

Qualcomm Site Redesign

Wireframes & Functional Specification Document

Phase I
V 1.6

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Submitted To: Qualcomm

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Table of Contents

Cover	1
Table of Contents	2
Revision History	3
Templates and Examples	4
Template Overview	5
Template Section Graphic	6
Template Sections Detailed 1	7
Template Sections Detailed 2	8
Template Sections Detailed 3	9
H1: Home	10
Example H1: Home	11
Example H1: Home Rollover	12
Example H1: News Rollover	13
Example H1: Qualcomm and You dropdown	14
Example H1: Partner Home	15
Example H1: Top Level Menu	16
H1: Development Notes	17
E1: Experience Page Template	18
Example E1: Qualcomm Innovation	19
Example E1: Pathway to Innovation	20
E1: Development Notes	21
E2: Mixed Page	22
Example E2: Developer Tools	23
E2: Development Notes	24
C1: Content Page	25
Example C1: Qualcomm History	26
C1: Development Notes	27
C2: Multi-Block Content	28
Example C2: Corporate Giving FAQ	29
C2: Development Notes	30
L1: List Template	31
Example L1: Investment Focus	32
L1: Development Notes	33
L2: Multi- List Template	34
Example L2: Press Releases 5.1 (Phase 2)	35
L2: Development Notes	36
L3: Icon List Template	37
Example L3: Mobile TV	38
L3: Development Notes	39
L4: Icon List with Feature Section	40
Example L4: Personalization	41
L4: Development Notes	42

Variant L4: Executive Viewpoints	43
Variant L4: Mobile Phones 4.2.1	44
Variant L4: Development Notes	45
Detail 4.2.1 Phone Finder (Phase 2)	46
L5: Collapsible List Template	47
Example L5: Investor FAQ	48
L5: Development Notes	49
Variant L5: News and Events 5.0	50
L5 Variant: Development Notes	51
T1: Table Template	52
Example T1: Corporate Events	53
T1: Development Notes	54
T2: Tabbed Content	55
Example T2: QTV Solutions	56
Example T2: QCT 6.3.2	57
T2: Development Notes	58
P1: New Product Template	59
Example P1: GOBI	60
P1: Development Notes	61
SR1: Search Results (Phase 2)	62
Example SR1: Search Results (Phase 2)	63
SR1: Development Notes (phase 2)	64
Example SR2: Search Results; Scoped (Phase 2)	65
SR2: Development Notes (Phase 2)	66
F1: Form Page	67
Example F1: Global Contact	68
Example F1: Letter of Inquiry	69
F1: Development Notes	70
EX1: External Content	71
Example EX1: Job Search	72
EX1: Development Notes	73
V1: Video Page	74
Example V1: Executive Viewpoint	75
V1: Development Notes	76
B1: Message Board	77
Example B1: Idea Forum (Phase 2)	78
Example B1: Idea Forum; Login (Phase 2)	79
Example B1: Idea Forum; Reply (Phase 2)	80
B1: Development Notes (Phase 2)	81
Appendices	82
Appendix A: Navigation Operation - General	83
Appendix A: Navigation Operation - Secondary Visible	84

Appendix B: Flow Rules	85
Appendix C: Related Resource Panels 1	86
Appendix C: Related Resource Panels 2	87
Appendix C: Related Resource Panels 3	88
Appendix C: Related Resource Panels 4	89
Appendix C: Related Resource Panels 5	90
Appendix C: Related Resource Panels 6	91
Appendix C: Related Resource Panel Flow	92
Appendix D: Banner Placement Rules	93
Appendix E: SR1: Search Results (Phase 1)	94
Appendix E: Example SR1: Search Results (Phase 1)	95
Appendix F: Page Evolution	96
Appendix G: Home Page Chips	97
Appendix H: Print Page	98
Appendix H: Print Page	99

Revision History

Version	Description
Phase I - v1.0	Initial Release
Phase I - v1.1	Appendix C - Expanded Appendix to include 24 Resource Panels, named panels by content, removed scrolling from picture list panel, defined content maximums in terms of characters instead of words, Redefined the News Panels rules. Appendix G - Added
Phase I - v1.2	Appendix C - Expanded Appendix to include 24 Resource Panels, named panels by content, removed scrolling from picture list panel, defined content maximums in terms of characters instead of words, Redefined the News Panels rules. Appendix G - Added
Phase I - v1.3	Appendix A – navigation rules updated. Secondary navigation exception expanded to News & Events section. Appendix E – SR1 template updated to include Inquire functionality. Relocated page utilities from template top to lower left of content. Appendix H – print page details added.
Phase I - v1.4	Appendix A – navigation rules updated.
Phase I - v1.5	L5: Collapsible List Template updated to display optional categorization functionality. Added breadcrumbs to all templates (excluding H1) and their associated examples.
Phase I - v1.6	T2: Tabbed Template updated with optional images on top and in tab view.

Templates and Examples

Templates Overview

There are 21 templates that are used to make up the pages of the site. Every page on the site will trace its layout to one of these page templates.

The page sections are described below individually and are detailed within each page template. A graphical representation of their layout is provided on page 5 Template Section Graphic. The table below calls out key elements of the templates which will affect their overall look and functionality.

The page templates are divided into sections; Masthead, Search Function, Primary Navigation, Breadcrumbs, Page Utilities, Section Navigation, Related Links, Main Content, Related Resources, Alternate Listings, Privacy Policy and Housekeeping Links. Not all of these sections are included on each template however. See Appendix B: Flow Rules on page 84 for a description of the flow rules that govern the inclusion and movement of these sections.

Table A – Template Parameters relating to Left Navigation, Related Links, Related Resources and Resource Panel number and selection.

no.	Template ID	Template Name	Does Left Navigation appear in template?	Can template have related links?	Maximum number of Related Resource Panels.	Are Campaigns possible in Related Resource Section?	Related Resource panel used.
1	H1	Home	No	No	none	n/a	experience
2	E1	Experience	Yes	No	1	No	experience
3	E2	Mixed	Yes	Yes	1	No	content
4	C1	Content	Yes	Yes	8	Yes	content
5	C2	Multi-Block	Yes	Yes	8	Yes	content
6	L1	List	Yes	Yes	8	Yes	content
7	L2	Multi-List	Yes	Yes	8	Yes	picture list
8	L3	Icon List	Yes	Yes	8	Yes	picture list
9	L4	Icon List w/Feature	Yes	Yes	3	No	content
10	L4V	Variant (L4)	Yes	Yes	3	No	content
11	L5	Collapsible List	Yes	Yes	8	Yes	content
12	L5V	Variant (L5)	Yes	Yes	8	Yes	list
13	T1	Table	Yes	Yes	none	n/a	content
14	T2	Tabbed	Yes	Yes	8	Yes	list
15	P1	New Product	Yes	Yes	3	No	experience
16	SR1	Search Results	No	No	none	n/a	none
17	SR2	Scoped Results	No	No	none	n/a	none
18	F1	Form	Yes	No	none	n/a	content
19	EX1	External Content	yes	Yes	8	yes	content
20	V1	Video	Yes	Yes	3	Yes	video
21	B1	Message Board	Yes	No	none	n/a	list

The wireframe shows a website layout with the following elements:

- 1**: Masthead/logo section (Qualcomm logo)
- 2**: Search Function (Search >> Enter Text)
- 3**: Primary Navigation (Home, Who We Are, Innovation, Products and Services, News/Events, Financial Information, Global Citizenship, Careers)
- 4**: Breadcrumbs (Home > {Parent Name} > Page Name)
- 5**: Section Navigation (Parent Name, Page Name, Sibling Link, Sibling Link, Sibling Link, Sibling Link)
- 6**: Related Links (Related Links, Related Link, Related Link, Related Link, Related Link)
- 7**: Main Content (Page Name, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue. Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh. Morbi sed arcu. Nam diam nunc, gravida eu, vestibulum nec, semper sed, orci.)
- 8**: Related Resources (Section News, Lorem ipsum consetetur, Lorem ipsum consetetur, Lorem ipsum consetetur, Lorem ipsum consetetur, Feature One, Feature Two, Feature Three)
- 9**: Alternative Listings (Item1, Item2, Item3, Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.)
- 10**: Privacy Policy (Legal, Privacy, ©2007 QUALCOMM Inc. All rights reserved.)
- 11**: Housekeeping links (Site Map, Contact, Corporate Information, Worldwide Locations)

Notes	
1	Masthead/logo section Always visible.
2	Search Function Always visible.
3	Primary Navigation The primary navigation can include dropdown menus. Always visible.
4	Breadcrumbs Display user location in site.
5	Section Navigation This section includes tools to navigate within the current section of the website. It can include a parent link, sibling links and child links. In some experience based pages, this section can be minimized or removed entirely.
6	Related Links Visually separated from the Section Navigation above. Can be minimized or removed entirely.
7	Main Content This section is the main content of the page. It can be expanded to take up the left and right columns. Always visible.
8	Related Resources On many content pages, Related Resources will be listed on the right. This section can be removed downward toward the bottom of the screen. See template descriptions
9	Alternative Listings If content is crosslisted in multiple places, those crosslistings are spelled out in this section. Can be minimized or eliminated.
10	Privacy Policy Legal Notice and Copyright. Always visible.
11	Housekeeping links. Always visible.

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1 Masthead

Qualcomm logo and corporate positioning imagery.

Interaction Model

User will click on the logo as a means of navigating to the home page. If they had previously chosen a persona configured home page (persistent across sessions) they will go to that version of the home page.

Alternatives

None

Availability

All Templates

2 Search Function

This function allows users to search site contents using key words and phrases.

Interaction Model

User enters free form search string in text box which includes predictive search functionality. Results from Search are displayed on the Search Results Page. There are no error messages associated with this function.

Alternatives

This function will not appear on pages formatted for print.

Availability

All Templates

3 Primary Navigation

This element serves two purposes. Its main purpose is to assist the user to navigate to site contents. When expanded secondary level navigation is available to the user. Another purpose is to locate the user within the site content. This is achieved by highlighting the section that the user is located within by a color and or text treatment of the navigation element.

3 Primary Navigation (cont.)

Interaction Model

When the user rolls over the primary navigation links they expand downward to reveal secondary links below. These secondary links are now available to be clicked. Clicking on either primary or secondary links will navigate the user to the page clicked. Rollout of a navigation element will close that section.

Alternatives

Print Formatted pages will not have this rollover expansion functionality.

Availability

All Templates

Alternatives

There are no alternative treatments for these utilities. They both require JavaScript enabled browsers. Considering that other critical parts of the site also require JavaScript there will not be a *non-JavaScript* version of the site.

Print Formatted pages will not contain these utilities.

4 Breadcrumbs

Following the Site map, from home page to current page, the user's location within the site is displayed. With the exception of the user's current page, each page title is a link to that page. Can be used as a navigation aid and to help locate the user within the site architecture.

Interaction Model

User clicks any of the page titles (exception current page) to navigate to that page. The Home Page link will navigate the user to the last configured Home Page. See page 16 H1: Development Notes for further details.

5 Section Navigation

These text elements locate the user and help navigate within a single section of the site. Color and / or text treatment of a section navigation element will indicate the user's site location. All other shown elements will be links to those pages named.

5 Section Navigation (cont.)

Interaction Model

As the user clicks on a Section Navigation item the item text appearance will change and reveal all of the pages that are one level below (children) according to the site map. All open navigation elements above this selection will not be displayed. At no time will more than a single level of the sections site map be revealed. Text appearance will indicate the user's position within the site map. Each level of the users descent into the site map will be displayed; Primary level at the top of the left sectional navigation section, secondary under that followed by all sub-navigation levels under that until the current page with its children are left exposed. Rollover text treatment will be included.

Additional detail is given in Appendix A: Navigation Operation on page 82.

Alternatives

The Financial Information, News & Events and Careers Sectional Navigation will operate slightly differently. At no time will the secondary links within these sections do not appear. This is illustrated in Appendix A: General and Secondary Visible on page 83.

Availability

All Templates – exception: H1, SR1, SR2

6 Related Links

These hyperlinks relate to the page contents outside of the normal hierarchy and will be called out from within the content matrix. These items should not be so closely or logically related to site contents that they would be included as Related Resources (item 9). Examples include technologies that are related by industry, products that are related as complements or competitors and so forth.

They may appear on an as needed basis on most pages. It is not recommended that more than 4 be displayed on any screen. They should be used only for onsite content.

Interaction Model

Users click on the text link of the related content and are navigated to the page that contains that content.

Availability

All Templates – exception: H1, E1, SR1, SR2, F1, B1

7 Main Content

This is the location of site content within the screen. Each template has its own specific guidelines for the formatting of this content. See the template and screen descriptions which follow.

Interaction Model

Described within each template description.

Availability

All Templates

Page Utilities

There are two utilities that are available to users; referral and page print. *Referral* refers to the ability to email a link to the page content and *Page Print* refers to the ability to create a print formatted version of a page.

Interaction Model

Referral: The user will click this text or icon link and a form will popup in a layer. By completing and submitting this form the system will generate an email to any email address that the user enters. The subject line and body of that email will not be user editable. The body will contain a link to the page content from which the function was accessed. There will be options for the user to also CC themselves (enter a second email address). These addresses will not be retained by the system.

Form Fields: From Address (textbox, required), From Name (textbox, required), To Address (textbox, required), To Name (textbox, required), CC (checkbox, optional), Email Subject (not user entered), Email Body (not user entered).

Page Print: The user will click this text or icon link and a print formatted version of the page content will be sent directly to the printer. See Appendix H: Print Page on page 98.

Location

These resources will be bound to page content appearing just below and justified left. Representations as to location will be made on each template and wireframe page example detailed within this document.

8 Related Resources

There are 5 Related Resource Panel choices that can be used to display closely related content on a page; Video, Content, List, Picture List and Experience. The number of Related Resource Panels that are included will depend on the page template and the page content. This will be specified within the Content Matrix. These panels call out content from other pages on the site. The specific content will be included in the site content matrix. Panel choice for these call outs will depend on the template that was used to build the target page. A mapping from a Page template to the Related Resource Panel that will be used to call it is given on Table A on page 4 Template Overview.

8 Related Resources (cont.)

Interaction Model

These panels will contain links to specific content as well as links to the contents summary aggregate. In most cases the links will be the same. In some lists however the individual links will take the user to specific content on one page while the content summary will take the user to a list of all of the specific content called.

The panels will be located on the right hand column of the screen in most cases. See the Template page descriptions for the exact location of the panels on a page. When the Related Resources Section is displayed on a page there will be a maximum number of panels that can appear. This is provided on Table A on page 4 Template Overview. Panels can either be open or closed. No more than a single panel can be opened at a time. At least one panel will be open on a page. Panels will open to display content to the extent needed to a maximum height. All pixel dimensions are called out within the Style Guide. Closed panels will only display the panel Title. The panels open in an accordion fashion. As one panel opens the previously open panel closes. If the Related Resource has only a single panel it will always be open. This action and the panels themselves are described in Appendix C on pages 85 through 87.

Related Resource Panels are not required on site pages with the exception of the T2 template for products (example given on page 55 QTV Solutions) and for business units (example given on page 56 QCT).

Campaigns may be included within the Related Resource section when space permits. Space is available when fewer than 4 panels are displayed on a page that can accommodate a maximum of 8 Related Resource panels. A skyscraper campaign can be used when there are no panels on this type of page.

The inclusion and prioritization (sequencing from top to bottom) of panels on a page is to be called out in the content matrix. Business Rules can be pre-determined to suggest their order of inclusion.

Examples of Related Resource Call outs are: Executive Viewpoints, Events (All types), Press Releases (All types), Business Units, Related Products, Forums (All types) and Prominent Sections (All types). This list of examples is not exhaustive.

Tell Us What You Think and Related Resource Campaigns

There are two additional items which can be optionally placed within the Related Resource Section, just below or in place of the resource panels. They are the Request Feedback call out AKA "Tell Us What You Think..." button and campaigns. This will depend on the template and on how the content matrix populates the template for a given site page. Further details on the inclusion of these

additional items is located on Table A on page 4 Template Overview and described first within the C1 template Developer Notes on page 26.

9 Alternate Listings

Very similar to breadcrumbs, these are attribute breadcrumbs which display other site paths to the current page. They are used to visually display persistent cross links that will exist within the 4.0 Products & Services Section for products only.

Interaction Model

Identical to the Breadcrumb interaction model described on page 7.

Availability

C1 and T2 product pages only.

10 Privacy Policy

Links to required legal notices

Interaction Model

User can click to navigate to the legal notices which reside off of the site root.

Availability

All Templates

11 Housekeeping Links

These text links navigate users to site content called out separately from the Primary Navigation.

Links

Site Map	9.0 Site Map
Contact Us	10.0 Contact Us
Corporate Information	11.0 Corporate Information
Worldwide Locations	13.0 Worldwide Locations

Availability

All Templates

QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

I am interested in

Featured Content 1

Category 1

Category 2

Category 3

Featured Content 2

Category 4

Category 5

Featured Content 2

News

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[More>>](#)

Campaign 1

Campaign 2

Campaign 3

» Legal » Privacy
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[Site Map](#) |
 [Contact Us](#) |
 [Corporate Information](#) |
 [Worldwide Locations](#)

Notes

The Qualcomm home page is presented as a series of images/interactive spots which each have a normal and a rollover state. The rollover state shows second level information from that category.

The primary navigation echoes the main section navigation but is intended to be a more hierarchical system. Note there can be content on the page that is not immediately echoed in the top navigation.

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QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

I am interested in

Qualcomm and You

Qualcomm Innovation

Worldwide Locations

Products and Services

News

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[More>>](#)

Global Citizenship

Financial Information

Campaign 1

Campaign 2

Campaign 3

Working at Qualcomm

- Notes**
- | | |
|----------|---|
| 1 | These items can be priority navigation elements or purely experience. |
| 2 | The categories which appeal to the widest audience or represent a business need are given priority on the home page in this series of experience areas. |

QUALCOMM
Search >>

Home | Who We Are | Innovation | Products and Services | News and Events | Financial Information | Global Citizenship | Careers

I am interested in

Worldwide Locations

Global Citizenship

Financial Information

Qualcomm and You

Qualcomm Innovation

Products and Services

News

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[More>>](#)

Campaign 1

Campaign 2

Campaign 3

[Working at Qualcomm](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris consectetur viverra purus. Integer risus nulla, luctus aliquam, mollis non, euismod at, justo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris consectetur viverra purus. Integer risus nulla, luctus aliquam, mollis non, euismod at, justo.

1. [Curabitur massa nulla, malesuada id, at, vestibulum sed, dolor ficus praesent](#)

[More>>](#)

>> Legal >> Privacy
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Site Map | Contact Us | Corporate Information | Worldwide Locations

Notes

1 On rollover of a subject area of the main page, that section expands to a standard size (about ¼ of the screen) and presents info on that section as well as a list of information from that subject area.

60 Word Max

30 Word Max

3 Max Items

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QUALCOMM
Search >>

Home | Who We Are | Innovation | Products and Services | News and Events | Financial Information | Global Citizenship | Careers

I am interested in

Qualcomm and You

Qualcomm Innovation

Financial Information

Products

Working at Qualcomm

Global Citizenship

Category 5

News

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus.](#)

[Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus.](#)

[Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[See All News >>](#)

Campaign 1

>> Legal | >> Privacy | ©2007 QUALCOMM Incorporated. All rights reserved.
Site Map | Contact Us | Corporate Information | Worldwide Locations

Notes

1 The news section, which is on the right for all users, includes general news and a subsection of legal news on rollover.

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QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

I am interested in 1	investing in Qualcomm	the latest in Qualcomm	press resources	partnering with Qualcomm	technical information	learning about Qualcomm
--	-----------------------	------------------------	-----------------	--------------------------	-----------------------	-------------------------

Qualcomm and You

Financial Information

Qualcomm Innovation

Global Citizenship

Products

Category 5

Working at Qualcomm

News

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[More>>](#)

Campaign 1

Campaign 2

Campaign 3

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Site Map | Contact Us | Corporate Information | Worldwide Locations


Notes

- 1** In addition to the rollover state for the site, we also have the opportunity to tailor the home page to the user, in order to surface more relevant content.

To this end we have a widget labeled "I am interested in..." which allows the users to self-identify.

Once they do, the home page will reconfigure itself to bring more content that might interest them to the fore.

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Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

I am interested in...

GOBI

Wireless Networks

Developer Tools

Chipsets

Mobile Applications and Services

Hardware Technologies

BREW

Technology News

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[More>>](#)

Campaign 1

Campaign 2

Campaign 3

Notes

The home page for partners (“...partnering with Qualcomm” in the Qualcomm and You dropdown) rearranges the home page to include tech highlights, technology news and product details. It deemphasizes things such as financial news, career seeking and other elements that are deemed of little interest to the partners or potential partners.

Note: Once a persona is chosen, any return to home page should retain that choice until the user chooses a different persona.

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QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

I am interested in...

GOBI

Developer Tools

Hardware Technologies

Mobile Applications and Services

1

- Press Releases
- Legal Newsroom
- Events & Calendar
- Press Resources
- Executive Recognition
- News Feeds

Networks

Chipsets

BREW

Technology News

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus.](#)

[Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[More>>](#)

Campaign 1

Campaign 2

Campaign 3

» Legal » Privacy
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Site Map | Contact Us | Corporate Information | Worldwide Locations

Notes

- 1

Each primary navigation will include a dropdown of the 2nd level links that are under that link in the sitemap.
- This dropdown menu will not include tertiary and lower level pages

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H1 Template Overview

The H1 template serves seven versions of the Home Page; The default version the 6 "partnering with..." home pages. Each configures the visible images on the screen to call attention to the site content in a different way. The primary "text based" navigation laid out horizontally does not change across the various home pages however.

Navigation Home

The user's navigation back to the home page will depend on the last home page version that the user selected. If the user does not configure a home page selection the user home page navigation will be to the default home page. Once a home page has been configured the default home page is no longer available. The selection of a home page is persistent across sessions. It can only be changed when the user makes a new home page selection.

Home Page Image Chip Rollover Functionality

When the user rolls over the Home Page image chips they expand and move to reveal secondary navigation elements. The user can click directly on these links to navigate to inner site content.

Home Page News Call Out

Each Home page will initially have a News and Campaign space similar to the Related Resource Panels of the remaining site templates. The News Section is on top and three campaigns are shown below. News items will be displayed as date and Press release title. The news will be collected as a search against a database of news articles based on which home page is calling it. A general search will be used for the default home page. The business rules for these targeted news searches must be defined. An ellipsis will be displayed when the Press Release title must be truncated do to word count limitations.

Initially the News Section will display the first 2 Press Releases returned from the Home Page targeted News Search. The Press Release titles will display 15 words and ellipsis if needed. On rollover the News Section will expand and display the first 4 Press Releases. On expansion the Campaigns will be overlaid such that only 1 of the initial 3 will be visible. There is no mechanism to Close the News Section once open. This open state will persist across the user configured home pages and returns to the home page within the current session.

In both the initial (closed) and the open state of the News Section the user will have the option to see all Press Releases on a separate page by clicking the "more" link.

Primary Navigation Rollover Interaction

As the user rolls over the primary navigation items they will expand to display the secondary elements as links to that content. Visually the text change with the user rollover to show that they are clickable. Clicking any of these text elements will navigate the user to that site content. A text treatment will remind the user of there previous selection and location within the site map. The selected Navigation item is still available for rollover and expansion.

Home Page Configuration

Each of the options in the "I'm interested in" has its own set of content that populate the image chips of the Home Page's graphical navigation. This customization is detailed in Appendix G on page 97.

QUALCOMM
Search >>

[Home](#) | [Who We Are](#) | [Innovation](#) | [Products and Services](#) | [News and Events](#) | [Financial Information](#) | [Global Citizenship](#) | [Careers](#)

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary
 2

Flash Piece

3

[Secondary](#)
[Parent Name](#)
[Page Name](#)
[Child Page](#)
[Child Page](#)
[Child Page](#)
[Child Page](#)

Page Name

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Optional Campaign Space

60

 Word Max

25

 with campaign

Additional Resource

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 Print
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Notes	
1	Breadcrumb trail shows user location and is a navigation aid.
2	E-Mail will open a form in a layer and allow the user to send a link to the current page to any email address. Print button will switch to a CSS plain text version and pop a system print dialog.
3	Experience space can include flash, movies, images or any type of content.
4	The left nav operates as a simple dynamic navigation echoing the hierarchy of the drop down menu nav at top. Parent Name is displayed at the top – it is linked, sibling page names are displayed together. If the current page has any child pages, they are listed below the current page, indented and linked. Current page name is not clickable. In experience pages, left nav is moved to lower left.
5	Center column can contain copy or space for campaign(s).

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Home | Who We Are | **Innovation** | Products and Services | News and Events | Financial Information | Global Citizenship | Careers

Home > Innovation

Leading Edge Technologies

Innovation
[Pathway to Innovation](#)
[Leading Edge Technology](#)
[Future Outlook](#)
[Idea Forum](#)
[Innovation Stories](#)

Qualcomm Innovation
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Innovation News
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Tell us What You Think

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Notes

1	Breadcrumb trail shows user location and is a navigation aid.
2	Since the experience is the highlight of this page rather than the navigation, the left nav element is moved lower left.
3	Experience space can include flash, movies, images or any type of content.
4	Innovation news, in highlight format. Links would go to the News Section, with the appropriate page.
5	Tell Us What You Think is a link contact module that goes through the General Contact form that is placed at the bottom of every right column set of panes.

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[Home](#) > [Innovation](#) > Pathway to Innovation

Campaign 1

1

[Innovation](#)

[Pathway to Innovation](#)

[Business Model](#)

Optional Campaign Space

Executive Viewpoint

X

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[Name McName.](#)
[Position.](#)
[Department](#)

[More >](#)

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Notes

- | | |
|---|---|
| 1 | Campaign space for Flash, multimedia etc. to give Innovation experience. |
| 2 | Content that is important, such as executive viewpoints can be displayed in a preview format rather than just a section headline. |

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E1 Template Overview

The E1 template is to be used to display multimedia and graphical content primarily as an in-page animation or interactive application. Flash modules are the main focus of these pages and for this reason other page sections have intentionally been pushed lower on the screen.

Interaction Model

The Experience Modules may react to mouseover and / or click. Navigation may be embedded into these modules but will still be included within the Left Navigation Section below.

Layout

The template is designed such that a small portion of the left navigation, content / campaign space and Related Resource section is visible under standard browser configuration while displaying 1024 x 768 resolution. This will ensure that the user is aware of the additional content below but that the experience above is highlighted.

Content / Campaign Space

While the content may be fully contained within the experience module above, additional screen real estate has been set aside for content of for a campaign. The inclusion of either will be called out specifically within the content matrix for the E1 templates.

Displayed Related Resources

The E1 Template can have only one Related Resource Panel displayed. If such a resource appears it will be displayed in the open position and can not be closed. Under the Related Resource a reference to the Global Contact Form, "Tell Us What You Think" can be included.

Possibilities

Related Resource Panel(s)

or

Related Resource Panel(s)
Tell Us What You Think

Shown Related Resources

The E1 examples shown included a List Panel in one example and a Video Panel Related Resource in another. These would have been specifically called out from within the content matrix.

'Tell Us What You Think' Call Out

This element is optional below any template that includes Related Resources. Its inclusion must be called out from within the content matrix used to populate content for an individual screen. The target of this link will be the Global Contact Form which is detailed on page 67 Global Contact. This Form will be preconfigured to accept the type of comments that are requested for a particular page or section.

QUALCOMM
Search >>

Home | Who We Are | Innovation | Products and Services | News and Events | Financial Information | Global Citizenship | Careers

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

Section Name
Page Name
[Child Page](#)
[Child Page](#)
[Child Page](#)
[Child Page](#)

Page Name
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Related Multimedia

1
2

Related Links

[Related Link](#)

[Related Link](#)

[Related Link](#)

[Related Link](#)

Other Initiative

3

Other Initiative

News

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

Tell us What You Think

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Notes

1	In a page with mixed content (text and visuals) the navigation moves top left.
2	Multimedia must be sized (using the multimedia authoring tool, not the site/server) to fit the abbreviated space.
3	Similar to the home page, related initiatives can be highlighted

75 Word Max

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Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

[Home](#) > [Products and Services](#) > Developer Tools

Developer Tools

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Dev Intro

Technology Forum

BREW

Innovation News

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

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Notes

- | | |
|----------|---|
| 1 | Links that leave qualcomm.com are given an icon that represents "leaving domain". |
| 2 | Other initiatives can be continued from home page into sub sections. |

1

2

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E2 Template Overview

The E2 template is to be used to display mixed media content.

Layout

Brief text (less than 75 words) introduces the remaining page content which is supported by multimedia modules; One main module and two supporting modules.

Left Sectional Navigation

This template is the first that will optionally display related links. A full list templates which will optionally display related links is provided on Table A on page 4 Template Overview. There can be a maximum of 4 related links. These links can be to content within and outside of the site. A notation will be included for all external links. It is important to note that related links are loosely associated to the current page content while Related Resources are directly related to content. This is the difference between these two elements.

Related Resource Section

The E2 template shares the same conditions for this section as were previously defined for template E1.

Note on Displayed Related Resources

The E2 Template can have only one Related Resource Panel. The E2 examples shown were both for News sections. One was of general News and the Other was labeled innovation News. These panels will be populated by means of a search to the Press Release section based on business logic and search criteria specified within the content deck. The population of the returned content will be based on the List panel rules.

A Note On the 'Tell Us What You Think' Call Out

This element is optional below any template that includes Related Resources. Its inclusion must be called out from within the content matrix used to populate content for an individual screen. The target of this link will be the Global Contact Form which is detailed on page 67 Global Contact. This Form will be preconfigured to accept the type of comments that are requested for a particular page or section.

QUALCOMM
Search >>

[Home](#) | [Who We Are](#) | [Innovation](#) | [Products and Services](#) | [News and Events](#) | [Financial Information](#) | [Global Citizenship](#) | [Careers](#)

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

Section Name
[Parent Name](#)
Page Name
[Child Page](#)
[Child Page](#)
[Child Page](#)
[Child Page](#)

3

Related Links

[Related Link](#)

[Related Link](#)

[Related Link](#)

[Related Link](#)

Page Name 1 400^{Word}
Max

Subhead

Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui.

Subhead

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2

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- purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in

Subhead

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Email Print

Related Content

[Lorem ipsum consetetur Lorem ipsum consetetur](#)

[Lorem ipsum consetetur Lorem ipsum consetetur](#)

[Lorem ipsum consetetur Lorem ipsum consetetur](#)

[Lorem ipsum consetetur Lorem ipsum consetetur](#)

Related Content

Related Content

Tell us What You Think

Campaign 1

Notes	
1	Pages that are more content based are given a different design, dominated by navigation and the user-sought information.
2	Related information that is directly related to the content in the main well is handled in a collapsing accordion on the right hand side.
3	Related Links: See page 8

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Home
Who We Are
Innovation
Products and Services
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Careers

[Home](#) > [Who We Are](#) > History

[Who We Are](#)

[Qualcomm History](#)

[History Timeline](#)

Qualcomm History

In July 1985, seven industry veterans came together in the den of Dr. Irwin Jacobs' San Diego home to discuss an idea. Those visionaries - Franklin Antonio, Adelia Coffman, Andrew Cohen, Klein Gilhousen, Irwin Jacobs, Andrew Viterbi and Harvey White - knew they wanted to build "QUALity COMMunications" and outlined a plan that, 20 years later, has evolved into one of the telecommunications industry's greatest start-up success stories: Qualcomm Incorporated.

Qualcomm started out providing contract research and development services, with limited product manufacturing, for the wireless telecommunications market. One of the team's first goals was to develop a commercial product. This effort resulted in OmniTRACS®. Introduced in 1988, OmniTRACS is today the largest satellite-based commercial mobile system for the transportation industry.

That early success led the innovative company to take a daring departure from conventional wireless wisdom. In 1989, the Telecommunications Industry Association (TIA) endorsed a digital technology called Time Division Multiple Access (TDMA). Just three months later, as the industry looked on in disbelief, Qualcomm introduced Code Division Multiple Access (CDMA) technology for wireless and data products - changing the face of wireless communications forever.

Today, Qualcomm's patent portfolio includes approximately 6,100 United States patents and patent applications for CDMA and related technologies. More than 130 telecommunications equipment manufacturers worldwide have licensed Qualcomm's essential CDMA patents. For more than 20 years, Qualcomm's visionary technology leadership has improved the way people communicate, work and live, one idea at a time.

Email
 Print

Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada .

History Timeline

History Timeline (Flash)

Tell us What You Think

Campaign 1

Notes	
1	The current History Timeline flash piece can be linked here.
2	Pull Quotes or bullet lists are allowable in this space.

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C1 Template Overview

The C1 template is to be used for pages that are text content heavy. These pages will have large amount of text copy and may have images and other callouts and formatting that will be called out from within the content matrix

Layout

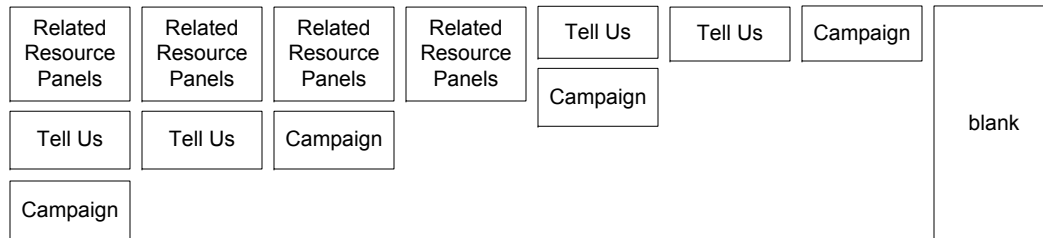
There is a suggested maximum of 400 words for this template. Additional content should be carried to a new page to maintain usability and the integrity of the design. Text will flow through the center Main Body content section of the page. Bullet lists, text treatments, are placeable within this template.

Displayed Related Resource Panels

The C1 Template can have up to 8 Related Resource Panels. The C1 Template example given shows an Experience panel which points to the Qualcomm History Flash Piece. This panel's details would have been specified from within the content matrix on this page.

The C1 template is the first that has an optional campaign to be included within the Related Resource Section. A complete list of the Templates which details which can have optional campaigns are included on Table A on page 4 Template Overview. A campaign is added to call attention to specific content within the site.

With the inclusion of this third element in the Related Resource Section there are 8 difference possible configurations of the Related Resource Section; Panels, Tell Us Module and Campaign. All of these elements will be called out from within the content matrix.



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[Section Name](#)

[Parent Name](#)

[Page Name](#)

[Child Page](#)

[Child Page](#)

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[Child Page](#)

Page Name

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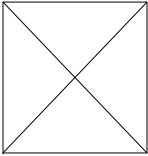
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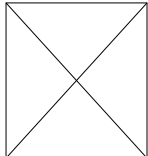
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Related Content



[Lorem ipsum consetetur](#)
[Lorem ipsum consetetur](#)



[Lorem ipsum consetetur](#)
[Lorem ipsum consetetur](#)


[More >](#)


Related Content

Related Content

Tell us What You Think

Campaign 1

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 [Print](#)

100 Word Max

6 max Sections

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Notes

- 1

The C2 Multi-Block differs from C1 in that each section of the content has its own subheading.

Note that each block may contain different content types, whether images, text, bulleted lists etc.

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Home | Who We Are | Innovation | Products and Services | News and Events | Financial Information | Global Citizenship | Careers

[Home](#) > [Global Citizenship](#) > [Community Involvement](#) > [Corporate Giving](#) > Corporate Giving FAQ

[Global Citizenship](#)

[Community Involvement](#)

[Corporate Giving](#)

[Corporate Giving FAQ](#)

Corporate Giving FAQ

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✉ Email
🖨 Print

Volunteerism at Qualcomm




[Lorem ipsum consetetur](#)
[Lorem ipsum consetetur](#)

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[More >](#)

[Executive Viewpoints](#)

[Qualcomm Stadium](#)

[Tell us What You Think](#)

Campaign 1

C2 Template Overview

The C2 template is to be used for pages that have a lot of text that is organized into sections. Additional formatting may be added as specified within the content matrix.

Layout

There is a suggested maximum of 600 words for this template. Additional content should be carried to a new page to maintain usability and the integrity of the design. The content will populate up to 6 sections with no more than 100 words in each section. Headers as section titles are likely.

Displayed Related Resource Panels

The C2 Template can have up to 8 Related Resource Panels. The C2 Template example given shows a Picture List panel which points to Volunteerism at Qualcomm.

QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

[Parent Name](#)

[Page Name](#)

[Child Page](#)

[Child Page](#)

[Child Page](#)

[Child Page](#)

Page Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est. ipsum dolor sit amet, consectetur adipiscing elit. Etiam dir est ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est.

List Filter and Navigation Tools

Subsection Name

[Lorem ipsum dolor sit amet, consectetur adipiscing elit.](#)
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

[Lorem ipsum dolor sit amet, consectetur adipiscing elit.](#)
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

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Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

[Lorem ipsum dolor sit amet, consectetur adipiscing elit.](#)
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

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Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

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[Lorem ipsum dolor sit amet, consectetur adipiscing elit.](#)
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

[Lorem ipsum dolor sit amet, consectetur adipiscing elit.](#)
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

Related Links

[Related Link](#)

[Related Link](#)

[Related Link](#)

[Related Link](#)

Related Content

[Lorem ipsum consetetur](#)

[Lorem ipsum consetetur](#)

[Lorem ipsum consetetur](#)

[Lorem ipsum consetetur](#)

[More >](#)

Feature Two

Feature Three

Tell us What You Think

Campaign 1

<< page 1 2 3 >>

2

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- ### Notes
- 1
 If needed, list filtering tools are included optionally at the top of the list.
 - 2
 Paging may be necessary if the content exceeds 10 items.

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QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

[Home](#) > [Investment Strategy](#) > [Ventures](#) > Investment Focus

[Financial Information](#)

[Investment Strategy](#)

[Ventures](#)

[Investment Focus](#)

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[Qualcomm Strategic Initiatives](#)

[Business Units](#)

[Global Citizenship](#)

Investment Focus

Qualcomm Ventures invests with a strategic and financial focus. Our intent is to accelerate the market for wireless communications and related Internet and telecommunications infrastructure. With our portfolio companies, we aim to facilitate and speed the deployment of mobile communications systems, extending their reach and applications, driving the demand for bandwidth and creating new markets.

We invest in the following market segments”

1

Communication Devices

[\(See portfolio companies\)](#)

Enriching the end-user experience and extending the breadth of applications

Areas of Interest:

- New devices optimized for wireless applications (devices for voice, data, gaming and multimedia applications)
- User interface components that can enable high levels of interactivity

Wireless Communication Components and Infrastructure

[\(See portfolio companies\)](#)

Laying out the foundations

Areas of Interest:

- RF technologies and components
- Semiconductor and components, including MEMS
- Next generation wireless infrastructure network elements

Wireless Software Infrastructure, Platforms, Applications and Services

[\(See portfolio companies\)](#)

Mobilizing content and applications

Email Print

Portfolio Companies

<
>

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[Lorem ipsum consetetur](#)

[Lorem ipsum consetetur](#)
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Qualcomm Ventures International

Executive Viewpoints

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Notes

- 1 Since this is a simple list that doesn't require filtering, no tools are present.

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Project Name: Qualcomm Site Redesign
Last Edit: Wednesday, June 04, 2008

Prepared by: Atmosphere
Company: AtmosphereBBDO

L1 Template Overview

The L1 template is to be used for pages that include listed content. The lists can either be as blocks of text, text with headers, formatted text and headers, organized text sectional lists, etc.

Layout

The maximum word count for the initial section of the template depends on whether or not the filter and / or navigation tools are included on the page. The 80 word maximum reduces to 40 words if this tool is included. The list portion of the template should have no more than 40 words to any single item and no more than 10 items should appear on a page. If more items are needed to be displayed it is suggested that paging utilities be included on the page.

Displayed Related Resource Panels

The L1 Template can have up to 8 Related Resource Panels. The L1 Template example given shows an Experience panel which points to the Qualcomm History Flash Piece. This panel's details will be specified in the content matrix.

QUALCOMM
Search >>

Home | Who We Are | Innovation | Products and Services | News and Events | Financial Information | Global Citizenship | Careers

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

1

Page Name
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est. ipsum dolor sit amet, consectetur adipiscing elit. Etiam dir est ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est.

List Filter and Navigation Tools

Subsection Name
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

[More...](#)

Subsection Name
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

[More...](#)

Email
 Print

Related Links

[Related Link](#)

[Related Link](#)

[Related Link](#)

[Related Link](#)

Related Content

[Lorem ipsum consetetur](#)

[Lorem ipsum consetetur](#)

[Lorem ipsum consetetur](#)

[Lorem ipsum consetetur](#)

[More >](#)

Feature Two

Feature Three

Tell us What You Think

Campaign 1

80 Word Max

40 with filter

30 Word Max

2 Items / section

Notes

1 Multi-List is a variation of the list template, but allows multiple categories. This list also includes tools to filter and/or navigate the categories.

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QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

[Home](#) > [News and Events](#) > [Press Releases](#) > Press Release Archive

[News and Events](#)

[Press Releases](#)

[Press Release Archive](#)

Press Releases

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Show

General News
 Innovation News
 Financial News
 Legal News
 Telecom Industry News

Time

From , To ,

General News

[Lorem ipsum dolor sit amet, consectetur 12.13.2007](#)
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

[Lorem ipsum dolor sit amet, consectetur 11.25.2007](#)
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

[More...](#)

Litigation News

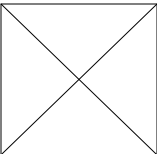
[Lorem ipsum dolor sit amet, consectetur 12.1.2007](#)
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[Lorem ipsum dolor sit amet, consectetur 12.1.2007](#)
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

Email
 Print

[More...](#)

Executive Viewpoint



Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Duis at nisi sit amet eros sollicitudin rhoncus.

Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Duis at nisi sit amet eros sollicitudin rhoncus. nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Duis at nisi sit amet eros sollicitudin rhoncus.

[More >](#)

[Tell us What You Think](#)

Campaign 1

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[Awards and Recognition](#)

[News Feeds](#)

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Notes

- 1

On click of a selection box, that type of content is shown/not shown.
- 1

On click of the label of the content type, ONLY that type of content is shown and all other types are deselected. NOTE that each of these operations may include a page refresh.

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L2 Template Overview

The L2 template is to be used for pages that include listed content that is grouped into more than one category. The lists can be as dynamically formatted as those found on the L1 template.

Layout

The suggested maximum word count for the initial section of the template depends on whether or not the filter and / or navigation tools are included on the page. The 80 word maximum reduces to 30 words if this tool is included. The list portion of the template is divided into categories. Each section will have no more than 2 list items. When more category list items exist a “more” link will be included which will link the user to the remainder of the categories list items on a separate screen. Each List Item will have no more than 30 words.

Press Release Sort Functionality

The user will be able to sort Press Releases according to the Press Release type; General News, Innovation News, Financial News, Legal News and Telecomm News are given as examples as well as by date. Checkboxes are used to select and deselect the Press Release type and dropdowns are used for date sorting.

Errors:

Error text is placed at the top of the form on page refresh if an error condition is present.

User Errors

<u>Error Text</u>	<u>Error Condition</u>
No Press Release Types Selected	No checkbox
Invalid Date or Date Range	Missing date, ‘from date’ not prior to ‘to date’, ‘from date’ after ‘current date’

Server Errors

<u>Error Text</u>	<u>Error Condition</u>
No Results	No Press Releases returned from search

Displayed Related Resource Panels

The L2 Template can have up to 8 Related Resource Panels. The L2 Template example given shows a Content Panel displaying an Executive View Point. The Image and “more” button would navigate the user to the remainder of this content.

QUALCOMM
Search >>

[Home](#) | [Who We Are](#) | [Innovation](#) | [Products and Services](#) | [News and Events](#) | [Financial Information](#) | [Global Citizenship](#) | [Careers](#)

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

[Parent Name](#)
[Page Name](#)
[Child Page](#)
[Child Page](#)
[Child Page](#)
[Child Page](#)

Related Links

[Related Link](#)

[Related Link](#)

[Related Link](#)

[Related Link](#)

1

Page Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue. Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh. Morbi sed arcu. Nam diam nunc, gravida eu, vestibulum nec, semper sed, orci.

80 Word Max
 40 with filter

Related Content

Lorem ipsum consetetur
Lorem ipsum consetetur
Lorem ipsum consetetur

More >

Feature One

Feature Two

Feature Three

Tell us What You Think

Campaign 1

Item1

Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.

Item2

Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.

Item3

Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.

2

Email
 Print

30 Word Max

Notes

1	Image is optional in this template
2	Unlike a standard list, the icon list is moving more towards a graphic treatment, with icons or other elements to call attention to items in the list.

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Project Name: Qualcomm Site Redesign
Last Edit: Wednesday, June 04, 2008
Prepared by: Atmosphere
Company: AtmosphereBBDO

page 37

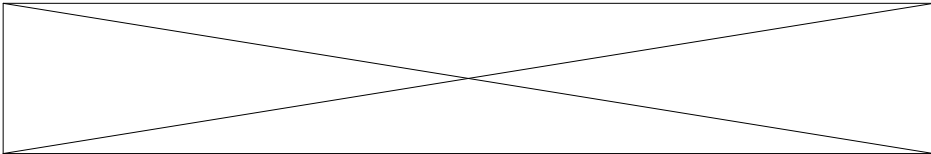
QUALCOMM Search >>

Home | Who We Are | Innovation | **Products and Services** | News and Events | Financial Information | Global Citizenship | Careers

[Home](#) > [Products and Services](#) > [Mobile Apps and Services](#) > Mobile TV and Entertainment

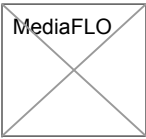
[Products and Services](#)
[Mobile Apps and Services](#)
[Mobile TV and Entertainment](#)
[MediaFlo](#)
[UBM](#)
[qTV Solutions](#)
[MBMS](#)
[Wireless Gaming](#)
[Multimedia Capabilities](#)

1

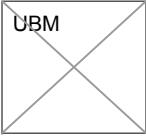


Mobile TV


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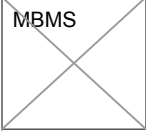
MediaFLO
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UBM
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.



qTV Solutions
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MBMS
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.

 Email
 Print

Executive Viewpoints

X

**Lorem ipsum
consetetur
Lorem ipsum
consetetur**

X

**Lorem ipsum
consetetur
Lorem ipsum
consetetur** [More >](#)

Idea Forum

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Campaign 1

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Notes

1 Example of list item template being used as navigation for Mobile Broadcast Technologies.

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L3 Template Overview

The L3 template is to be used for pages that include listed content with associated images.

Layout

The suggested maximum word count for the initial section of the template depends on whether or not an image is included on the page. The 80 word maximum reduces to 40 words if this image is included. No more than 30 words should be used within any single icon list item below. There is no specific limit on the number of icon list items that can be included however.

The list image and / or list item header (if provided) can be used as a link for user navigation to additional content.

Displayed Related Resource Panels

The L3 Template can have up to 8 Related Resource Panels.

QUALCOMM
Search >>

Home | Who We Are | Innovation | Products and Services | News and Events | Financial Information | Global Citizenship | Careers

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

[Parent Name](#)
[Page Name](#)
[Child Page](#)
[Child Page](#)
[Child Page](#)
[Child Page](#)

Page Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue.

Featured 1

1

Featured 2

Item1
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.

Item1
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.

Email Print

Section News

[MM/DD/YY Nonummy enim. Aliquam id. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[More >](#)

Feature One

Feature Two

Related Links

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Notes

1 Similar to the L3 Icon List, the addition of a feature section allows a page to highlight certain content over others, to coincide with product launches or other highlighted experiences.

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QUALCOMM
Search >>

Home | Who We Are | Innovation | Products and Services | News and Events | Financial Information | Global Citizenship | Careers

[Home](#) > [Products and Services](#) > [Mobile Apps and Services](#) > Personalization

[Products and Services](#)

[Mobile Apps and Services](#)

[Personalization](#)

[OMIP](#)

[uiOne](#)

[deliveryOne](#)

Personalization

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue.

uiOne

deliveryOne

You Might Also be Interested In:

[Mobile Display Screens](#)

[Mobile Phones](#)

[BREW](#)

1

OMIP

Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.

OMIP

Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.

uiOne

uiOne

Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.

deliveryOne

deliveryOne

Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi. Fusce velit. Donec dictum nulla quis nibh.

Email

Print

Mobile Solutions News

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

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Executive Viewpoints

Qualcomm Careers

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Notes

1 Although two of the subsidiary items are highlighted in the experience page, they are also listed below.

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Project Name: Qualcomm Site Redesign
Last Edit: Wednesday, June 04, 2008

Prepared by: Atmosphere
Company: AtmosphereBBDO

L4 Template Overview

The L4 template is to be used for listed content with associated imagery along with a one or two featured items.

Layout

The maximum word count for section above the features is 40 words. No more than 30 words should be used within any single icon list item below. There is no specific limit on the number of icon list items that can be included.

The list image and / or list item header (if provided) can be used as a link for user navigation to additional content.

Displayed Related Resource Panels

The L4 Template can have up to 3 Related Resource Panels.

QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

Home > [News and Events](#) > Executive View Points

[News and Events](#)
[Executive Viewpoints](#)

Show
[Select All](#)

Subject Matter

[Innovation](#)

[Technology](#)

[GOBI](#)

[CES](#)

[Financial/Business](#)

[Annual Reports](#)

[Global Citizenship](#)

[Featured Videos](#)

[Global Citizenship](#)

Time

[Jan. – June 2008](#)

[July – Dec. 2007](#)

[Jan. – June 2007](#)

3

Executive Viewpoints

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est a nisi rhoncus convallis. [QTube on YouTube](#).

Featured Videos

1

Featured video 1 title
Duis at nisi sit amet eros sollicitudin rhoncus.
Duration: 2:20
Date: 1/1/08

[Larger >](#)

2

Featured video 2 title
Duis at nisi sit amet eros sollicitudin rhoncus.
Duration: 3:20
Date: 1/1/08

[Larger >](#)

Sort by Date, Newest First 1 to 15 of 148 documents found

[Previous Page](#) [Next Page](#)

3

Video 1 title
Duis at nisi sit amet eros sollicitudin rhoncus.
Mauris eleifend. Fusce hendrerit interdum nisi.

3

Video 2 title
Duis at nisi sit amet eros sollicitudin rhoncus.
Mauris eleifend. Fusce hendrerit interdum nisi.

Email
 Print

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Notes

1	Featured Videos take the place of the features in this variant. Note that to facilitate video browsing, the Featured Video section can be closed. This close is not persistent.
2	The Larger link and the icon at top right link to the video display page (V1) as do the preview images and links in the list below.
3	Filtering tools are given as a supplement to the left nav, allowing the user to winnow the videos. Time filter is in 6 month increments.

40 Word Max

30 Word Max

Both are used to navigate to the V1: Video Page

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QUALCOMM
Search >>

[Home](#) | [Who We Are](#) | [Innovation](#) | [Products and Services](#) | [News and Events](#) | [Financial Information](#) | [Global Citizenship](#) | [Careers](#)

[Home](#) > [Products and Services](#) > [Hardware Technologies](#) > Mobile Phones

[Products and Services](#)

[Hardware Technologies](#)

[Mobile Phones](#)

Mobile Phones

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue. Etiam at est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue.

Show phones with 1 Criteria Description Range▼ Criteria Description Range▼ Criteria Description Range▼ Criteria Description Range▼

10 of 210 Found, sorted by Price▼

Lorem ipsum
Dolor sit amet,
adipiscing elit.

Lorem ipsum
Dolor sit amet,
adipiscing elit.

Lorem ipsum
Dolor sit amet,
adipiscing elit.

Lorem ipsum
Dolor sit amet,
adipiscing elit.

Lorem ipsum
Dolor sit amet,
adipiscing elit.

Lorem ipsum
Dolor sit amet,
adipiscing elit.

Lorem ipsum
Dolor sit amet,
adipiscing elit.

Lorem ipsum
Dolor sit amet,
adipiscing elit.

Lorem ipsum
Dolor sit amet,
adipiscing elit.

Operators
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi.

Subscribers Offsite
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi.

Devices
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi.

Data Services
Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Fusce hendrerit interdum nisi.

Email Print

3G Phone News

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[MM/DD/YY ipsum primis in faucibus. Rectum Aliquam id](#)

[More >>](#)

Mobile Phone Technology

Executive Viewpoints

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Notes

1	This variant includes a single application in place of two experience elements; the phone finder, which is detailed in the next page.
2	Since these links go to other parts of the website or offsite, they will be given an icon that tells the user they are jumping to another part of the site or leaving.

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Project Name: Qualcomm Site Redesign | Last Edit: Wednesday, June 04, 2008 | Prepared by: Atmosphere | Company: AtmosphereBBDO

page 44

Variant L4 Template Overview

The Variant L4 template is to be used for listed content that either has an experiential module or specially called out content.

Layout

The suggested maximum word count for page above the features is 40 words. No more than 30 words should be used within any single icon list item below. There is no specific limit on the number of icon list items that can be included.

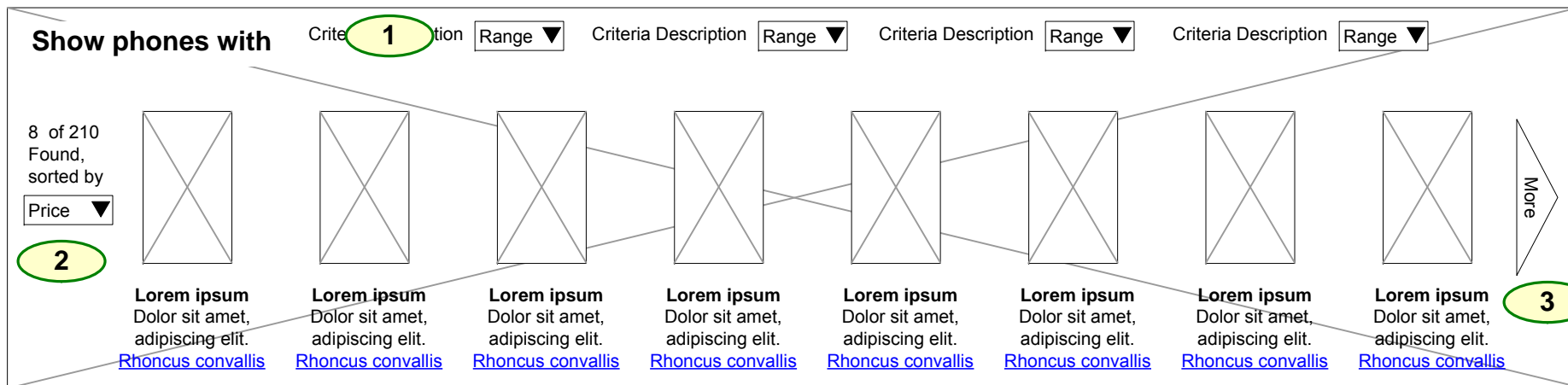
The list image and / or list item header (if provided) can be used as a link for user navigation to additional content.

Displayed Related Resource Panels

The L4 Template can have up to 3 Related Resource Panels.

Notes

1	Criteria are chosen by means of a dropdown, which filters the range of phones.
2	User can choose sort order from a list of various ranges.
3	On selection of "More", the next 8 phones would appear.



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QUALCOMM
Search >>

[Home](#) | [Who We Are](#) | [Innovation](#) | [Products and Services](#) | [News and Events](#) | [Financial Information](#) | [Global Citizenship](#) | [Careers](#)

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

[Section Name](#)

[Parent Name](#)

[Page Name](#)

[Child Page](#)

[Child Page](#)

[Child Page](#)

[Child Page](#)

Page Name

List Category Select Category 1

[-] Open Item
 Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer ac nisl. Curabitur facilisis mauris ultrices arcu. Aliquam nisi urna, sodales id, tempor in, mollis faucibus, velit.

[+] Closed Item 2

[+] Closed Item

[+] Closed Item

[+] Closed Item

[+] Closed Item

[+] Closed Item

[+] Closed Item

Email Print

100 Word Max Open

20 Word Max Closed

Related Content

Lorem ipsum consetetur Lorem ipsum consetetur

Lorem ipsum consetetur Lorem ipsum consetetur

[More >](#)

Related Content

Related Content

[Tell us What You Think](#)

Campaign 1

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Notes

- | | |
|----------|---|
| 1 | <p><i>Optional control</i></p> <p>This control is used to display categories within a list. Onchange of the category dropdown the page with refresh and display list items relating to this category only.</p> |
| 2 | <p>In order to present information that is serial in nature but could need to be cross-compared, a collapsible list is used which allows one (or more) items to be open at a time. This presents a compact display and the user can choose which information is relevant.</p> <p>Note that in the print version of this page, all sections could be expanded.</p> |

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QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

Home > [Financial Information](#) > [Investor Relations](#) > Investor FAQ

[Financial Information](#)

[Investor Relations](#)

[Investor FAQ](#)

Investor FAQ

FAQ Category Select Category 1

2

[\[-\] How long has Qualcomm been in business?](#) 3

Qualcomm was founded in July of 1985.

[\[+\] Where is Qualcomm located?](#)

[\[+\] Which exchange is Qualcomm stock traded on and what is the ticker symbol?](#)

[\[+\] When were Qualcomm's Public Offerings?](#)

[\[+\] Who is Qualcomm's transfer agent and how do I contact them?](#)

[\[+\] Has Qualcomm had any stock splits?](#)

[\[+\] What are Qualcomm's fiscal quarters?](#)

Email Print

Press Releases

[MM/DD/YY Nonummy enim. Aliquam id sem. ante estibulum ante ipsum primis in faucibus ectum Aliquam id](#)

[MM/DD/YY Nonummy enim. Aliquam id sem. ante estibulum ante ipsum primis in faucibus ectum Aliquam id](#)

[More >>](#)

Executive Viewpoints

Corporate Events

Tell us What You Think

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Notes	
1	<p><i>Optional control</i></p> <p>This control is used to display categories within the FAQ. Onchange of the FAQ Category dropdown the page with refresh and display FAQs relating to this FAQ category only.</p>
2	<p>The Investor FAQ is presented as a series of questions, the answers of which are in the expansion sections.</p> <p>Note that in the print version of this page, all sections could be expanded.</p>
3	<p>On expansion, answer is displayed, which may include links to other sections.</p>

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L5 Template Overview

The L5 template is to be used for listed content that can be displayed compactly on screen by hiding and revealing.

Layout

The suggested maximum word count for each of these list items is 20 words initially (closed) and 100 words when the remaining content is revealed (open).

The user can open multiple items.

Displayed Related Resource Panels

The L5 Template can have up to 8 Related Resource Panels.

QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

[Home](#) > News and Events

News and Events

- [Press Releases](#)
- [Legal Newsroom](#)
- [Events Calendar](#)
- [Press Resources](#)
- [Executive Viewpoints](#)
- [Awards and Recognition](#)
- [News Feeds](#)

News and Events

Major News, Breaking News 1

Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer ac nisl. Curabitur facilisis mauris ultrices arcu. Aliquam nisi urna, sodales id, tempor in, mollis faucibus, velit.

80 Word Max

[-] Press Releases

2 Lorem ipsum dolor sit amet, consectetur 12.13.2007
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

Lorem ipsum dolor sit amet, consectetur 12.13.2007
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

Lorem ipsum dolor sit amet, consectetur 12.13.2007
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

Lorem ipsum dolor sit amet, consectetur 12.13.2007
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

Lorem ipsum dolor sit amet, consectetur 12.13.2007
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

30 Word Max
5 Items / section

[+] Legal Newsroom

[+] Executive Viewpoints

[All Press Releases](#)

Email Print

Upcoming Events 3

[MM/DD/YY Event Title. Event Location](#)
 Nullam interdum condimentum magna. Nam faucibus,

[MM/DD/YY Event Title. Event Location](#)
 Nullam interdum condimentum magna. Nam faucibus,

[MM/DD/YY Event Title. Event Location](#)
 Nullam interdum condimentum magna. Nam faucibus,

[Events Calendar](#)

Press Resources

Awards and Recognition

News Feeds

Tell us What You Think

Campaign 1

You Might Also be Interested In:

- [History of Qualcomm](#)
- [Diversity at Qualcomm](#)
- [Corporate Leadership](#)
- [Qualcomm Stadium](#)

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Notes

1	This collapsible list includes an OPTIONAL section for breaking news or news that QCOM wants to highlight. If there is no big news, this page would be a standard collapsible list.
2	On click of the Press Releases subhead, the top 5 press releases would be shown. There is also a link to see all press releases (link to 5.1)
3	Secondary sub pages are echoed in the right column, allowing quick access to the next few events, the press kit etc. In addition, a mini-calendar list is shown by default.

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L5 Variant Template Overview

The Variant L5 template is to be used for listed content that can be categorized and that does not all have to be visible on the screen at the same time. Hiding and revealing content will allow the user to focus on portions of content individually.

Layout

The suggested maximum word count for the uncategorized portion of this page 80 words. The remaining content is a list and categorized. No more than 30 words should be used within any single icon list item below. No more than 5 items should be visible in any category. The categories can be opened and closed with the first category defaulting open. If more than 5 items are available in a category a “view all” link will be available to navigate the user to a list page. Multiple categories can be opened at the same time. All categories can be shut.

The user can can open multiple categories.

News and Events Page

Press Releases and Executive View Points will be categorized on this page. Categorization of these items requires that they are tagged (a search may suffice for the Press Releases). Suggested Categories are Press Releases (show most recent 5), Legal Newsroom (show most recent 5), Executive View Points (show most recent 5). Each category will have a ‘view all’ link. As an example the ‘view All’ link within the Press Releases category will be displayed on the L2 Template where sort functionality is available.

Displayed Related Resource Panels

The L5 Variant Template can have up to 8 Related Resource Panels.

QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

[Section Name](#)

[Parent Name](#)

Page Name

[Child Page](#)

[Child Page](#)

[Child Page](#)

[Child Page](#)

1

Page Name

Table Name
Control ▼
Control ▼

	Column Label	Column Label	2	Column Label	Column Label
Row Label					
Row Label					
Row Label					
Row Label					
Row Label					
Row Label					
Row Label					
Row Label					
Row Label					
Row Label					

Subhead

Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer ac nisl. Curabitur facilisis mauris ultrices arcu. Aliquam nisi urna, sodales id, tempor in, mollis faucibus, velit.

Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer ac nisl. Curabitur facilisis mauris ultrices arcu. Aliquam nisi urna, sodales id, tempor in, mollis faucibus, velit.

Email
 Print

Notes

- | | |
|----------|---|
| 1 | If a page includes content that is best displayed in a table format, the table will take the center column, have a table label above the table and an accompanying description below. |
| 2 | If the data has multiple sets or multiple cuts, controls can be provided at the top of the table to generate additional views. |

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QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

[Home](#) > [News and Events](#) > [Events Calendar](#) > Corporate Events

[News and Events](#)

[Events Calendar](#)

Corporate Events

Corporate Events

January 2008 (3) ▾ 2
<< Previous | Next >>

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Corporate Event 1	15	16	17	18	19
20	21	22	23	24	Corporate Event 2 3	26
27	28					

Corporate Event 2
Friday, January 25th, 2008

Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend. Nulla facilisi. Maecenas diam mauris, sagittis mattis, gravida eu, tempor nec, odio. Proin posuere congue turpis. Etiam consectetur magna id magna.

[Meeting Spot](#)
123 Fake St.
San Diego, CA 99999

30 Word Max

1

2

3

10 Word Max

30 Word Max

Subhead
Nullam interdum condimentum magna. Nam faucibus, mi porttitor. Suspendisse pulvinar. Maecenas malesuada. Aliquam i lectus.

January Corporate Events

[Corporate Event 1, Monday, January 14](#)
Duis at nisi sit amet eros sollicitudin rho

[Corporate Event 2, Friday, January 25th](#)
Duis at nisi sit amet eros sollicitudin rho

[Corporate Event 4, Thursday, February](#)
Duis at nisi sit amet eros sollicitudin rho

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Notes

- 1

The table takes the form of a calendar, which has dates highlighted.
- 2

Dropdown is used to navigate to different months within the calendar. For date ranges the months and years are combined for easier navigation. Additionally the event number is displayed within parenthesis.
- 3

On rollover of the date or the title/date combo in the list, an information box presents details of the corporate event, including a Google map, if needed. This is an in-page DHTML layer, not a new browser window.

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T1 Template Overview

The T1 template is to be used when page content is to be presented in a condensed tabular format. All of the content that was condensed into the table will be available in full form below the table as a list.

Interaction Model

As the user rolls over table content that content will emerge in a overlay to the table and additional details will be given. This overlay will remain as long as the user is rolled over the table content or over the overlay content. The overlay may have additional links for navigation to separate page content. The uncondensed content below the table may have links for navigation to separate page content as well.

Layout

The suggested maximum content within the table is 10 words. The suggested maximum uncondensed content which will appear in overlay as well as under table list is 30 words.

Corporate Events Page Controls

Additional controls are available on the Corporate Events page to allow for scrolling to new date ranges (months). This can be done via date dropdowns or by using paging controls (previous and next). The date dropdowns may include a notation representing the number of events in a month before it is selected as is shown below.

Previous and Next links are also provided. If 'next' month is more than one year away AND there are no events scheduled, the "Next" link is not shown. Similarly, if the previous month is more than one month in the past, the "Previous" link is not shown.

Optional Date and Event Controls

Month Year	(events)
February 2008	(3)
March 2008	(2)
April 2008	(2)
May 2008	(0)
June 2008	(1)
July 2008	(6)
August 2008	(4)
September 2008	(0)

Displayed Related Resource Panels

The T1 Template will not display Related Resource Panels.

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[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

[Section Name](#)

[Parent Name](#)

[Page Name](#)

[Child Page](#)

[Child Page](#)

[Child Page](#)

[Child Page](#)

Page Name 1

3

Open Pane

Closed Pane

Closed Pane

Closed Pane

Closed Pane

Etiam convallis ligula sit amet nisl. Nunc sit amet quam. Quisque feugiat nulla ut ligula. Pellentesque imperdiet, lectus interdum adipiscing viverra, neque mi sagittis risus, in feugiat sem metus non leo. Proin sit amet lorem. Mauris a libero. Proin placerat massa eu lectus. Phasellus diam tortor, pretium ut, vehicula vel, imperdiet pulvinar, nulla. In vestibulum eleifend turpis. Ut tristique interdum sapien. Nulla eleifend scelerisque turpis. Nulla facilisi. Nullam et nisl. Suspendisse potenti. Aenean interdum, quam ac luctus rutrum, massa dui fermentum libero, a

ultrices tortor dui vitae dolor. Vestibulum erat risus, egestas quis, elementum eget, commodo eget, urna. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Fusce odio neque, aliquet vel, convallis vel, fermentum ut, tellus. In tempor. Nulla est. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus leo. Nullam ac enim, vitae ac, semper adipiscing. Donec placerat justo sed lectus.

Email

Print

Related Content

[Lorem ipsum consetetur Lorem ipsum consetetur](#)

[Lorem ipsum consetetur Lorem ipsum consetetur](#)

[More >](#)

Related Content 2

Related Content

Related Content

Tell us What You Think

Campaign 1

Alternate Paths

[Home](#) > [Products and Services](#) > [Market Vertical](#) > [Products](#) > Product Page

[Home](#) > [Financial Information](#) > [Business Unit](#) > [Business Unit](#) > Product Page

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Notes

- | | |
|----------|---|
| 1 | Tabbed content pages are used to display content that has a number of facets of related content. The content in the tabs all refer to the same subject, but from a different perspective. |
| 2 | Information that is related to the main content is placed in the related info widget on the right hand side. |
| 3 | Optional image or flash header |

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QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Products and Services
Global Citizenship
Careers

Home > Products and Services > Mobile Apps and Services > Mobile TV & Entertainment > qTV Solutions

[Products & Services](#)

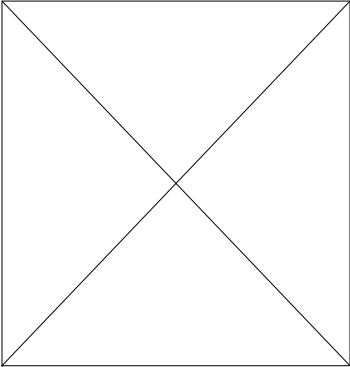
[Mobile Apps & Services](#)

[Mobile TV & Entertainment](#)

[qTV Solutions](#)

QTV Solutions 1

Product Home
Tech Specs
Resources
Support
Product Press

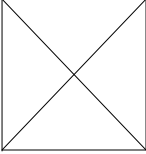


2 Etiam convallis ligula sit amet nisl. Nunc sit amet quam. Quisque feugiat nulla ut ligula. Pellentesque imperdiet, lectus interdum adipiscing viverra, neque mi sagittis risus, in feugiat sem metus non leo. Proin sit amet lorem. Mauris a libero. Proin placerat massa eu lectus. Phasellus diam tortor, pretium ut, vehicula vel, imperdiet pulvinar, nulla. In vestibulum eleifend turpis. Ut tristique interdum sapien. Nulla eleifend scelerisque turpis. Nulla facilisi. Nullam et nisl. Suspendisse potenti. Aenean interdum, quam ac luctus rutrum, massa dui fermentum libero, a

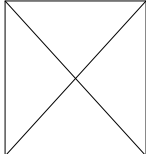
ultricies tortor dui vitae dolor. Vestibulum erat risus, egestas quis, elementum eget, commodo eget, urna. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Fusce odio neque, aliquet vel, convallis vel, fermentum ut, tellus. In tempor. Nulla est. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus leo. Nullam ac enim vitae est semper adipiscing. Donec placerat justo sed lectus.

✉ Email
🖨 Print

Related Products



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[Lorem ipsum consetetur](#)



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Business Unit

[Product Events](#)

[Partner Stories](#)

[Training](#)

[Related Careers](#)

[QTV in Industry](#)

[Technology Forum](#)

Tell us What You Think

Campaign 1

Notes

1	Note that the tabbed pages can include elements from a limited set of templates. For example, the Technical Specs pane can include an L2 Multi-List.
2	Information that is deemed important for our primary audiences is placed in tabs along the top.
3	Information that may be of secondary importance to the audience or may be temporary (i.e. Events, Careers) are placed in the secondary nav.

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Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Products and Services
Global Citizenship
Careers

Home > [Who We Are](#) > [Qualcomm Businesses](#) > QCT

[Who We Are](#)

[Qualcomm Businesses](#)

QCT

Qualcomm CDM 1 nologies (QCT)

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Contact QCT
Support

Etiam convallis ligula sit amet nisl. Nunc sit amet quam. Quisque feugiat nulla ut ligula. Pellentesque imperdiet, lectus interdum adipiscing viverra, neque mi sagittis risus, in feugiat sem metus non leo. Proin sit amet lorem. Mauris a libero. Proin placerat massa eu lectus. Phasellus diam tortor, pretium ut, vehicula vel, imperdiet pulvinar, nulla. In vestibulum eleifend turpis. Ut tristique interdum sapien.

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Email
 Print

QCT in the Press

[MM/DD/YY Nonummy enim. Aliquam id sem. ante Vestibulum ante](#)

[MM/DD/YY ipsum primis in faucibus.](#)

[Rectum Aliquam id](#)

[MM/DD/YY In faucibus rectum Aliquam id sem. ante](#)

[MM/DD/YY ipsum primis in faucibus.](#)

[Rectum Aliquam id](#)

[More >>](#)

3

Tell us What You Think

Campaign 1

Notes	
1	The Products and Leadership tabs will have Icon List content.
2	Leadership, Contact and Support tabs are all optional, if the content exists.
3	The Unit in the press is an optional element. If there is no information tagged with the unit name, the pane does not show.

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T2 Template Overview

The T2 template is to be used when there is a variety of content types that relate to a central theme. This template aggregates this content within a tabbed structure.

Tabbed Structure Layout

The suggested maximum content within the tabbed structure is 300 words (200 if an image is present) for each tab. It is suggested that no fewer than 2 and no more than 5 tabs are used. Each tab will represent a different layout of the Main Content Section of the page. Any templates type can be used to format the tabbed section.

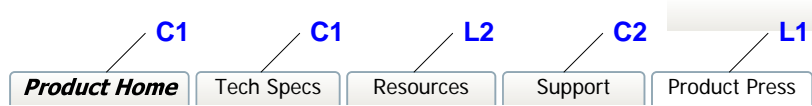
Interaction Model

The default position of the tabbed interface will be that the first tab is visible. A visual treatment of the tab will enforce this concept. On rollover of the tabs visual clues will make it clear that the tabs can be clicked for additional content. On click the tabbed portion of the page will display new tab content. This clicked tab will take on the visual treatment of the default tab to show its open state.

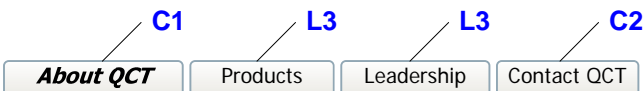
Page Tab Examples

Each tab will use the Main content section of one of the page templates. Below are the templates that will typically be used for a product and for a business unit. Not all products and business units will have all of these tabs however.

Product Tab example [Template used to format the tab content](#)



Product Tab example [Template used to format tab](#)



Related Resources for Products and Business Units

The inclusion of Related Resource Panels are typically optional. On the Product and Business Unit pages however there are required panels that must appear. They will house needed supporting information for each Product and Business Unit. They are:

Product Page

<u>Title</u>	<u>Panel used</u>	<u>Description</u>
Business Unit	<i>content</i>	links to the business unit(s) that are associated to the product
Related Careers	<i>list</i>	Search of Job Offerings: using product as search term search
Industry Uses	<i>list</i>	Search of Qualcomm Markets: using product as search term
Technology Forum	<i>list</i>	Search of Forum: using product as search term

Business Unit Page

<u>Title</u>	<u>Panel used</u>	<u>Description</u>
Unit Press	<i>list</i>	Search of News: using Unit as search term

Displayed Related Resource Panels

The T2 Template can display up to 8 Related Resource Panels (1 or 4 are required. see above).

QUALCOMM
Search >>

[Home](#) | [Who We Are](#) | [Innovation](#) | [Products and Services](#) | **[Qualcomm Innovation](#)** | [Financial Information](#) | [Global Citizenship](#) | [Careers](#)

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

New Product! 1

X

Section Name
[Parent Name](#)
Page Name
[Child Page](#)
[Child Page](#)
[Child Page](#)
[Child Page](#)

Page Name

Product Home
Technical Docs
Resources
Support
Product Press

Lorem ipsum dolor sit amet, created by {business unit}, consectetur adipiscing elit. Etiam at est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue. Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

Email
 Print

300

 Word Max

200

 with image

Product Events

**Lorem ipsum consetetur
 Lorem ipsum consetetur**

**Lorem ipsum consetetur
 Lorem ipsum consetetur**

Executive Viewpoints

Tell us What You Think

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Notes

1 In instances when a product is new and is still being introduced, a product page can be treated as an experience page, taking its design from E1.

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QUALCOMM
Search >>

Home | Who We Are | Innovation | Products and Services | Qualcomm Innovation | Financial Information | Global Citizenship | Careers

Home > [Products and Services](#) > [Chipsets](#) > GOBI

GOBI!

[Products & Services](#)

[Chipsets](#)

GOBI

GOBI

Product Home
Technical Docs
Resources
Support
Product Press

Lorem ipsum dolor sit amet, created by {business unit}, consectetur adipiscing elit. Etiam at est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue. Duis at nisi sit

Email
 Print

Alternate Paths

Home > [Products and Services](#) > [Mobile Solutions](#) > [Mobile WAN](#) > **GOBI**

GOBI Events

[MM/DD/YYYY See GOBI at CES 2008!](#)
LAS VEGAS, NV

[MM/DD/YYYY BOSTON MobileCon2008](#)

Executive Viewpoints

Product Careers

Tell us What You Think

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Notes

1 Since the peripheral information is interchangeable, it is possible to highlight promotional events when a product is new. As the product intro period ends, the Executive viewpoints or other information can be highlighted in favor of product events.

1

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P1 Template Overview

The P1 template combines the E1 and the T2 templates. Physically this template places the T2 directly under the E1.

See page 17 Experience Page Template for details on the E1 template and page 45 Tabbed Content for more details on the T2 Template.

QUALCOMM Search >>

Home | Who We Are | Innovation | Products and Services | News and Events | Financial Information | Global Citizenship | Careers

Home > Search

Search Results 2

Sort by **1 to 10 of 148 documents found** [Previous Page](#) [Next Page](#)

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[Previous Page](#) [Next Page](#)

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40 Word Max
10 max Items

Notes

1	<p>In the Search Results screen, the standard contextual navigation menu is replaced by a scoping menu that allows the user to scope the search to specific areas of the website.</p> <p>The list is in order of hits in a section.</p> <p>On clicking a section name, the search is scoped to that area. If the expand [+] icon is clicked, the section listing expands to allow scoping to the subsection.</p>
2	<p>Navigation elements to allow navigation to go to further results.</p> <p>A new addition to this bar is the "Sort by" menu, which allows sorting of results.</p>
3	<p>Scoping tools allow the user to zero in on specific information rather than paging through a large collection of hits.</p>

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Notes


Search >>

- [Home](#)
- [Who We Are](#)
- [Innovation](#)
- [Products and Services](#)
- [News and Events](#)
- [Financial Information](#)
- [Global Citizenship](#)
- [Careers](#)

[Home](#) > Search

Search Results

Sort by
1 to 10 of 148 documents found
[Previous Page](#) [Next Page](#)

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[Previous Page](#) [Next Page](#)

- Refine Your Search**
[Expand All](#)
- [\[+\] Who We Are \(121\)](#)
 - [\[+\] Innovation \(11\)](#)
 - [\[+\] Products and Services \(9\)](#)
 - [\[+\] Global Citizenship \(4\)](#)
 - [\[+\] Careers \(2\)](#)
 - [\[+\] Qualcomm Worldwide \(1\)](#)

- Content**
- [Press Releases](#)
 - [White Papers](#)
 - [Documentation](#)
 - [Web Pages](#)

- Page Format**
- [HTML](#)
 - [PDF](#)
 - [Other](#)

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SR1 Template Overview (Phase 2)

This template will not be used until phase 2. See the SR1 (Phase 1) template in Appendix E on page 94.

QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

[Home](#) > Search

Search Results

Refine Your Search

1

[Show All Results](#)

[\[-\] Global Citizenship \(4\)](#)

[Diversity \(3\)](#)

[Corporate Responsibility \(1\)](#)

Content

[Press Releases](#)

[White Papers](#)

[Documentation](#)

[Web Pages](#)

Page Format

[HTML](#)

[PDF](#)

[Other](#)

Sort by Date, Newest First ▼ **1 to 4 of 4 documents found**

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Email
 Print

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Notes

- 1

User has scoped search by clicking on Global Citizenship (left) and by deselecting PDF and Other in the Page Format.
- 1

User can remove scoping to area by clicking "show All results".

User can reselect checkboxes on Page Format to see all page format types, which will result in a page refresh.

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SR2 Template Overview (phase 2)

This template will not be used until phase 2. See the SR1 (Phase 1) template in Appendix E on page 90.

QUALCOMM
Search >>

[Home](#) | [Who We Are](#) | [Innovation](#) | [Products and Services](#) | **[Qualcomm Innovation](#)** | [Financial Information](#) | [Global Citizenship](#) | [Careers](#)

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

1

[Section Name](#)

[Parent Name](#)

[Page Name](#)

[Child Page](#)

[Child Page](#)

[Child Page](#)

[Child Page](#)

Magna. Sed turpis

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Email
 Print

3

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Notes	
1	The primary goal of a form page is to get the user through the form process correctly and quickly. To that end, the form page takes its basic design from the E1 Experience Page, which allows great concentration on the task at hand.
2	Instructions for the form are at the bottom of the page. If more than a single page of instructions are needed, the tab interface can be taken from the product page and used to introduce multiple page instructions.
3	To reduce distractions, the secondary content (right column) of the page is not shown. The confirmation page of form submissions will include the right column as a EX1 template.

80 Word Max

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QUALCOMM
Search >>

[Home](#) | [Who We Are](#) | [Innovation](#) | [Products and Services](#) | [News and Events](#) | [Financial Information](#) | [Global Citizenship](#) | [Careers](#)

[Home](#) > [Contact Us](#) > Global Contact Form

General Info
Business Units
Public Relations
Product Support
Investor Relations
Licensing
1

Contact : General Info
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue. Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

Message

Name

Email

Subject ▼ 2

Message

Notes	
1	The global contact form has a tab interface that allows for routing of the e-mail to the appropriate person/mailbox. This tab works with the selectable subject line (#2). Each tab has a set of subject possibilities, each of these subjects routes to a specific person/mailbox.
2	The subject line is a dropdown that includes the most common subjects for a given category (the tabs #1 above). All of these lists also include the "Other" option which will route to a catchall mailbox.
3	Alongside the contact form is a compact FAQ page. In the first iteration it will be a single FAQ for all conditions. In the future the FAQ can be context sensitive, working with the tabs (#1) and the subject line (#2) so that if there are common answers to the concerns, those answers can be dispensed before the user sends out an e-mail.

Contact Us
FAQ: General Info
3

Dolor lorem ipsum sit amet, consectetur adipiscing elit?
 Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus.

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Email
 Print

40
Word
Max

3
max
Items

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Notes

Search >>

[Home](#) | [Who We Are](#) | [Innovation](#) | [Products and Services](#) | [News and Events](#) | [Financial Information](#) | [Global Citizenship](#) | [Careers](#)

[Home](#) > [Global Citizenship](#) > [Community Involvement](#) > [Corporate Giving](#) > Letter of Inquiry

Letter of Inquiry

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue. Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

Message

From:

Subject: ▼

Message:

▲
☰
▼

Corporate Giving FAQ

Dolor lorem ipsum sit amet, consectetur adipiscing elit?
 Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer ac nisl. Curabitur facilisis mauris ultrices arcu. Aliquam nisi urna, sodales id, tempor in, mollis faucibus, velit.

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 Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus

[Email](#) [Print](#)

[Global Citizenship](#)
[Community Involvement](#)
[Corporate Giving](#)
[Letter of Inquiry](#)

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F1 Template Overview

The F1 template is to be used for input forms. Left Navigation is pushed lower on the page and Right Related Resource Sections are not included in order to focus user on the form.

Layout

The suggested maximum content below the table is 80 words when in block form or 40 words in each of three sections when presented as a list. The confirmation screens that follow will include a Related Resources Section at the right and full navigation. The confirmation screens will be modeled on the C1 template.

Global Contact Form Layout and Interaction Model

The Global Contact Form will include the following fields at minimum: Name, Email Address, Subject, Message. All user contacts will be made through this form. Each section of the site that allows the user to contact the company will link to this form. The form will be tailored according to the section of the site that has called it. A tabbed structure will identify which section of the site the user has called the contact for from. Additionally the subject lines of the outgoing message will be associated to the user's contacting section as well. A final 'other' subject will be added as a catchall.

Error Messages will be presented inline on the Form entry page.

FAQ Integration

The Global Contact Form Subject lines will interact with a search of the FAQ immediately below it. Once the user selects a subject line from the dropdown the FAQ will populate Questions and Answers that are associated with the subject line selected on the Form. This is designed to have the user's questions addressed immediately and to help them target their questions more specifically.

Displayed Related Resource Panels

The F1 Template will not display Related Resource Panels.

QUALCOMM
Search >>

Home | Who We Are | Innovation | Products and Services | News and Events | Financial Information | Global Citizenship | Careers

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

[Section Name](#)

[Parent Name](#)

[Page Name](#)

[Child Page](#)

[Child Page](#)

[Child Page](#)

[Child Page](#)

1

2

X

External Content Space

Related Content

[Lorem ipsum](#)
[consetetur](#)
[Lorem ipsum](#)
[consetetur](#)

[Lorem ipsum](#)
[consetetur](#)
[Lorem ipsum](#)
[consetetur](#)

[More >](#)

Related Content

Tell us What You Think

Campaign 1

Related Links

[Related Link](#)

[Related Link](#)

[Related Link](#)

[Related Link](#)

Email

Print

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- ### Notes
- 1

In cases where external content is seen via the Qualcomm site (the Job Search and the Investor Tools sections, for example) the site will maintain its design, leaving the central content well for the imported content.

Wherever possible, if the content carries a navigation element, the navigation should be visually integrated with the standard left nav of qualcomm.com.
 - 2

The right column is optional. If the external content requires more space or could be confused with the secondary content in the right column, the right column can be suppressed.

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QUALCOMM Search >>

Home | Who We Are | Innovation | Products and Services | News and Events | Financial Information | Global Citizenship | **Careers**

[Home](#) > [Careers](#) > Job Search

[Careers](#)
[Job Search](#)

Job Search

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U.S. Locations:
 Non-U.S. Locations:
 Job Categories:

Search By Experienced Professional New Grad Intern

Date Posted:

Requisition Number:

Keyword: [Search Tips](#)

Any: All: Exact Phrase:

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1

Notes	
1	Current jobsearch module displayed here.

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Project Name: Qualcomm Site Redesign
Last Edit: Wednesday, June 04, 2008
Prepared by: Atmosphere
Company: AtmosphereBBDO

EX1 Template Overview

The EX1 template is to be used when external content is aggregated for display on the site. Examples for this are found within the Careers and Financial Information sections of the site.

Layout

In general the external content will populate the Main Content Section of the template. In some cases however this template will be altered to; 1. allow the external content to fit on the page 2. appear seamlessly integrated into the site. An example of this template modification will be forms. The EX1 template will not display Related Resource Panels when forms are displayed. Additionally large tables or assets that will not fit within the Main content window will not display the Related Resource Panels as well.

Displayed Related Resource Panels

The EX1 Template can display up to 8 Related Resource Panels. In some cases (see layout above) the template will not show any Related Resource Panels as this section will not be included.

QUALCOMM
Search >>

[Home](#) | [Who We Are](#) | [Innovation](#) | [Products and Services](#) | [News and Events](#) | [Financial Information](#) | [Global Citizenship](#) | [Careers](#)

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

[Parent Name](#)
[Page Name](#)
[Child Page](#)
[Child Page](#)
[Child Page](#)
[Child Page](#)

Related Links

[Related Link](#)

[Related Link](#)

[Related Link](#)

[Related Link](#)

Page Name/Video Name 1

X

Video Info 2

X

**Lorem ipsum
consetetur
Lorem ipsum
consetetur**

Related Content

Tell us What You Think

Campaign 1

▶

0:30 / 2:00

🔊

40 **Word Max**

Lorem ipsum dolor sit amet, consetetur adipiscing elit. Etiam at est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue. 4

[Email](#) [Print](#)

Notes

1	Video and controls take up the bulk of the center column.
2	Any background info for the video is placed in the right column. Secondary content is also allowed.
3	Video controls include play, pause, and audio controls.
4	If the video requires further description, that should be placed below the video, in the center section.

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Project Name: Qualcomm Site Redesign
 Last Edit: Wednesday, June 04, 2008
 Prepared by: Atmosphere
 Company: AtmosphereBBDO

page 74

QUALCOMM
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Home | Who We Are | Innovation | Products and Services | News and Events | Financial Information | Global Citizenship | Careers

[Home](#) > [News and Events](#) > [Executive Viewpoints](#) > Viewpoint 4

[News and Events](#)
[Executive Viewpoints](#)
[Viewpoint 4](#)

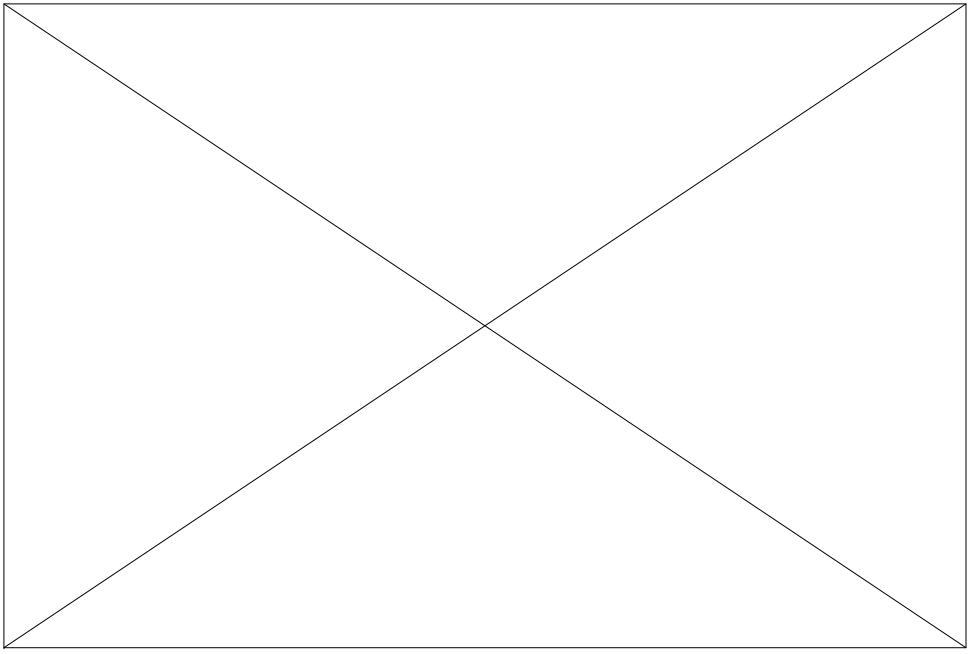
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Viewpoint 4 1

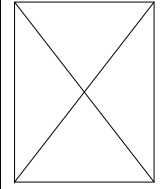


▶0:30 / 2:00
🔊

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at est a nisi rhoncus convallis. Sed molestie velit id magna. Sed turpis. Morbi tempor dui vitae augue.

✉ Email
🖨 Print

Executive Name



[Name](#) [McName](#),
[Position](#),
[Business Unit](#)

Snapshot Bio
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non ipsum in ante ultricies consectetur. Aliquam aliquam. elit. Phasellus non ipsum in ante

[Full Bio](#)

Business Unit

Tell us What You Think

Campaign 1

Notes

1	The video is displayed center with controls to play, pause, stop etc.
2	Details of the author are given here, in abbreviated form. If a full bio is available it is linked as is the Business Unit page.
3	If the viewpoint needs any further description, it is placed below the video. If the video sparks discussion, this description area will include a link to the Idea Forum page.

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1	The video is displayed center with controls to play, pause, stop etc.
2	Details of the author are given here, in abbreviated form. If a full bio is available it is linked as is the Business Unit page.
3	If the viewpoint needs any further description, it is placed below the video. If the video sparks discussion, this description area will include a link to the Idea Forum page.

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V1 Template Overview

The V1 template is used to display the site's in-page video player.

Layout

The in-page video player is prominently located at the top of the Main Content Section. Video controls and page content (max 40 words) follow.

Interaction Model

Standard video controls are included on the player:

Start / Pause: toggles between the two

Scrub Bar: Allows the user to move through the downloaded video.

Video Time: Current time and Video length are displayed

Volume controls: Mute and slider volume controls

If the page is called from a Related Resource Panel that is playing a video the in-page video will be playing on page load. Other times the video will not be playing on page load.

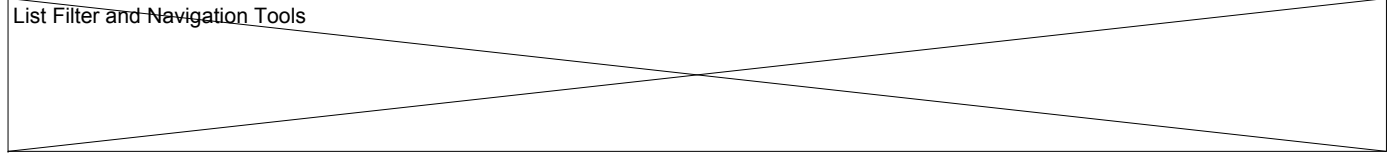
Displayed Related Resource Panels

The V1 Template can display up to 3 Related Resource Panels.

[Home](#) > [Primary](#) > [Secondary](#) > Tertiary

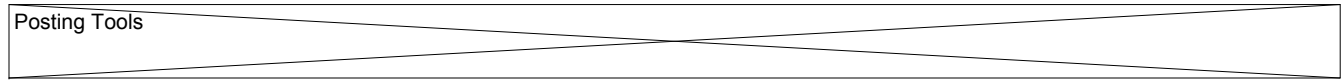
- [Section Name](#)
- [Parent Name](#)
- [Page Name](#)
- [Child Page](#)
- [Child Page](#)
- [Child Page](#)
- [Child Page](#)

Page Name





[-] Open Item

Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer ac nisl. Curabitur facilisis mauris ultrices arcu. Aliquam nisi urna, sodales id, tempor in, mollis faucibus, velit.



- [+] Closed Item
- [+] Closed Item
- [+] Closed Item
- [+] Closed Item
- [+] Closed Item
- [+] Closed Item

 Email  Print

Notes

1 A Message Board will be similar to a collapsible list with the addition of filtering tools, paging tools and message tools.

QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

Home > [Innovation](#) > [Pathway to Innovation](#) > Idea Forum

[Innovation](#)

[Pathway to Innovation](#)

[Idea Forum](#)

Idea Forum [Login](#)

Search

Search subject lines only

Filter Messages

Time
From February 18, 2007 To March 18, 2007

Helpfulness
Show messages with 10% or higher approval rating

[-] Mobile Phones Last Update: 01/12/08 6:43PM

Email@mail.com wrote on 12/1/07 4:53:

Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Integer ac nisl. Curabitur facilisis mauris ultrices arcu. Aliquam nisi urna, sodales id, tempor in, mollis faucibus, velit.

Was this post helpful to you?

4 of 17 users found this message helpful

[-] Reply Thread Last Update: 01/13/08 6:02AM

Email@mail.com wrote:

Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui.

Was this post helpful to you?

10 of 17 users found this message helpful

[+] Reply Thread 01/13/08 6:10AM

[+] Reply Thread 01/14/08 8:11AM

[+] OFDMA Last Update: 01/13/08 10:01AM

[+] Mirasol Last Update: 01/16/08 6:01AM

[+] Mobile Networks Last Update: 01/18/08 6:02AM

[+] Mobile TV Last Update: 01/22/08 6:02AM

1

2

3

4

5

6

7

1

2

3

4

5

6

7

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Notes

1	The Idea Forum will take the form of a modified collapsible list (L5) that will include login, filtering, voting and reply tools.
2	At the top right of the site will be a login link. If a user is logged in, the login link would be replaced with a notation of their login name and a logout link (see Example B1: Idea Forum; Reply)
3	The Idea Forum will allow for simple searching. It will also allow for filtering of messages by date or helpfulness rating.
4	Each topic and reply will be shown as a title, and last update date/time when collapsed. When expanded, author, content and tools are shown as well.
5	Each posting will include voting tools that will allow users to decide if a posting was helpful or not.
6	A running tally of votes for and against will be displayed, showing the number of 'yes' votes versus the number of 'no' votes.
7	Each topic or reply will include a Reply button, that will open a subsequent screen (Example B1: Idea Forum; Reply) wherein the users can quote and reply to the posting.

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Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

[Home](#) > [Innovation](#) > [Pathway to Innovation](#) > Idea Forum

[Innovation](#)

[Pathway to Innovation](#)

[Idea Forum](#)

Idea Forum

Search

Filter Messages

Time From February 18, 2007 To March 18, 2007 Helpfulness Show messages with 10% or higher approval rating

1 [-] Mobile Phones

Nullam interdum condime
Suspendisse pulvinar. Ma
condimentum, purus sed
ipsum primis in faucibus o
per inceptos hymenaeos.

Was
4 of 1

Login or [Register as a New User](#) **2**

E-Mail Address

Password

acilisis congue lorem magna ac dui.
at non, scelerisque nec, lectus. Aenean
quam cursus porta urna. Vestibulum ante
tu ad litora torquent per conubia nostra,
tempor in, mollis faucibus, velit.

[Login](#)

2 [-] Reply Three

Aliquam iaculis erat in fens. Nulla nisi purus, hendrent ver, vouldpat non, scelerisque nec, lectus. Aenean
gravidam, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci
luctus et ultrices posuere cubilia Curae; Vestibulum dui.

Was this post helpful to you?

10 of 17 users found this message helpful

[+] Reply Thread 01/13/08 6:10AM

[+] Reply Thread 01/14/08 8:11AM

[+] OFDMA 01/13/08 10:01AM

[+] Mirasol 01/16/08 6:01AM

[+] Mobile Networks 01/18/08 6:02AM

[+] Mobile TV 01/22/08 6:02AM

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Notes

- | | |
|----------|---|
| 1 | Login takes place in a simple dialog box that includes user e-mail and password. User has the option to login, to cancel to return to previous view, or to register as a new user.. |
| 2 | The Register as a New User link will enlarge the current box to include the user's name, contact information, any newsletter opt-in, and a user agreement/disclaimer. |

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Home
Who We Are
Innovation
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News and Events
Financial Information
Global Citizenship
Careers

[Home](#) > [Innovation](#) > [Pathway to Innovation](#) > Idea Forum

[Innovation](#)

[Pathway to Innovation](#)

[Idea Forum](#)

Logged in as name@e-mail.com [Logout](#)

Idea Forum

Search

Filter Messages

Time From February 18, 2007 To March 18, 2007 Helpfulness Show messages with 10% or higher approval rating

1 Reply

Name McNameson wrote:

Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer ac nisl. Curabitur facilisis mauris ultrices arcu. Aliquam nisi urna, sodales id, tempor in, mollis faucibus, velit.

Your Reply

2

[+] Reply Thread 01/14/08 8:11AM

[+] OFDMA 01/13/08 10:01AM

[+] Mirasol 01/16/08 6:01AM

[+] Mobile Networks 01/18/08 6:02AM

[+] Mobile TV 01/22/08 6:02AM

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Notes	
1	The Reply function is a dialog box that pops up to allow the user to see the original message and to edit their new message. Buttons at the bottom are 'Send' to send the new message to the server or 'Cancel' which closes the dialog box with nothing saved to the server.
2	The old message content is copied to the form and is editable. The content left in the form box will be 'quoted' in the new message, complete with original author e-mail.

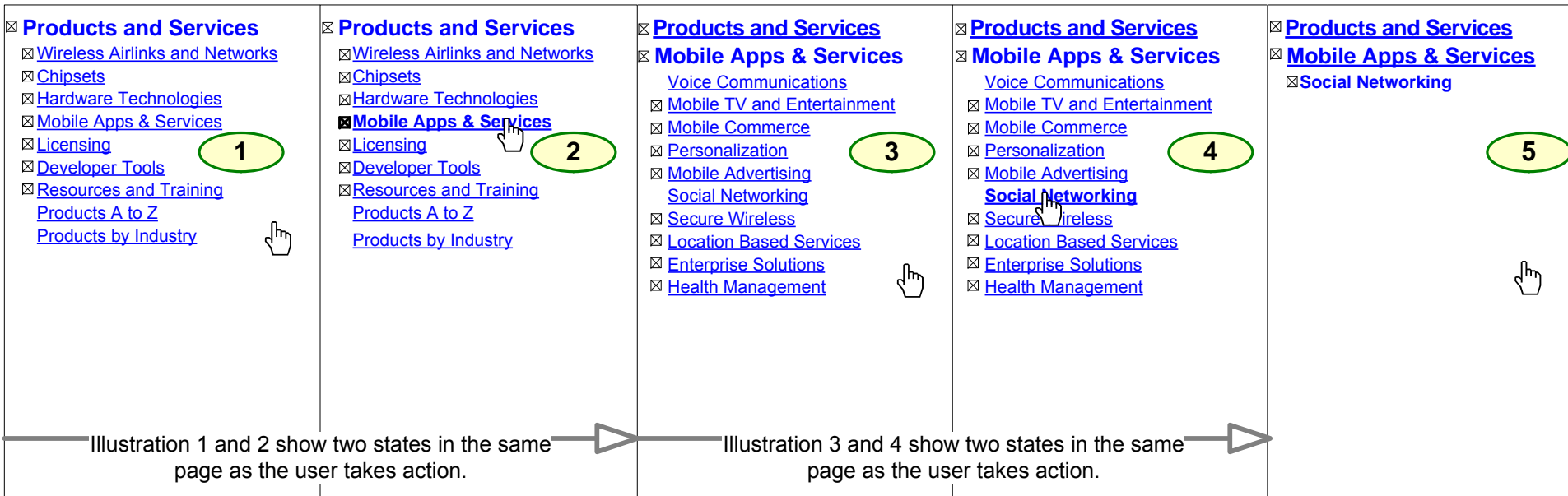
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B1 Template Overview (phase 2)

This template will not be used until phase 2.

Appendices

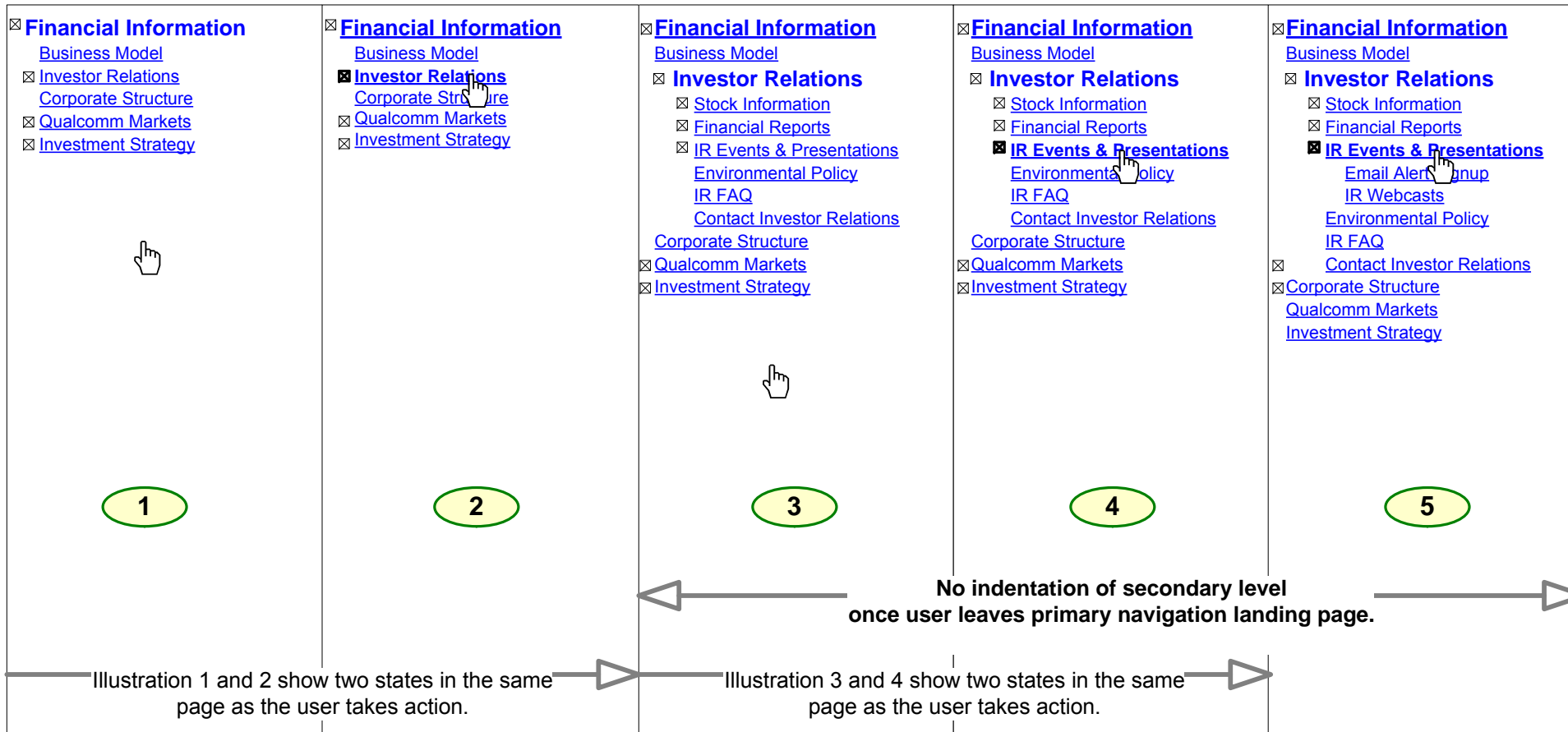
- Appendix A: Proposed Page Sections
- Appendix B: Flow Rules
- Appendix C: Content Panes
- Appendix D: Banner Placement Rules



Notes

Text treatments in the navigation example shown:	
Underline	Shows that element is a navigation link
Not Underlined	This is the users current page location
1	The user has selected Products and Services from the Primary Navigation. Left Navigation shows secondary pages in that section. Products and Services text is not a link (no underline) as the user is on that page. If a secondary or sub page has child pages of its own, it is given an icon that represents this. If the secondary or sub page has no child pages, there is no icon.
2	User rolls over Mobile Apps & Services. Visually this text changes to show the user's action.
3	The User has just selected Mobile Apps & Services. This header is no longer a link but the Primary Products and Services text header is. Note that all the siblings of Mobile Apps and Services are removed from the nav.
4	User rolls over Social Networking. Visually this text changes to show the user's action.
5	The User has just Social Networking, which is a terminal page (i.e. it has no child pages). Note on terminal pages On 2nd-3rd level: Siblings collapse On 4th level: Siblings remain visible

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Notes

Text treatments in the navigation example shown are identical to those detailed in Appendix A: Navigation Operation on page 83.	
In the Financial Information, News & Events and Careers sections the secondary navigation elements remain visible at all times. They do not collapse as they do in the other sections. See Diagram and description on this page for further details.	
1	The user has selected Financial Information from the Primary Navigation. Left Navigation shows secondary pages in that section. Financial Information text is not a link (no underline) as the user is on that page
2	User rolls over Investor Relations. Visually this text changes to show the user's action.
3	The User has selected Investor Relations. This header is no longer a link but the Primary Financial Information text header now is.
4	User rolls over IR Events & Presentations. Visually this text changes to show the user's action.
5	The User has just selected IR Events & Presentations. This header is no longer a link but the Primary Financial Information text header now is. Note that only children are displayed.

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General Rules

- A right facing purple arrow indicates that a section has children.
- A right facing orange arrow indicates that the current page has no children.
- A gray background is used to display children of either second or third level pages.
- Text on a gray background is regular weight and purple.
- Text on a gray background changes on rollover to bold and orange.

Rules by Element

First level navigation elements on first level page (all sections)

- White arrow faces down when **all** children are shown
- Purple arrow faces up when children are collapsed
- White arrow faces up on rollover
- Always left justified
- Always white sIFR text

Second level navigation elements on first level page (all sections)

- Indent when on primary navigation of Who We Are, Innovations, Products and Services, Global Citizenship and always indent for News & Events, Investor Relations and Careers.
- Include purple arrow facing right when children exist
- All elements (arrow and text) are orange on rollover.

Second level navigation elements on second level page (all sections)

- Left justify orange arrow facing down and orange text.

Second level navigation elements on third or fourth level pages (Who We Are, Innovations, Products and Services, Global Citizenship)

- Purple arrow faces up, text is orange
- Display only the relevant second level page in relation (parent or grandparent) to the current page.

Second level navigation elements on third or fourth level page (News & Events, Investor Relations and Careers)

- Orange arrow faces down, text is orange
- Display all other second level pages.

Third level navigation elements on third level page (Who We Are, Innovations, Products and Services, Global Citizenship)

- Indent all elements
- Follow rules described for second level navigation elements.

Third level navigation elements on third level page (News & Events, Investor Relations and Careers)

- All pages will include right facing orange arrows and orange text as they are dead ends.

Third level navigation elements on fourth level page (Who We Are, Innovations, Products and Services, Global Citizenship)

- Indent all elements
- Follow rules described for second level navigation elements.

Third level navigation elements on fourth or fourth level page (News & Events, Investor Relations and Careers)

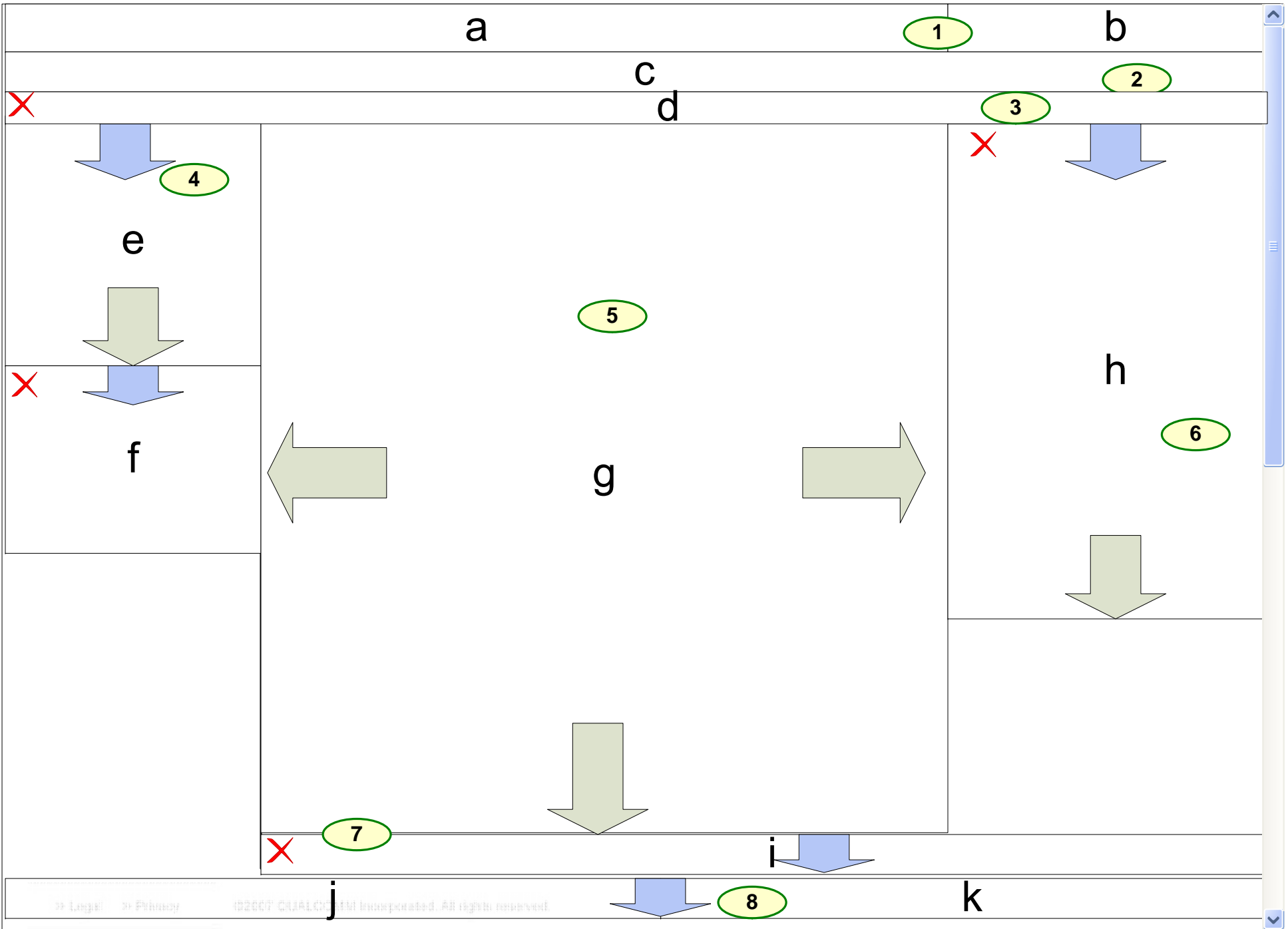
- n/a – fourth level pages do not exist in these sections

Fourth level navigation elements on fourth level pages (Who We Are, Innovations, Products and Services, Global Citizenship)

- All pages will include right facing orange arrows and orange text as they are dead ends.

Fourth level navigation elements on fourth level pages (News & Events, Investor Relations and Careers)

- n/a – fourth level pages do not exist in these sections




Notes

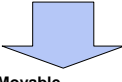
Website is built for 1024 x 768 pixel displays. Displayed content is static in width and is centered on screens larger than 1024px.

1	Section a and b are together 1024px wide. Section b (Search) is the width of the right column.
2	Section c is 1024px width. This is the main navigation for the site.
3	Sections d (breadcrumbs) and e (page tools) are 1024px. Section e is only as wide as needed to hold the page tools.
4	Left column (Sections e and f) expands toward the bottom as needed. This section can also be moved downward to main content in experience pages. Both sections are removable as needed. Section e can expand downwards and section f moves to accommodate that expansion.
5	The main content well, Section g, can grow in any direction except up according to the needs of the template. The shape and size of this section is the main determination if a page is an experience or content page. This section will not expand left and right as the browser is resized.
6	Section h can expand downward. It can also slide downward to give more space for Section g. Section h is removable.
7	Placement of Section i (alternate paths) is at the bottom of Sections g and h. It is removable.
8	The Footer (Sections j and k) moves downward to accommodate content above it. These sections are always at the bottom of content, even if it means appearing below the fold.


Key



Expansion



Movable Placement



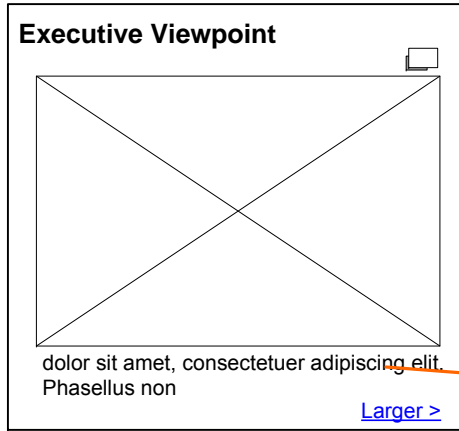
Removable

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Related Resource Panels

The panels will be located on the right hand column of the screen in most cases. See the Template page descriptions for the exact location of the panels on a page. When the Related Resources Section is displayed on a page there will be a maximum number of panels that can appear. This is provided on Table A on page 4 Tempalte Overview. Panels can either be open or closed. No more than a single panel can be opened at a time. Panels will open to display content to the extent needed to a maximum height. All pixel dimensions are called out within the Style Guide. Closed panels will only display the Panel Title. The panels open in an accordion fashion. As one panel opens the previously open panel closes. If the Related Resource has only a single panel it will always be open.

1. Executive Viewpoint (Single)



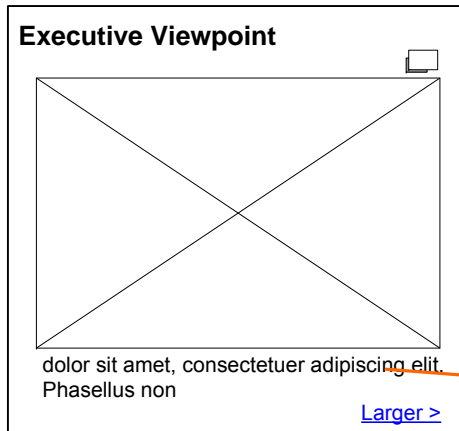
Video player, used when a single video Executive Viewpoint is available. This panel can be used to start and control the video (typically executive viewpoint) from within the panel.

Controls and interaction

- When stopped rollover displays play button. User clicks to play.
- When playing rollover displays pause button. User clicks to pause.
- When paused rollover displays play button. User clicks to play.
- 'Larger' and the upper icon navigates user to the Video Page with this video playing.

60 Character Max

2. Tech Demo (Single)



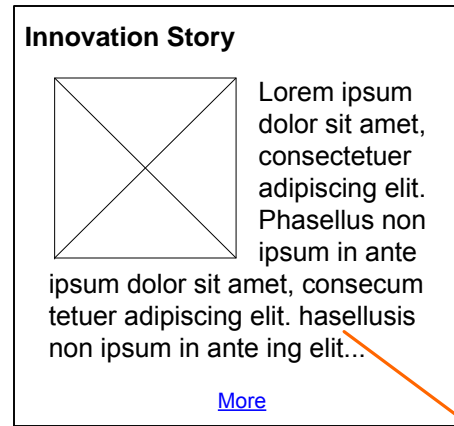
Video player, used when a single video Tech Demo is available. This panel can be used to start and control the video (typically executive viewpoint) from within the panel.

Controls and interaction

- When stopped rollover displays play button. User clicks to play.
- When playing rollover displays pause button. User clicks to pause.
- When paused rollover displays play button. User clicks to play.
- 'Larger' and the upper icon navigates user to the Video Page with this video playing.

60 Character Max

3. Innovation Story



Innovation Stories can include an (optional) image and text from the target page. This can either be taken from the page copy or called out specifically within the content matrix. Ellipsis can be added if content is too long to fit within the open panel.

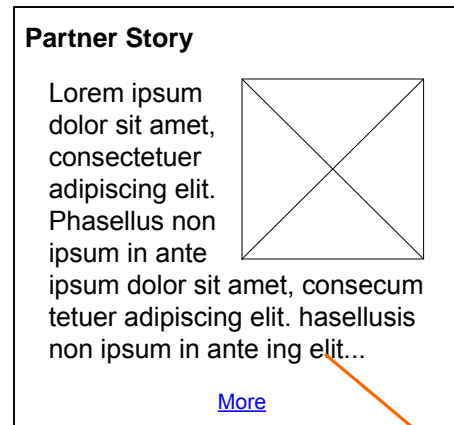
Controls

- a link ("more") will take the user to the page where the content from the Related Resource panel originated.
- An *optional* link ("More Innovation Stories") will take the user to a page that aggregates Innovation Stories.

225 Character Max

150 Max with image

4. Partner Story



Partner Stories can include an (optional) image or Logo and text from the target page. This can either be taken from the page copy or called out specifically within the content matrix. Ellipsis can be added if content is too long to fit within the open panel.

Controls

- a link ("more") will take the user to the page where the content from the Related Resource panel originated.
- An *optional* link ("More Partner Stories") will take the user to a page that aggregates Partner Stories.

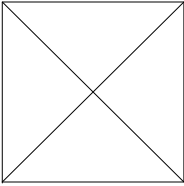
225 Character Max

150 Max with image

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5. Business Unit

{Business Unit Name}



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non ipsum in ante ipsum dolor sit amet, consectetur adipiscing elit. hasellusis non ipsum in ante ing elit...

[More about {Business Unit Name} >](#)

Business Unit panels can include an (optional) image or logo and text describing the unit. This can either be taken from the page copy or called out specifically within the content matrix. Ellipsis can be added if content is too long to fit within the open panel.

Controls

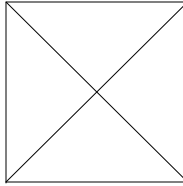
- a Link at bottom right of panel will take the user to the business unit page.

225 Character Max
150 Max with image

7. Volunteerism

Volunteerism

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non ipsum in ante ipsum dolor sit amet, consectetur adipiscing elit. hasellusis non ipsum in ante ing elit...



[More >](#)

A Volunteerism panel can include an (optional) image and text from the target, Volunteerism, page. This can either be taken from the page copy or called out specifically within the content matrix. Ellipsis can be added if content is too long to fit within the open panel.

Controls

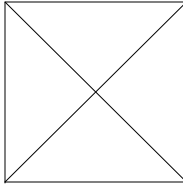
- a Link ("more") will take the user to the Volunteerism page where the content from the Related Resource panel originated.

225 Character Max
150 Max with image

6. Awards and Recognition

Awards and Recognition

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non ipsum in ante ipsum dolor sit amet, consectetur adipiscing elit. hasellusis non ipsum in ante ing elit...



[More >](#)

Awards and Recognition can include an (optional) image. Text can either be taken from the page copy or called out specifically within the content matrix. Ellipsis can be added if content is too long to fit within the open panel.

Controls

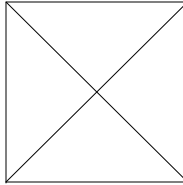
- a Link ("more") will take the user to the page where the content from the Related Resource panel originated.
- An *optional* link ("More Awards and Recognitions") will take the user to a page that aggregates all Awards and Recognitions.

225 Character Max
150 Max with image

8. Qualcomm Stadium

Qualcomm Stadium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non ipsum in ante ipsum dolor sit amet, consectetur adipiscing elit. hasellusis non ipsum in ante ing elit...



[More >](#)

The Qualcomm Stadium panel will include an image and text from the Stadium page. This can either be taken from the page copy or called out specifically within the content matrix. Ellipsis can be added if content is too long to fit within the open panel.

Controls

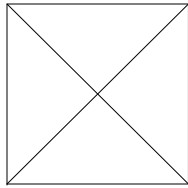
- a Link ("more") will take the user to the page where the content from the Related Resource panel originated.

225 Character Max
150 Max with image

9. Training

Partner Story

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non ipsum in ante ipsum dolor sit amet, consectetur adipiscing elit. hasellusis non ipsum in ante ing elit...



[More >](#)

Training can include an (optional) image or Logo and text describing Qualcomm’s training options. This can either be taken from the Training copy or called out specifically within the content matrix. Ellipsis can be added if content is too long to fit within the open panel.

Controls

- a Link ("more") will take the user to the page where the content from the Related Resource panel originated.

225 Character Max
150 Max with image

11. Legal News

Legal News

MMM/DD/YY
[Lorem ipsum dolor sit amet, onsec tetuer adipiscing elit. Phasellus non ipsum in ante dolor sit...](#)

MMM/DD/YY
[Onsec tetuer adipiscing elit Phasellus non ipsum in ante dolor sit amet, onsec tetuer adipiscing...](#)

[More Legal News](#)

The Legal News panel is a variation on the Press Release Panel. It takes the same format but the focus is on news releases that pertain to legal affairs. Titles only (not truncated) will be visible. Up to three items can be called out within this open panel.

The user can click on the item to reach the individual content represented or click the "More Legal News" link to go to a results page of a legal news search of press releases.

Note: Above each linked title, there is an unlinked date spelled out in abbreviated name of month / two digits for the date and two digits for the year.

3 Press Release Max

10. Press Releases

Press Releases

MMM/DD/YY
[Lorem ipsum dolor sit amet, onsec tetuer adipiscing elit. Phasellus non ipsum in ante dolor sit...](#)

MMM/DD/YY
[Onsec tetuer adipiscing elit Phasellus non ipsum in ante dolor sit amet, onsec tetuer adipiscing...](#)

[More Press Releases >](#)

The Press Release Panel will be used to call out Press Releases. Titles only (not truncated) will be visible. Up to three items can be called out within this open panel.

The user can click on the item to reach the individual content represented or click the "More Press Releases" link to go to the Press Releases page.

Note: Above each linked title, there is an unlinked date spelled out in abbreviated name of month / two digits for the date and two digits for the year. Thus, December 12, 2009 would be written DEC/12/09. This is important for date consistency when the site is translated to countries wherein the month and date may be transposed from the typical American order.

3 Press Release Max

12. Business Unit News

{Business Unit} News

MMM/DD/YY
[Lorem ipsum dolor sit amet, onsec tetuer adipiscing elit. Phasellus non ipsum in ante dolor sit...](#)

MMM/DD/YY
[Onsec tetuer adipiscing elit Phasellus non ipsum in ante dolor sit amet, onsec tetuer adipiscing...](#)

[More News about {Business Unit}](#)

The Business Unit News panel is a variation on the Press Release Panel. It takes the same format but the focus is on news about the specific business unit. Titles only (not truncated) will be visible. Up to three items can be called out within this open panel.

The user can click on the item to reach the individual content represented or click the "More News about..." link to go to a results page of a search of press releases using the business unit as the keyword..

Note: Above each linked title, there is an unlinked date spelled out in abbreviated name of month / two digits for the date and two digits for the year.

3 Press Release Max

13. Corporate Events

Corporate Events

MMM/DD/YY | Location
[Lorem ipsum dolor sit amet, onsec tetuer adipiscing elit. Phasellus non ipsum in ante dolor sit...](#)

MMM/DD/YY | Location
[Onsec tetuer adipiscing elit Phasellus non ipsum in ante dolor sit amet, onsec tetuer adipiscing...](#)

[More Corporate Events](#)

The Corporate Events panel is a list that spells out upcoming events by date, location and title. This list should be taken from the Events page, listing up to three items. List is in chronological order, next event first. Ellipsis can be used to truncate longer copy.

The user can click on the item to reach the event represented or click the "More Corporate Events" link to go to the events page.

Note: Above each linked title, there is an unlinked date spelled out in abbreviated name of month / two digits for the date and two digits for the year. Thus, December 12, 2009 would be written DEC/12/09. This is important for date consistency when the site is translated to countries wherein the month and date may be transposed from the typical American order.

105 Character Max
3 Max events

14. Technology Events

Technology Events

MMM/DD/YY | Location
[Lorem ipsum dolor sit amet, onsec tetuer adipiscing elit. Phasellus non ipsum in ante dolor sit...](#)

MMM/DD/YY | Location
[Onsec tetuer adipiscing elit Phasellus non ipsum in ante dolor sit amet, onsec tetuer adipiscing...](#)

[More Technology Events](#)

The Technology Events panel is a variation on the Corporate Events Panel events by date, location and title. This list should be taken from the Events page, listing up to three items. List is in chronological order, next event first. Ellipsis can be used to truncate longer copy.

The user can click on the item to reach the event represented or click the "More Technology Events" link to go to the events page, which will show only Technology Events.

Note: Above each linked title, there is an unlinked date spelled out in abbreviated name of month / two digits for the date and two digits for the year.

105 Character Max
3 Max events

15. Recruiting Events

Recruiting Events

MMM/DD/YY | Location
[Lorem ipsum dolor sit amet, onsec tetuer adipiscing elit. Phasellus non ipsum in ante dolor sit...](#)

MMM/DD/YY | Location
[Onsec tetuer adipiscing elit Phasellus non ipsum in ante dolor sit amet, onsec tetuer adipiscing...](#)

[More Recruiting Events](#)

The Recruiting Events panel is a variation on the Corporate Events Panel events by date, location and title. This list should be taken from the Recruiting Events page, listing up to three items. List is in chronological order, next event first. Ellipsis can be used to truncate longer copy.

The user can click on the item to reach the event represented or click the "More Recruiting Events" link to go to the recruiting events page.

Note: Above each linked title, there is an unlinked date spelled out in abbreviated name of month / two digits for the date and two digits for the year.

105 Character Max
3 Max events

16. Headline News

Headline News

MMM/DD/YY | Source
[Lorem ipsum dolor sit amet, onsec tetuer adipiscing elit. Phasellus non ipsum in ante dolor sit...](#)

MMM/DD/YY | Source
[Onsec tetuer adipiscing elit Phasellus non ipsum in ante dolor sit amet, onsec tetuer adipiscing...](#)

[More Headline News](#)

Headline News is similar to the Press Releases panel, but the source of each media piece is listed next to the date. This list should be taken from the press page, listing up to three items. List is in chronological order with the newest event first.

The user can click on the item to reach the story represented or click the "more" link to go to the media coverage page

Note: Above each linked title, there is an unlinked date spelled out in abbreviated name of month / two digits for the date and two digits for the year.

3 Press Release Max

17. Related Careers

Related Careers

MMM/DD/YY | Location
[Job Title Lorem ipsum dolor sit amet, onsec tetuer adipiscing elit. sit...](#)

MMM/DD/YY | Location
[Job Title Onsec tetuer adipiscing elit Phas ellus non ipsum in ante adipiscing...](#)

[More Related Careers](#)

105 Character Max
3 Max Job Postings

Related Careers lists the careers that are associated with a specified business unit or product. This list should be taken from the jobsearch, displaying the date of posting, location and job title. List is in chronological order, newest job first. Ellipsis can be used to truncate longer copy.

The user can click on the item to reach the job represented or click the "More Related Careers" link to go to start a jobsearch with the appropriate keyword pre-filled.

Note: Above each linked title, there is an unlinked date spelled out in abbreviated name of month / two digits for the date and two digits for the year. Thus, December 12, 2009 would be written DEC/12/09. This is important for date consistency when the site is translated to countries wherein the month and date may be transposed from the typical American order.

19. Portfolio of Companies

Portfolio of Companies

[Company Title, Location](#)

[Company Title, Location](#)

[Company Title, Location](#)

[Company Title, Location](#)

[Company Title, Location](#)

[More Companies](#)

35 Character Max
6 Max Companies

Portfolio of Companies is a simple list of companies within the QCOM portfolio. Each company highlighted is listed by company name and the location of that company headquarters.

The "More Companies" link takes the user to the full list of companies.

18. Press Resources

Press Resources

[Lorem ipsum dolor sit amet, onsec tetuer adipiscing elit. Phasellus non ipsum in ante dolor sit...](#)

[Phas ellus non ipsum in ante dolor sit amet, onsec tetuer adipiscing...](#)

[Onsec tetuer adipiscing...](#)

[More Press Resources](#)

90 Character Max
4 Max Resources

Press Resources lists items such as press kits, contact information, other items that assist the press. This list should be taken from the Press Resources page. Ellipsis can be used to truncate longer copy.

The user can click on the item to reach resource listed or click the "More Press Releases" link to go to the Press Resources Page

20. Idea Forum

Idea Forum

MMM/DD/YY HH:MM PST | Author
[Lorem ipsum dolor sit amet, onsec tetuer adipiscing elit. Phasellus non ipsum in ante dolor sit...](#)

MMM/DD/YY HH:MM PST | Author
[Onsec tetuer adipiscing elit Phas ellus non ipsum in ante dolor sit amet, onsec tetuer adipiscing...](#)

[More Idea Forum Postings](#)

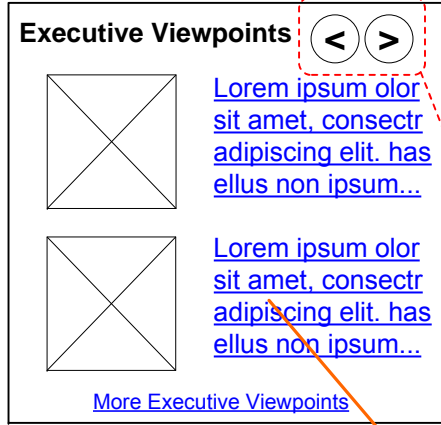
105 Character Max
3 Max Postings

The Idea Forum panel is similar to the Press Releases panel, but uses the Idea Forum as its source. Items are listed by date, time (Pacific) and author. This list should be taken from the Idea Forum, listing up to three items in chronological order, latest posting first. Ellipsis can be used to truncate longer copy.

The user can click on the item to reach the idea form posting represented or click the "More Idea Forum Postings" link to go to the Idea Forum

Note: Above each linked title, there is an unlinked date spelled out in abbreviated name of month / two digits for the date and two digits for the year.

21. Executive Viewpoints (Multiple)



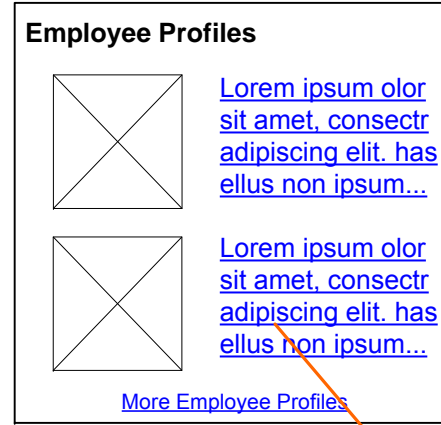
90 Character Max
3 Max Viewpoints

When there is more than one Executive Viewpoint on a given subject, they will be presented as a picture list panel. This list will be supported by images.

Both the image and associated text are links to the specific Viewpoint page. Clicking the "More Executive Viewpoints" link will take the user to the Executive Viewpoints page.

Panel Controls: **TO BE IMPLEMENTED AT A LATER DATE** These controls will scroll through the interior picture list items when more than two are available in the list displayed. The first and last page of listed items will grey out the left and right controls respectively.

23. Employee Profiles (Multiple)

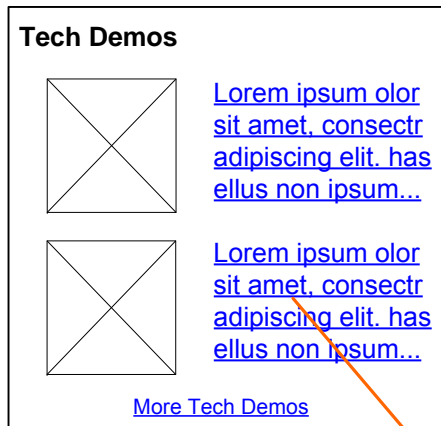


90 Character Max
3 Max Profiles

When there is more than one Tech Demo on a given subject, they will be presented as a picture list panel. This list will be supported by images.

Both the image and associated text are links to the specific Demo page. Clicking the "More Employee Profiles" link will take the user to the Tech Demos page.

22. Tech Demos (Multiple)

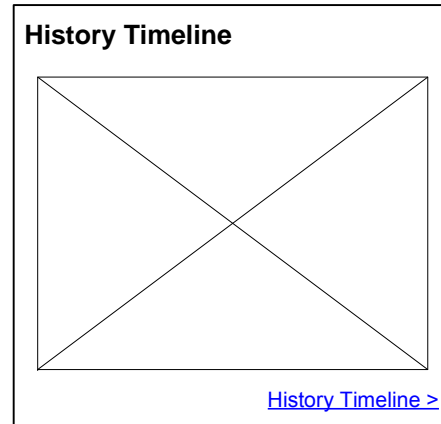


90 Character Max
3 Max Demos

When there is more than one Tech Demo on a given subject, they will be presented as a picture list panel. This list will be supported by images.

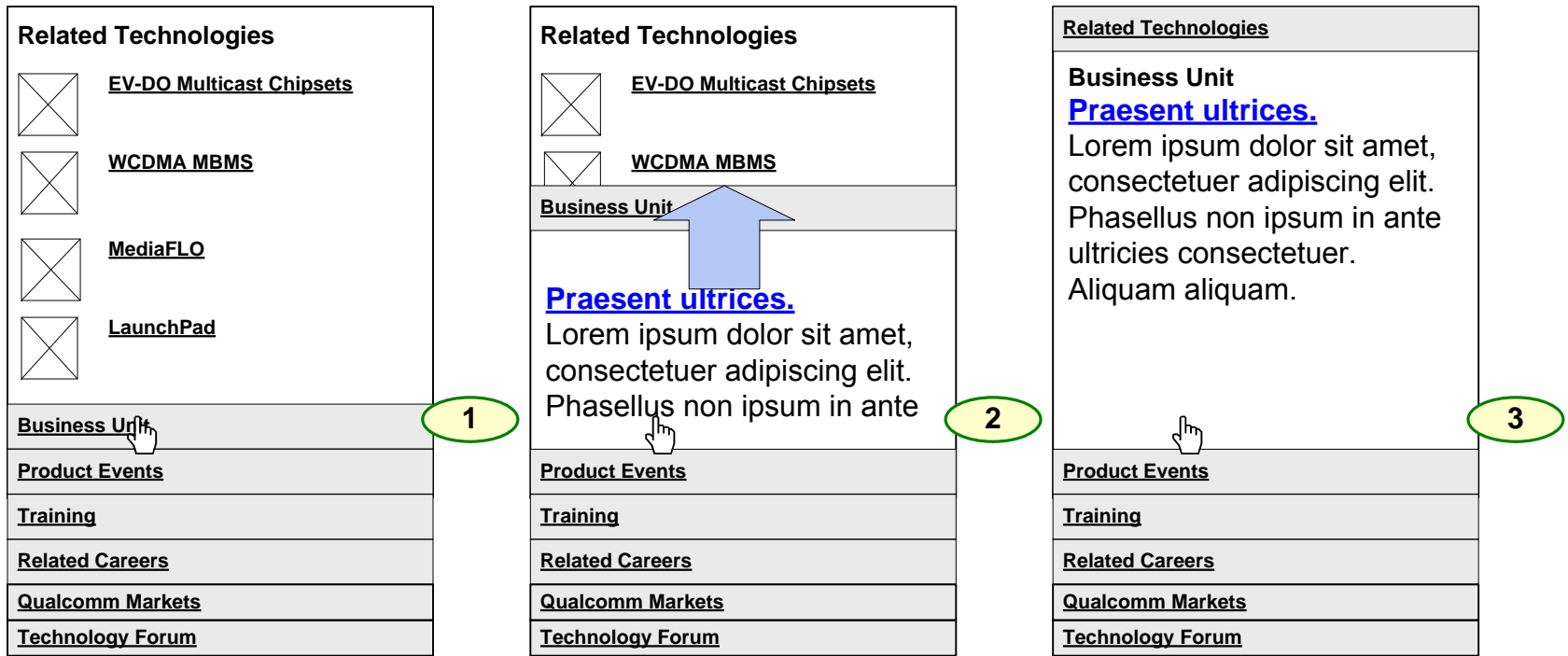
Both the image and associated text are links to the specific Demo page. Clicking the "More Tech Demos" link will take the user to the Tech Demos page.

24. History Timeline



The History Timeline is used to highlight and link to Qualcomm's History Timeline. It includes a single linked image and a single link.

The "History Timeline" and the image itself will both link the user to the timeline page.



Notes

1	On click of a pane, the pane will expand to show its contents. The currently open pane will shrink vertically to show just its title.
2	As pane slides up, the currently open content is covered up. The new content pane is revealed.
3	On completion of slide, the previously open pane is now a clickable bar/title and the new pane is now shown.

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QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

Home > Section Name > Parent Name > Page Name

Parent Name

Page Name

[Child Page](#)

[Child Page](#)

[Sibling Link](#)

[Sibling Link](#)

[Sibling Link](#)

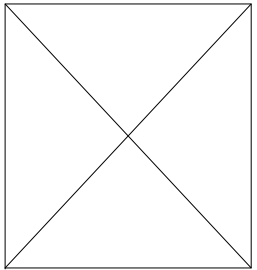
[Sibling Link](#)

Page Name

Subhead

Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer ac nisl. Curabitur facilisis mauris ultrices arcu. Aliquam nisi urna, sodales id, tempor in, mollis faucibus, velit.

Subhead



Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer ac nisl. Curabitur facilisis mauris ultrices arcu. Aliquam nisi urna, sodales id, tempor in, mollis faucibus, velit.

Subhead

Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer ac nisl. Curabitur facilisis mauris ultrices arcu. Aliquam nisi urna, sodales id, tempor in, mollis faucibus, velit.

[Email](#) [Print](#)

You Might Also be Interested In:

[Related Link](#)

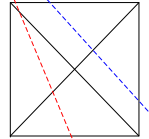
[Related Link](#)

[Related Link](#)

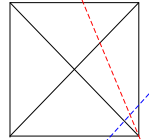
[Related Link](#)

1

Related Content



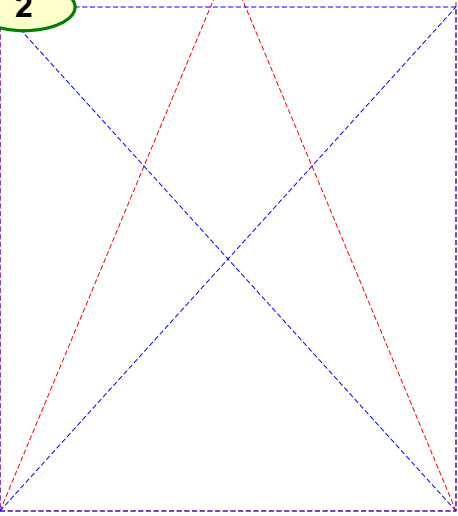
[Lorem ipsum olor sit amet, consectetur adipiscing elit. has ellus non ipsum...](#)



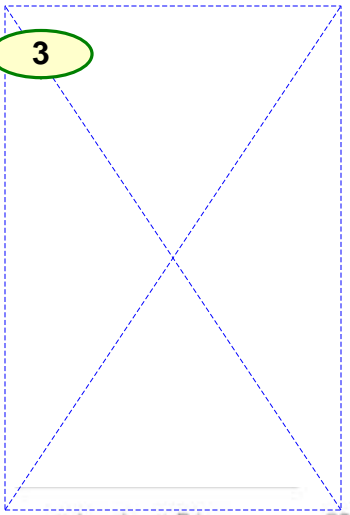
[Lorem ipsum olor sit amet, consectetur adipiscing elit. has ellus non ipsum...](#)

[More >](#)

2



3



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» Privacy
©2007 QUALCOMM Incorporated. All rights reserved.

[Site Map](#) | [Contact Us](#) | [Corporate Information](#) | [Worldwide Locations](#)

Notes

- | | |
|----------|---|
| 1 | Internal Banners (meant to drive traffic to specific campaigns or pages) can be placed on the page where space allows. |
| 1 | The first, best position will be in the right column in the top right, taking the place of the Related Content if it does not exist. This banner can be half page height or full page height. |
| 2 | If Related content does exist on the page, the banner (half height) would move down to the lower half of the right column. |
| 3 | If space limitations or design considerations remove the right column as an option, then a half height banner can be placed in the left column. |

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QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

[Home](#) > **Search Results**

1

Search Results

Navigation Tools

2

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Duis at nisi sit amet eros sollicitudin rhoncus. Mauris eleifend.

Navigation Tools

Refine Your Search [Expand All](#)

- [\[+\] Who We Are](#)
- [\[+\] Innovation](#)
- [\[+\] Products and Services](#)
- [\[+\] News and Events](#)
- [\[+\] Financial Information](#)
- [\[+\] Global Citizenship](#)
- [\[+\] Careers](#)
- [\[+\] Corporate Information](#)
- [\[+\] Qualcomm Worldwide](#)

Notes	
1	<p>In the Search Results screen, the standard contextual navigation menu is replaced by a scoping menu that allows the user to scope the search to specific areas of the website.</p> <p>The list is in the order of the IA.</p> <p>If the expand [+] icon is clicked, the section listing expands to allow scoping to the subsection.</p> <p>On click of the subsection name, the search is scoped to that area.</p>
2	<p>Navigation elements to allow navigation to go to further results.</p>

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QUALCOMM
Search >>

Home
Who We Are
Innovation
Products and Services
News and Events
Financial Information
Global Citizenship
Careers

Home > Search Results

CDMA Search

Refine Your Search [Show All](#)

[\[+\] Press Release](#) 4

[\[+\] Document Type](#)

[\[+\] Chipsets](#) 5

- [Multicast Chipsets \(19\)](#) [close]
- [MBMS \(7\)](#)
- [Universal \(3\)](#)
- [BCMCS \(2\)](#)

[\[+\] Solutions](#)

[\[-\] Wireless Technologies](#)

- [1X \(7\)](#) [close][up]

[\[+\] Companies](#) 8

[\[+\] People](#)

[\[-\] Jobs](#) 9

- [Location](#)
- [India \(35\)](#) [close]
- [Classification](#)
- [Software \(35\)](#) [close]

[\[+\] Site Map](#)

[\[+\] File Format](#)

Tell us What You Think

Search Results

Applied Filters: [\[x\] Multicast Chipsets](#) [\[x\] 1X](#) [\[x\] Jobs Location: India](#) 2

[\[x\] Jobs Classification: Software](#)

1 to 15 of 148 documents found [Prev Page](#) [Next Page](#) 3

[Subscribe to your search \(RSS\)](#)

CDMA QUALCOMMs CDMA2000 6

3G solutions deliver the advanced wireless capabilities that customers demand today

[\[+\] Solutions](#) 7 [show all]

[\[-\] Wireless Technologies](#)

- [1X \(7\)](#) [close][up]

[\[+\] Companies](#) 8

[\[+\] People](#)

[\[-\] Jobs](#) 9

- [Location](#)
- [India \(35\)](#) [close]
- [Classification](#)
- [Software \(35\)](#) [close]

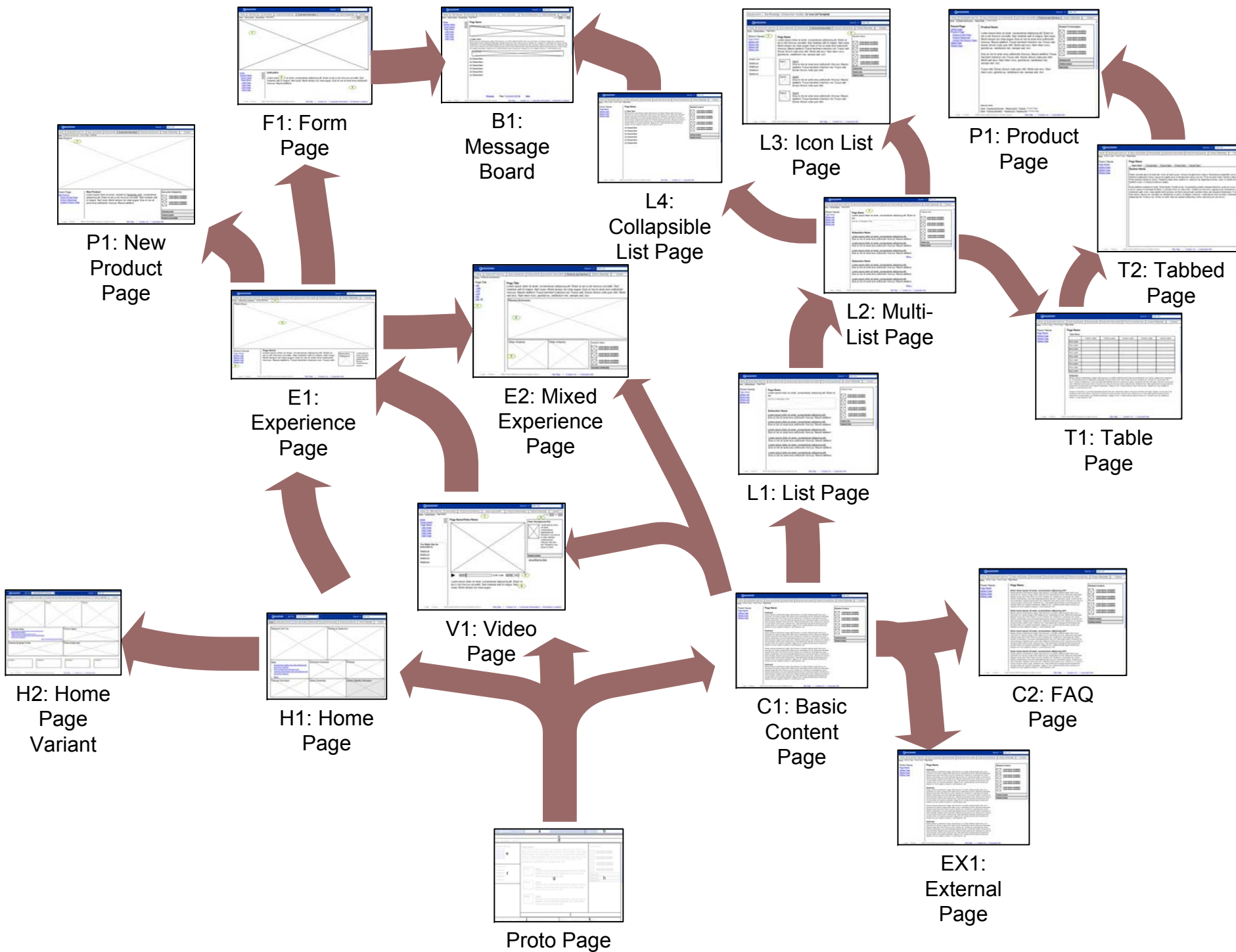
[\[+\] Site Map](#)

[\[+\] File Format](#)

Tell us What You Think

Notes	
1	Search entry Retains previous search terms. Predictive search displays up to 10 matches. Clicking on the a suggested match will submit that search term.
2	Filter display Displays search filters that have been selected from list on left of search results. Click to remove a search filter.
3	Search results and RSS subscription Displays the number of search results found (15 per page). Click to subscribe to search results displayed.
4	Filter Selector Click heading to open and reveal filters. Click again to close heading and leave filter selected.
5	Sub-filter selector When selected, filters can reveal sub-filters. Example shows sub-filters. When a sub-filter is selected it collapses as shown in item 9.
6	Glossary term and definition Optionally displays when a search term is also a glossary term (exact match).
7	Show all Used to show all filters. Ten filters are shown on default.
8	Display of sub-filter Close: removes sub-filter and collapses heading. Up: removes sub-filter and selects parent filter.
9	Jobs header exception Only section that can have two filters: location and classification.

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Notes _____

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Project name: Qualcomm Site Redesign
Last Edit: Wednesday, June 04, 2008
Prepared by: Atmosphere
Company: AtmosphereBBDO

I am interested in...

...learning about Qualcomm (This is the default option.)

1. Harmony (Who We Are campaign) < *Highlight*
2. Imagination (Innovations campaign) < *Highlight*
3. 2.2 Your Success Stories
4. 4.9 Products by Industry
5. 5.5 Executive Viewpoints
6. 2.1 History
7. 7.2 Wireless Reach (2nd Nav)

...finding a job

1. 8.2 Jobsearch < *Highlight*
2. Employee Profile < *Highlight*
3. 7.3 Diversity
4. 8.7 Benefit Overview
5. 6.0 Investor Relations (2nd Nav)
6. 2.1 History
7. 3.2 Future Outlook

...the latest news and upcoming events

1. 4.2.1 Gobi (or other featured product news) < *Highlight*
2. 5.3 Events Calendar (2nd Nav) < *Highlight*
3. 5.2 Legal Newsroom
4. 5.1 Press Releases
5. 5.4 Press Resources
6. 6.2 Stock Information
7. 5.5 Executive Viewpoints

...investment information

1. 6.0 Investor Relations (2nd Nav) < *Highlight*
2. 6.2 Stock Information
3. 3.2 Future Outlook
4. 6.10 Qualcomm Markets
5. 5.5 Executive Viewpoints
6. 7.0 Global Citizenship (2nd Nav)

...partnering with Qualcomm

1. 4.2.1 Gobi (or 4.2 Chipsets or other featured product) < *Highlight*
2. 4.0 Products & Services (2nd Nav)
3. 2.4.10 Qualcomm Technology Licensing
4. 3.2 Future Outlook
5. 3.4 Innovation Stories
6. 6.11 Investment Strategy

...technical information

1. 4.2 Chipsets (or the Technical Specs tab for a featured product like 4.2.1a Gobi) < *Highlight*
2. 4.0 Products & Services (2nd Nav)
3. 4.7 Resources & Training
4. 3.2 Future Outlook/Idea Forum
5. 3.4 Innovation Stories
6. Employee Profile (Engineer)

Notes

Chips for the Qualcomm home page "I am interested in,," selections are as follows.

Wherever it reads "2nd Nav," the rollover state should include the next level of the sitemap as links. Otherwise, the rollover contains text content with a single link.

< *Highlight* means that this element will get the big chip size in the default state. All website pages also show the sitemap page reference number.

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QUALCOMM
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Section Name

Parent Name

Page Name

Child Page

Child Page

Child Page

Child Page

1

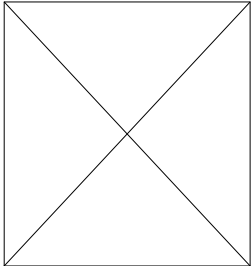
Page Name

2

Subhead

Nullam interdum condimentum magna. Nam faucibus, mi porttitor eleifend blandit, dolor purus sollicitudin nisl, facilisis congue lorem magna ac dui. Suspendisse pulvinar. Maecenas malesuada. Aliquam iaculis erat in felis. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Nulla nisi purus, hendrerit vel, volutpat non, scelerisque nec, lectus. Aenean condimentum, purus sed malesuada gravida, felis arcu ullamcorper sapien, ac facilisis elit libero sed ligula. Aliquam cursus porta urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vestibulum dui.

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3

 Email  Print

Related Links


Related Link


Related Link


Related Link


Related Link

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Notes	
1	The Logo an blue bar should be included in print. The blue bar should be extended across the top of the printed page.
2	Central content well should be included in print. This section should be expanded horizontally to the printing margins.
3	Legal notices or disclaimers should be included with print versions of all pages.

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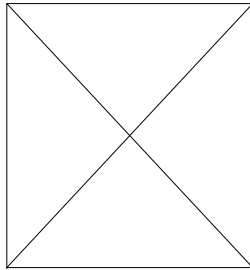


Page Name

Subhead

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Legal Disclaimer

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Notes

Out put of page once sent to printer.

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