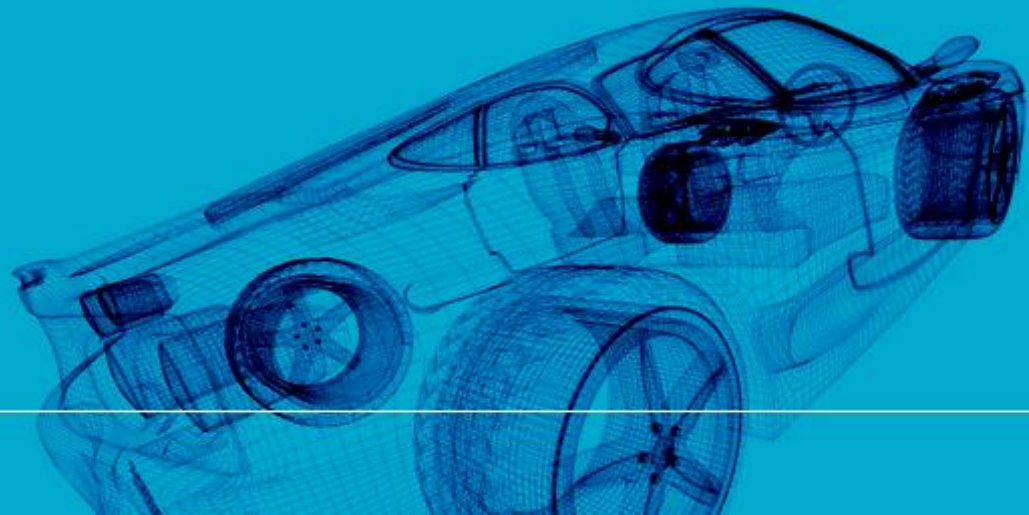


# The Future of the Electric Car

Joe Barrett: EVP Qualcomm

May, 2012



# Qualcomm Pedigree

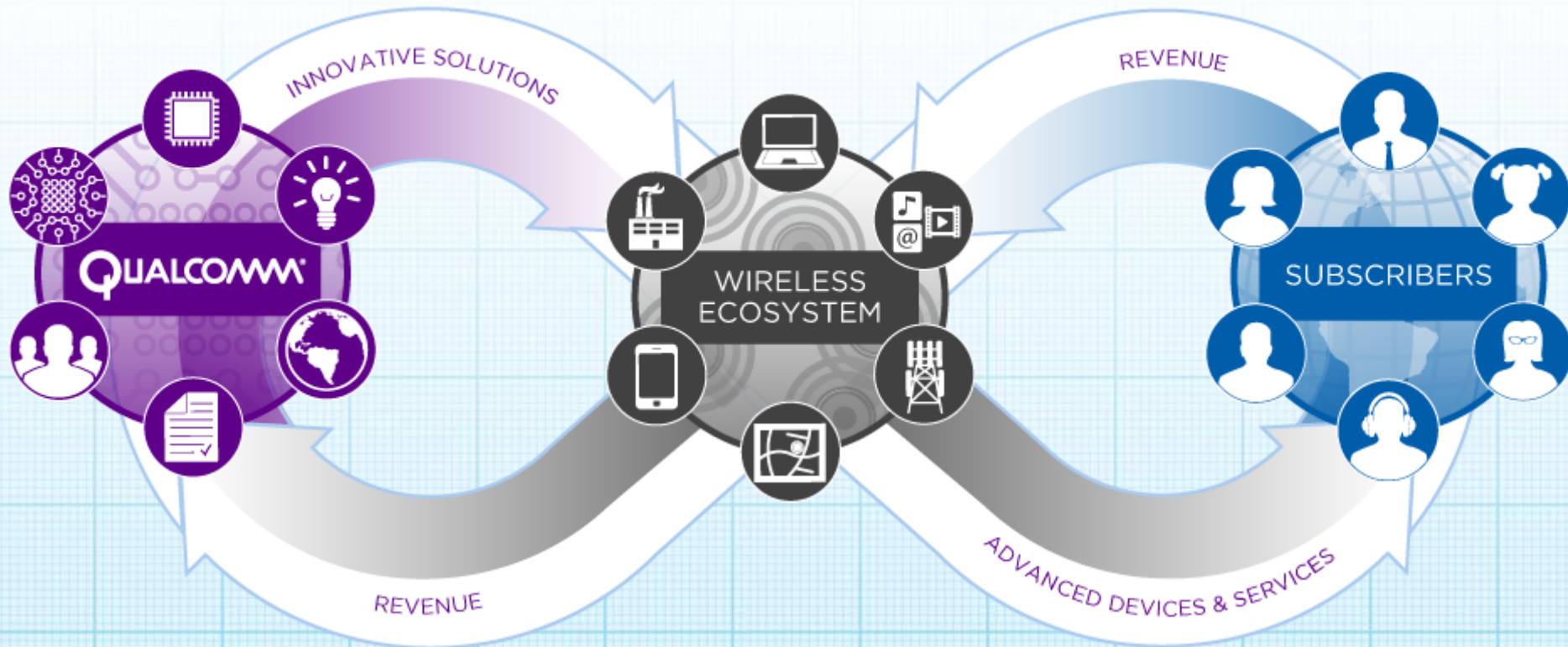
- 26 Years of Wireless Innovation
- \$15 Billion Fiscal 2011 Revenues
- \$2.5 Billion R&D Spend
- ~20,000 Employees
  - 85% in Research into all aspects of Wireless
  - Engaged with Major Standards Bodies & Regulatory Bodies
- Long history in Wireless Power Research





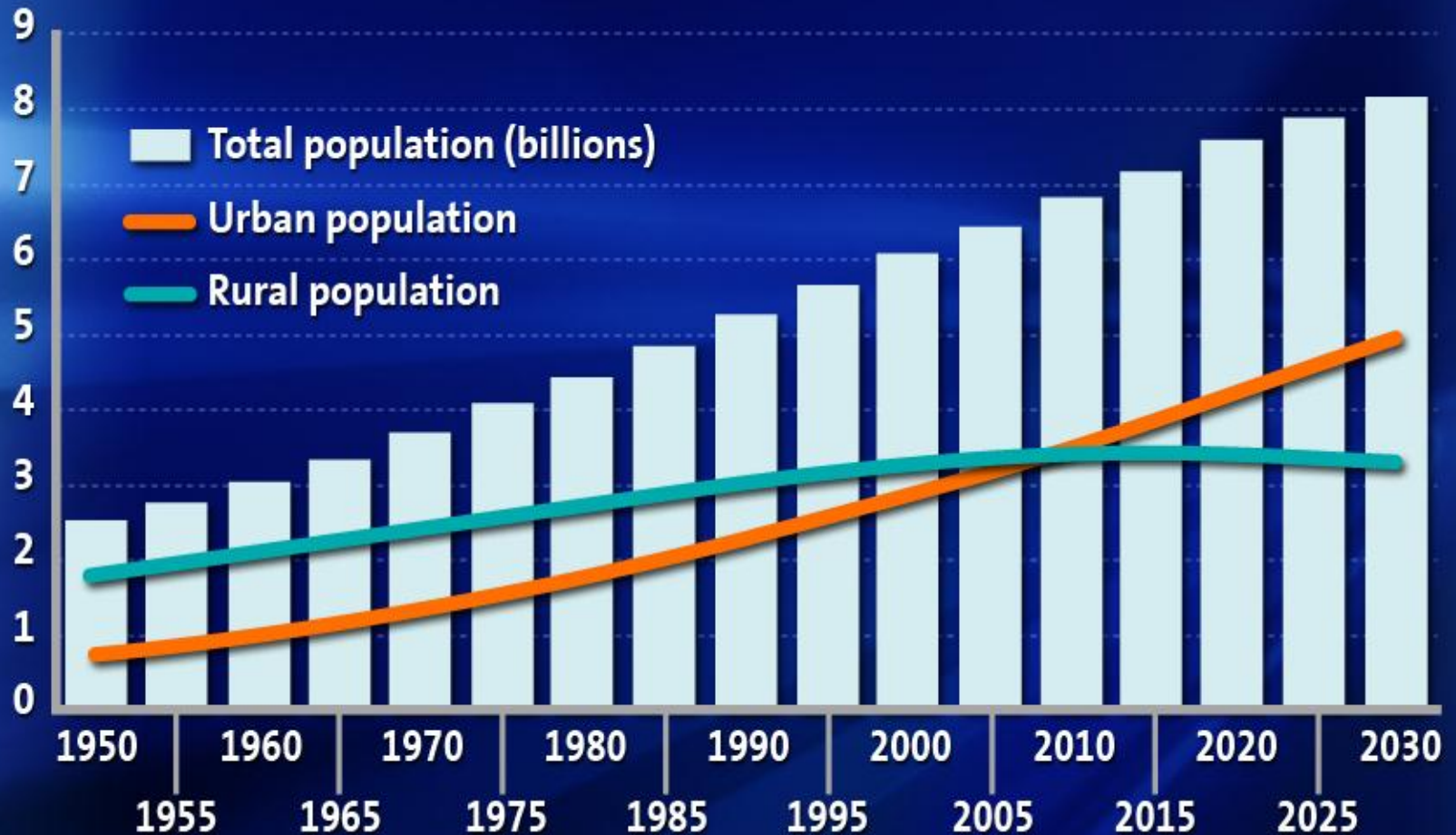
# Qualcomm Business Model

- Technology and Value Chain Enabler



- 25 years of Technology Licensing with 230+ licensees
- Investment in R&D, standardisation and global regulatory effort to enable a successful ecosystem

# Why Solve Urban Mobility?

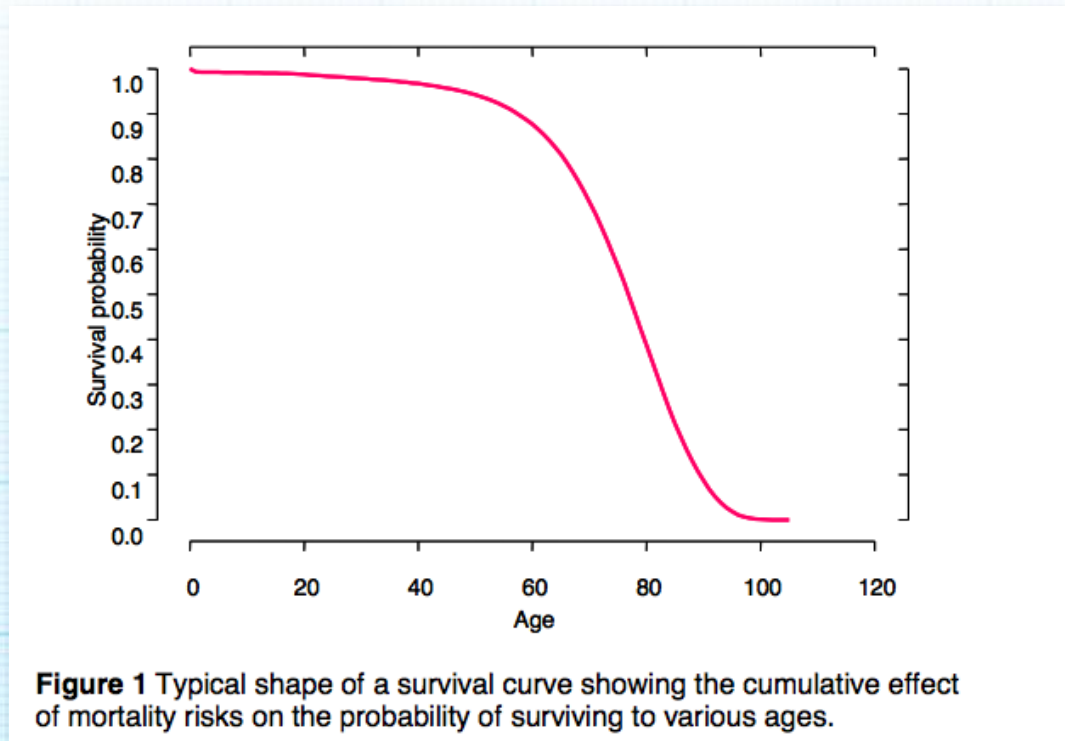


- **Urban Traffic Congestion and Parking Issues**

Source: GM 2012

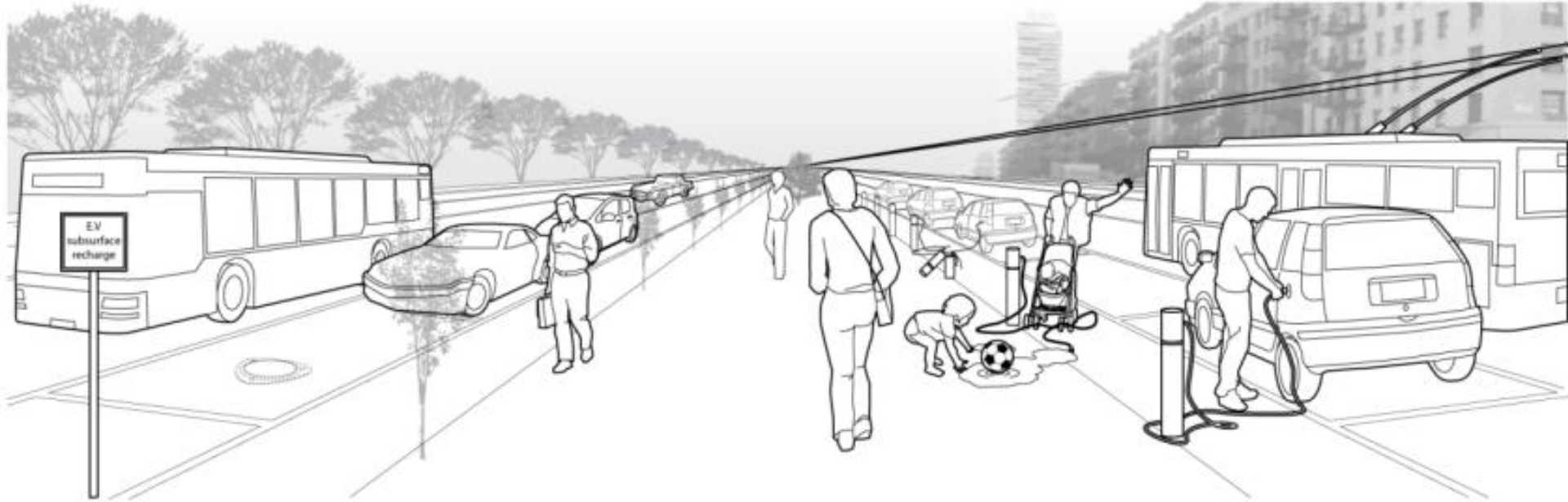
# Health Impacts of PM<sub>2.5</sub>

- Poor air quality could contribute to 50,000 premature deaths per year across the UK
- Airborne pollution in the form of fine particles (PM<sub>2.5</sub>) comes mostly from combustion sources; transport, domestic and industrial.





# Urban Clutter – the unintended consequence of solving the health issue



## Durability

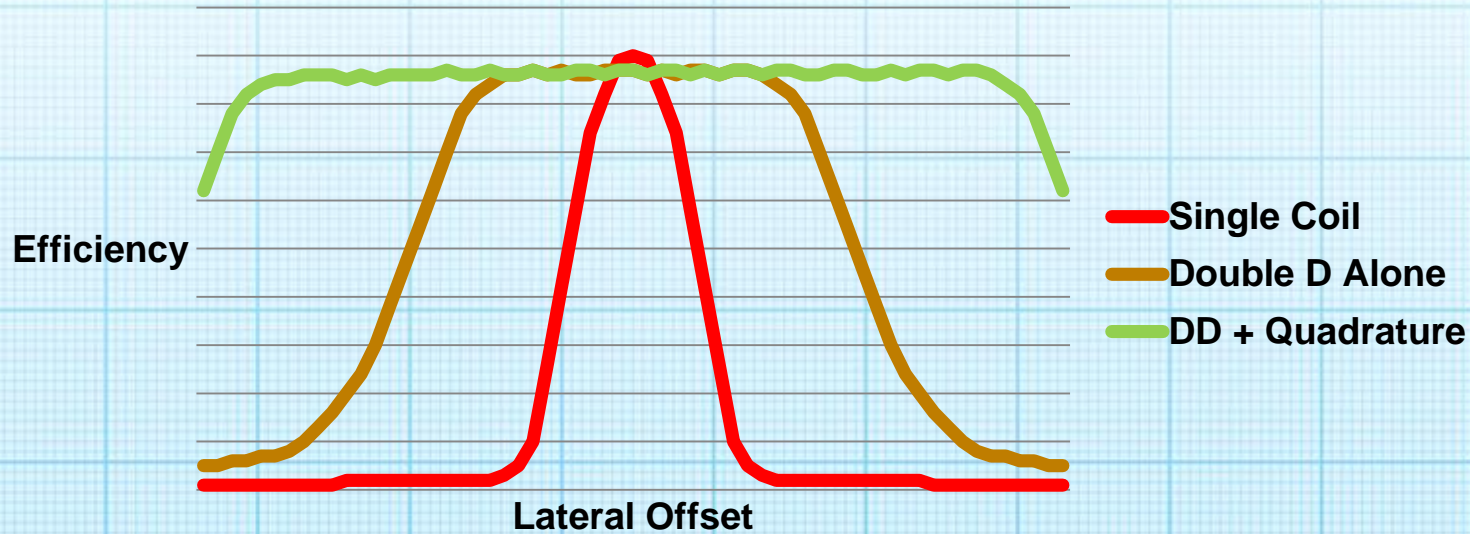
- No moving parts
- Extremely rugged and tough
- Waterproof, weatherproof
- Impervious to chemicals, debris
- Low profile, crash-safe
- Vandal-proof, theft-proof
- No cord to steal or unplug

## Aesthetics

- Doesn't damage historic city aesthetics
- Avoids unnecessary street clutter
- Maintains precious footpath area
- Eyesore of overhead cables is removed for buses
- Provides a subtle branding option for networks



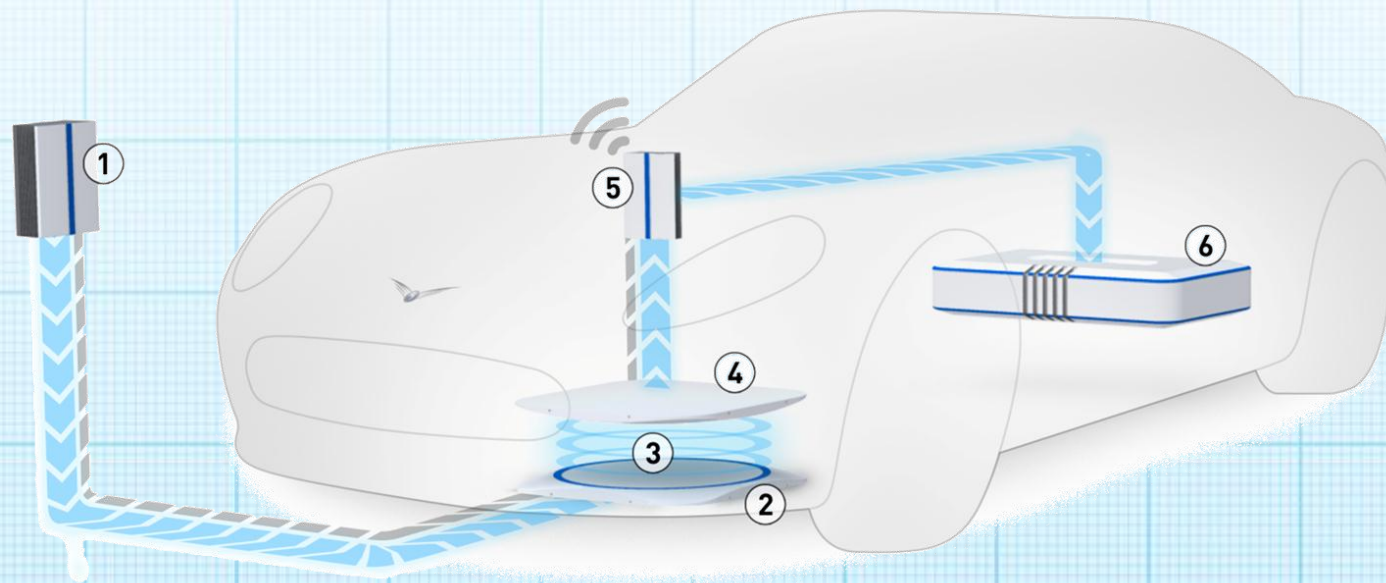
# Some Innovation Highlights





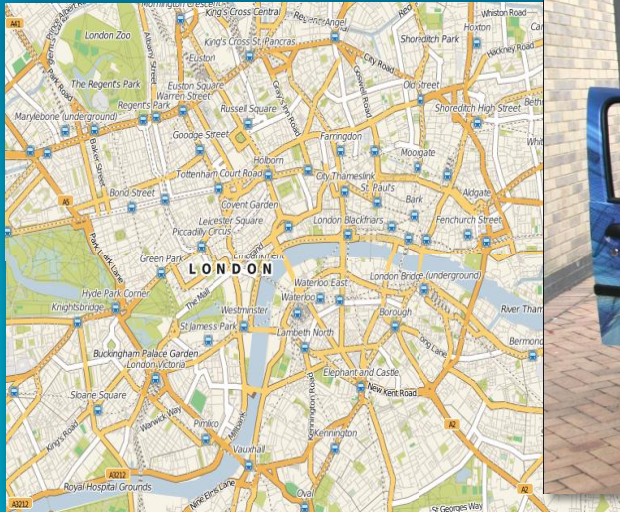
# Our Complete Solution

- ① Power Supply
- ② Transmitter Pad
- ③ Wireless Electricity & Data Transfer
- ④ Receiver Pad
- ⑤ System Controller
- ⑥ Battery





## London Trial 2012



3.3kW Citroen

7kW Phantom

20kW Lola-Drayson





# Q&A

For more information visit:  
[www.qualcommhalo.com](http://www.qualcommhalo.com)

