

# Analysis of Qualcomm's AI Technologies, Patents, and Strategies

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## Abstracts

With a successful business model, Qualcomm has dominated the CDMA (Code Division Multiple Access), 3G EV-DO (Evolution-Data Optimized), and 4G LTE (Long Term Evolution) baseband markets. But success comes with hidden worries. The company's excessive focus on the mobile phone market has led to a decline in its revenue and patent royalty. Therefore, Qualcomm has tried to transform its business and drive sustainable growth through strategic investments in the development of emerging applications, acquisitions, and technologies and patents. These efforts, especially the emerging application markets that Qualcomm's AI (Artificial Intelligence) technology has aimed at, provide important clues for understanding Qualcomm's deployment plans. This report looks into what core AI technologies Qualcomm has focused on and examines smart applications that Qualcomm's AI technology has been applied to.

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