



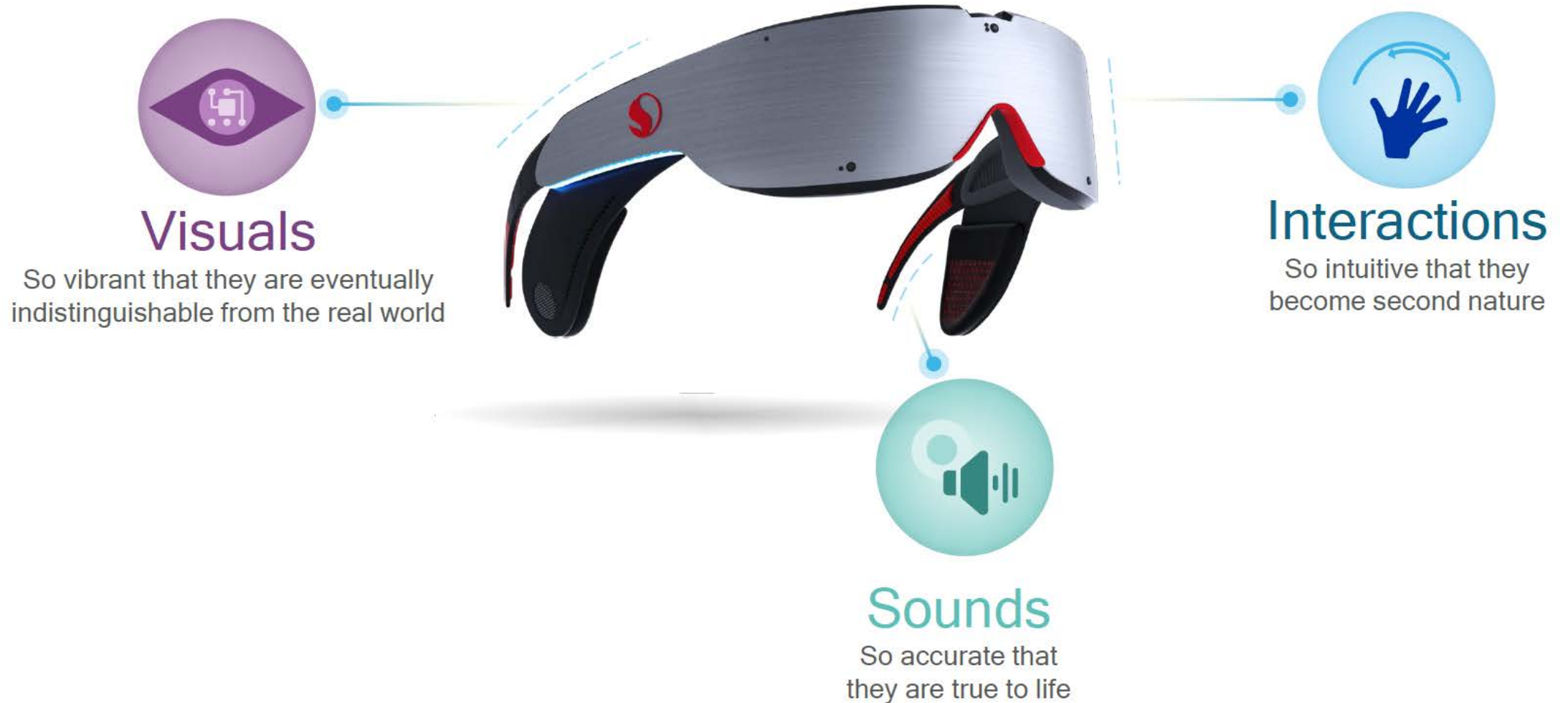
# Making immersive virtual reality possible in mobile

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# VR will provide the ultimate level of immersion

## Creating physical presence in real or imagined worlds





# The time is right for VR

Technologies and ecosystem are now aligning

Device availability

Software infrastructure

Content creation and deployment

**Ecosystem  
drivers**



Multimedia technologies

Display and sensor technologies

Power and thermal efficiency

**Technology  
advancements**

# The mobile industry is accelerating VR adoption



## Scale

Innovation at scale and  
cost advantage



## Rapid design cycles

Fast adoption of cutting  
edge technologies



## Mass adoption

Broad appeal for  
mainstream consumers

# Power and thermal efficiency for VR tasks is essential

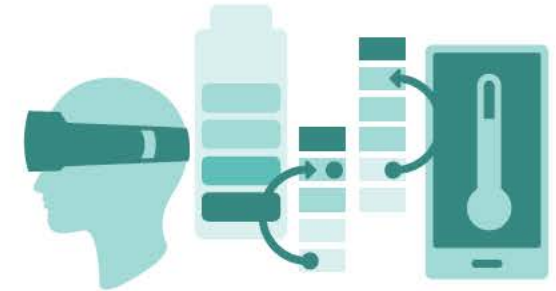
The VR headset needs to be comfortable to wear for extended periods



## VR workloads

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Compute intensive  
Diverse characteristics

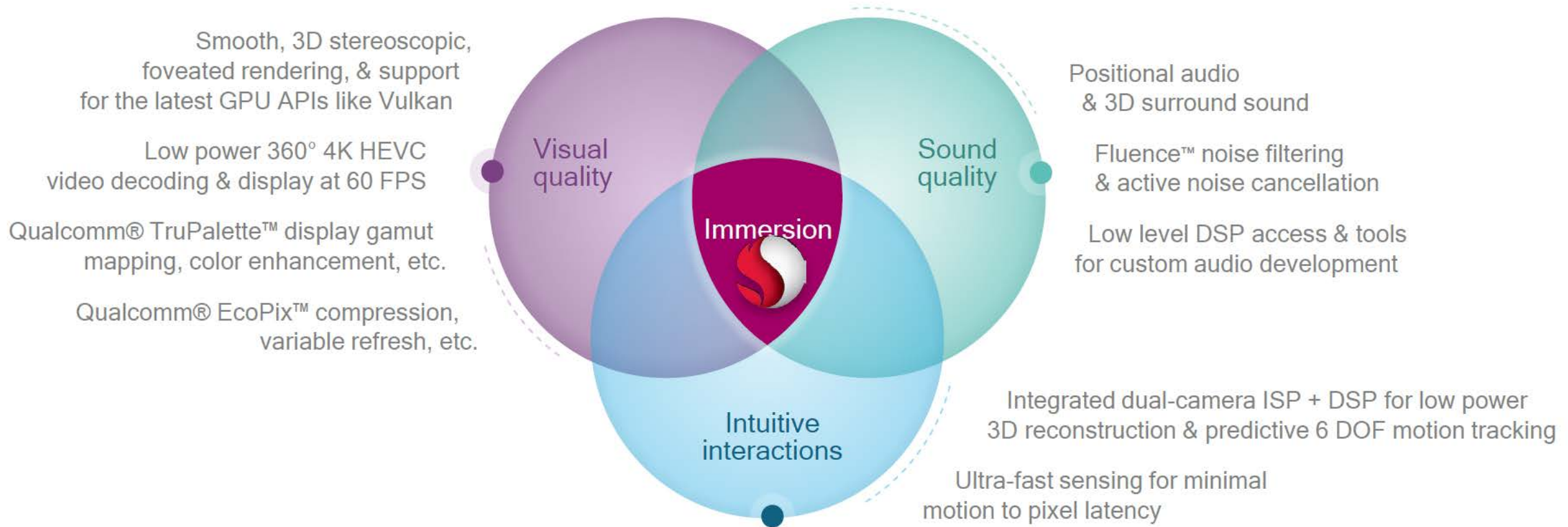


## Constrained mobile wearable environment

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Sleek, ultra-light  
Long battery life  
Thermal efficiency

# Meeting VR Processing Demands within thermal and power constraints

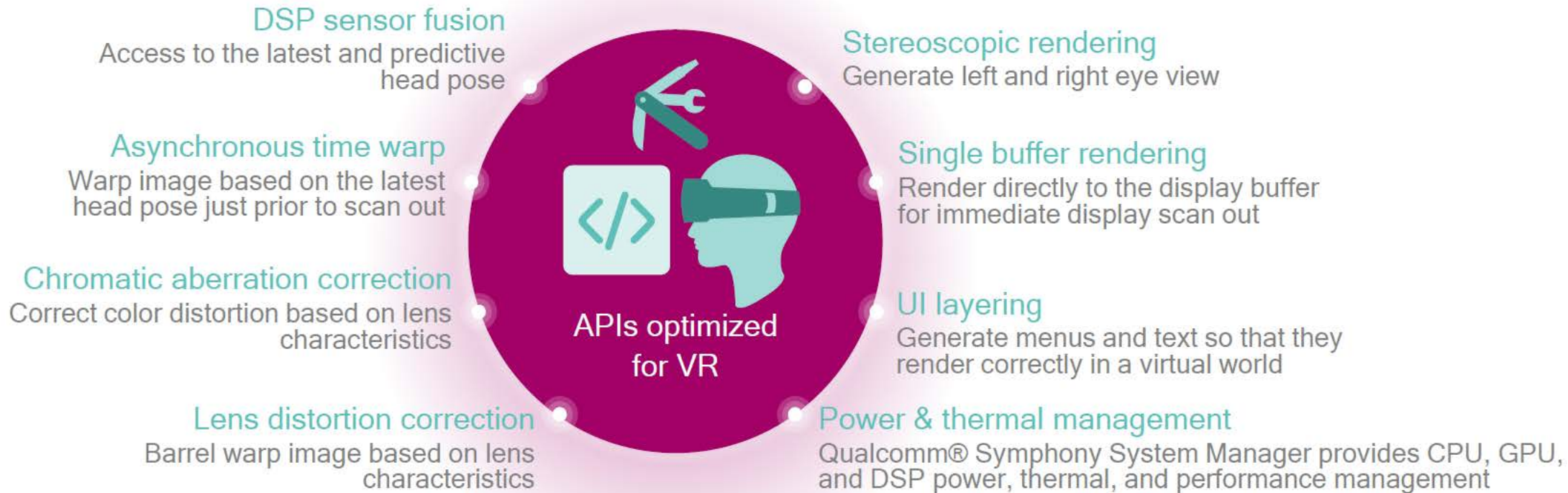


Qualcomm® Adreno™ Visual Processing | Qualcomm Spectra™ ISP | Qualcomm® Hexagon™ DSP  
Qualcomm® Zeroth™ platform | Qualcomm Aqstic™ audio | FastCV™ SDK | Snapdragon tools



# Qualcomm® Snapdragon™ VR SDK

Access to advanced VR features to optimize applications and simplify development



## Benefits

Simplified development

Optimized VR performance

Power and thermal efficiency

# Mobile VR evolution

Devices will become sleeker, lighter, and more fashionable

Google  
Cardboard



Slot-in



HMD



Sleek  
HMD



Imperceptible  
device?



Continued improvements in...

Power efficiency

Pixel density & quality

Sound quality

Intuitive interactions

Cost efficiency



# Thank you

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