

Qualcomm Site Redesign

Site Map

Phase I

Submitted By: Atmosphere BBDO

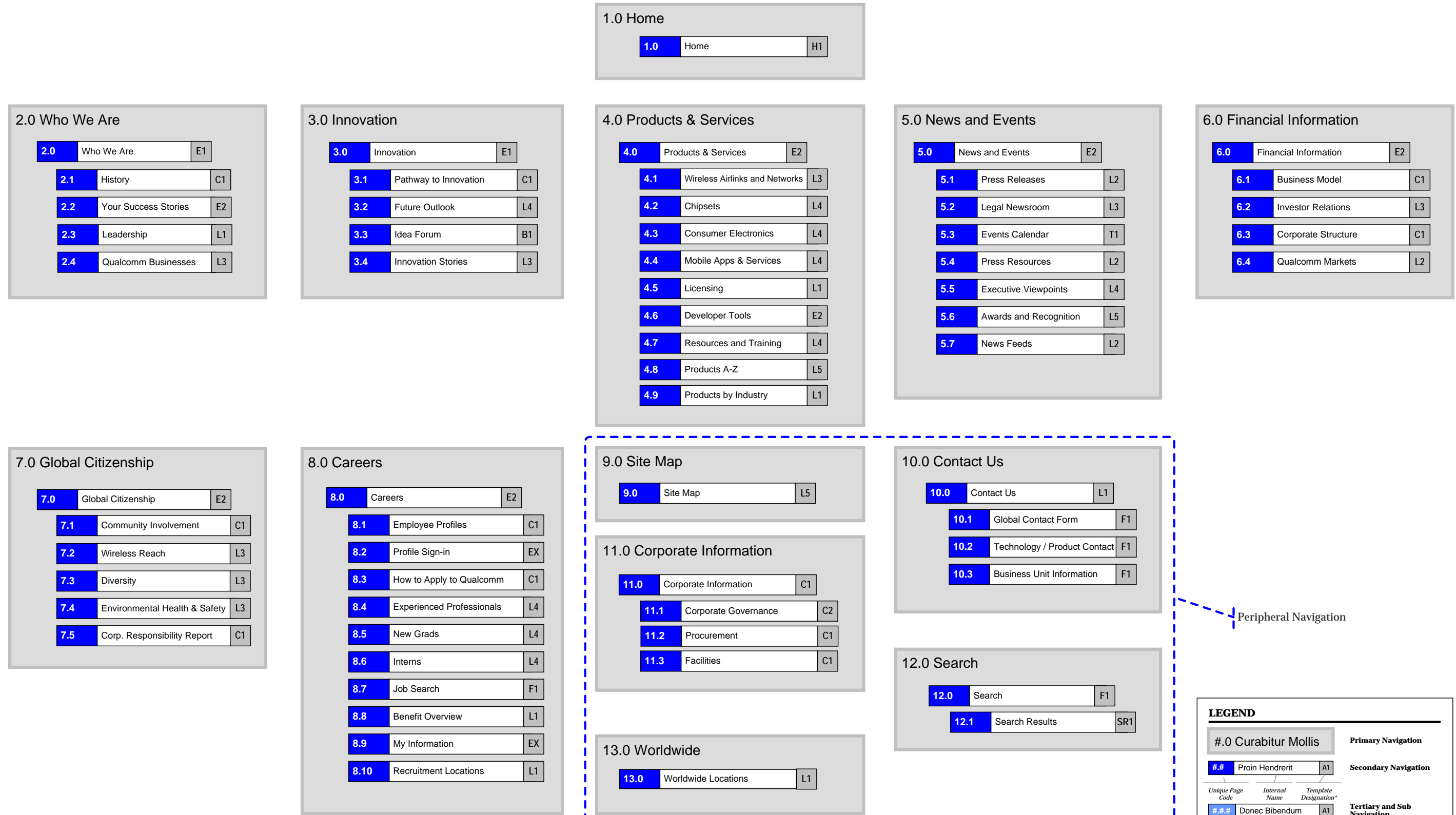
Submitted To: Qualcomm

Dated: 9 April 2008

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CLIENT	PROJECT	PROJECT NUMBER	FILENAME	PAGE TITLE	SHEET	LAST EDIT DATE	Prepared by
Qualcomm	Site Redesign	Site Map	Copy (1) of Qualcomm_Sitemap_040908.vsd	Title Page	1 of 10	4/9/2008 5:35 PM	AtmosphereBBDO

Qualcomm Site Map



LEGEND

#.0 Curabitur Mollis	Primary Navigation
## Proin Hendrerit A1	Secondary Navigation
### Donec Bibendum A1	Tertiary and Sub Navigation
### Etiam vehicula	Crosslink (a page that resides in another section)

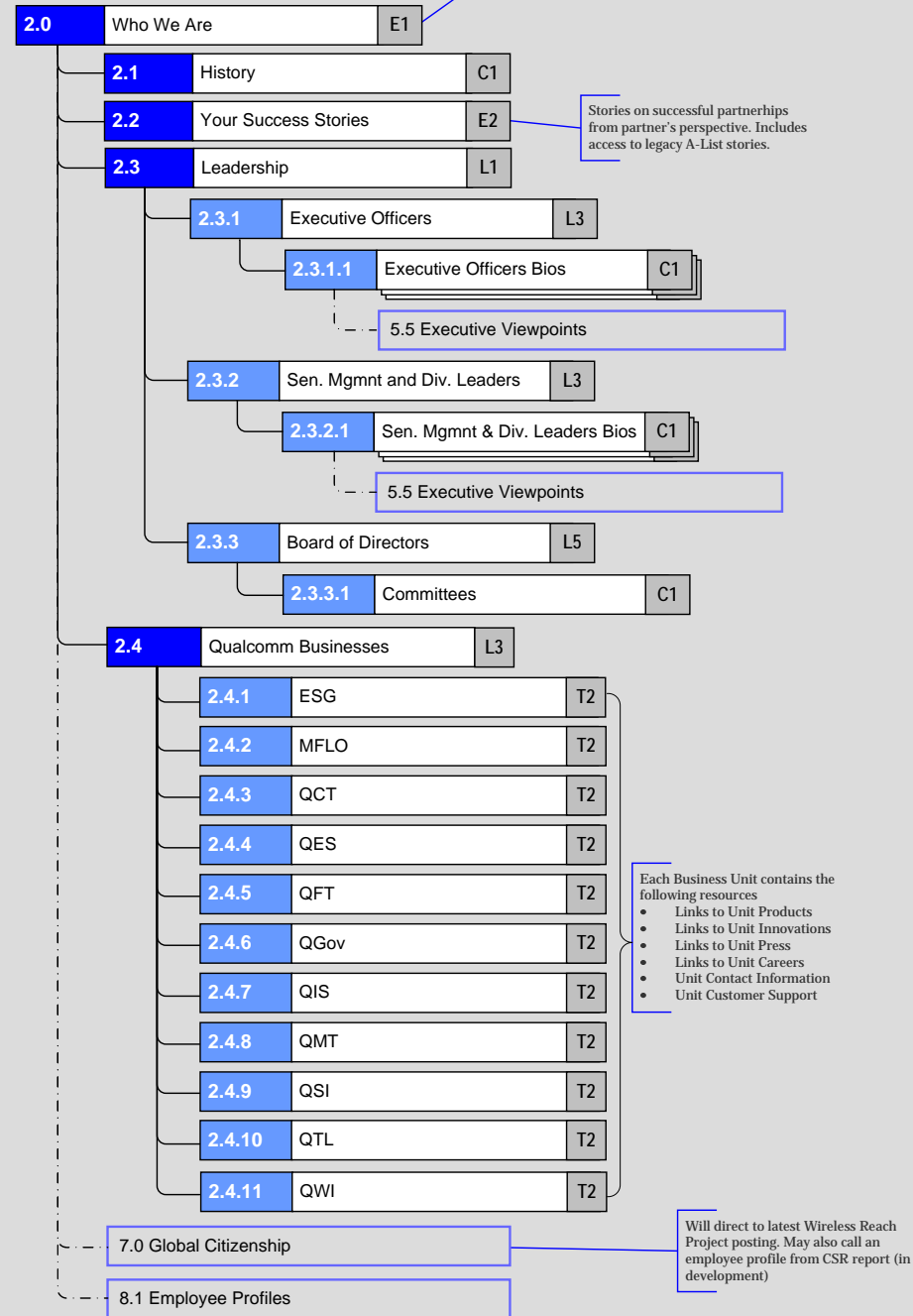
Unique Page Code Internal Name Template Designation*

*Template Designations are defined in the Wireframes document

CLIENT	PROJECT	PROJECT NUMBER	FILENAME	PAGE TITLE	SHEET	LAST EDIT DATE	Prepared by
Qualcomm	Site Redesign	Site Map	Copy (1) of Qualcomm_Sitemap_040908.vsd	Primary and Secondary Navigation	2 of 10	4/9/2008 5:35 PM	AtmosphereBBDO

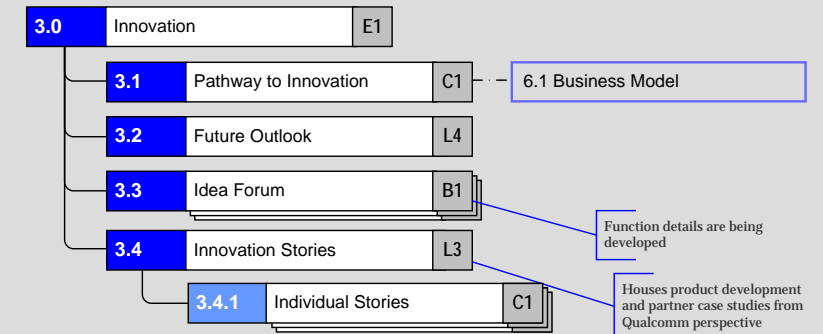
2.0 Who We Are

An introductory overview of Qualcomm and the technology it has developed. This section will showcase the role Qualcomm has played in enabling the products we all use every day.



3.0 Innovation

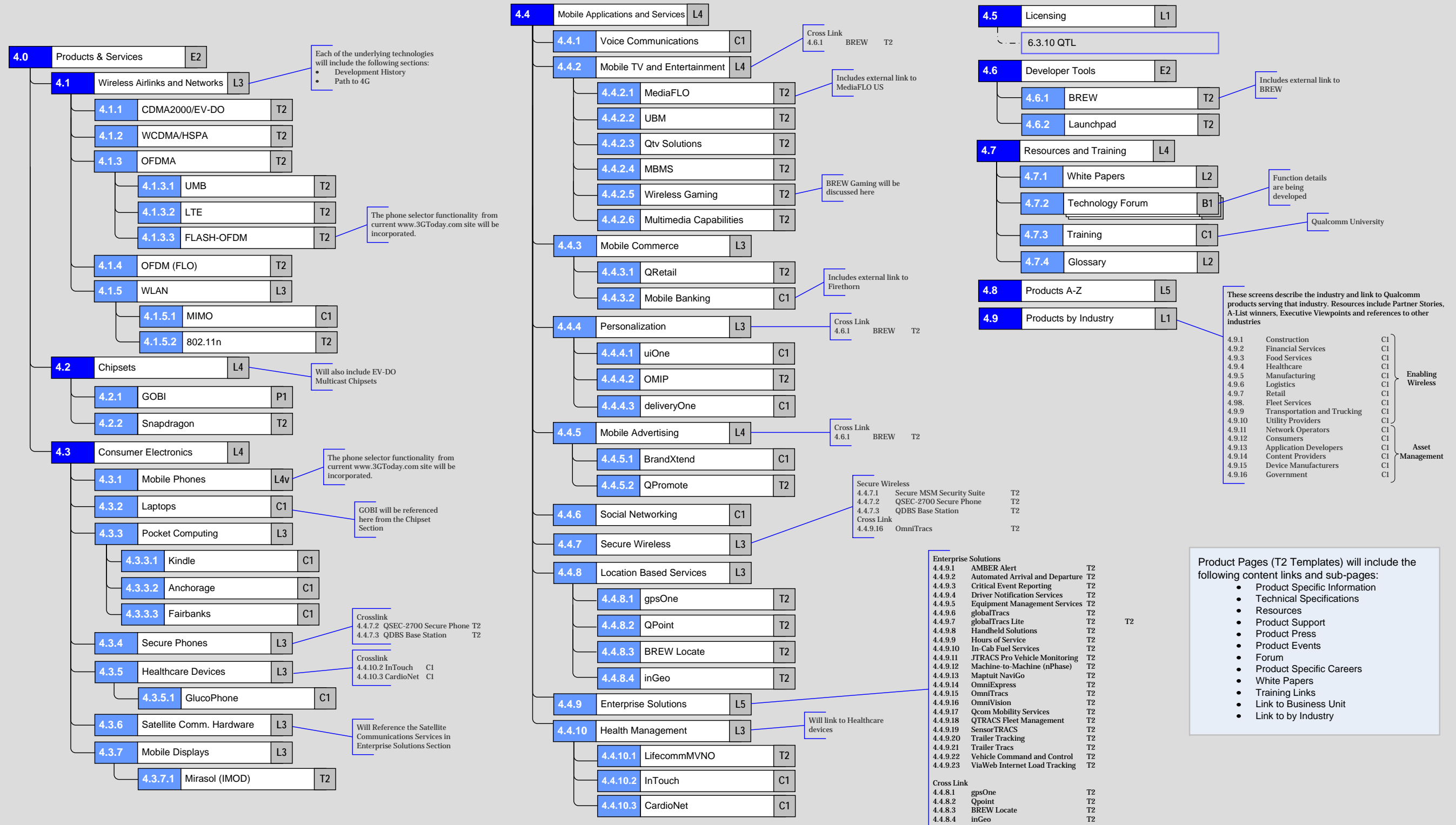
What we'll see from Qualcomm in the years to come. This is an inspirational/realistic section. Highlights the next big initiative, e.g. Gobi. Presents a development example to show how inspiration leads to execution which leads to a successful product—showing that there's more on the way.



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4.0 Products & Services

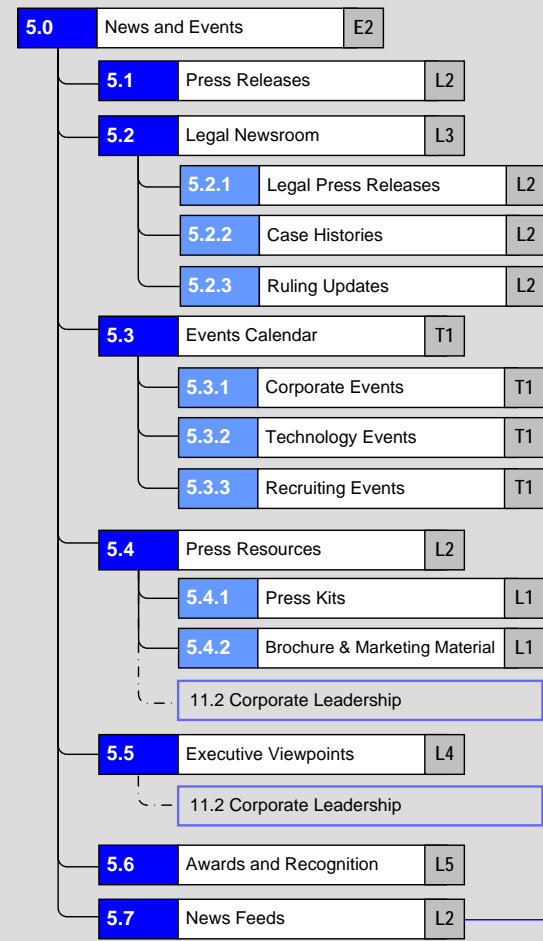
Specific information about products, technology, and solutions. Covers general information and technical details.



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5.0 News and Events

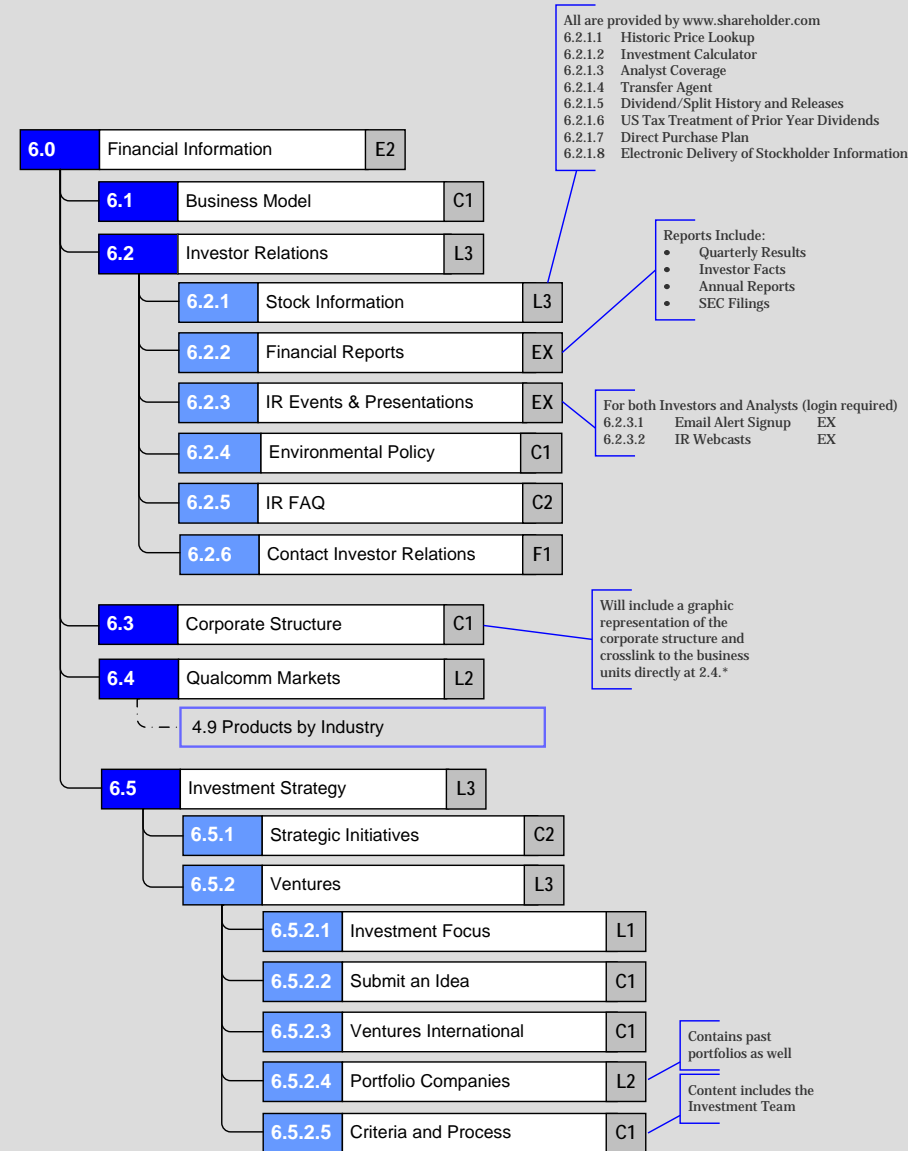
Contains current and archived news as well as press releases. Contents on each page will be tailored to reflect the path chosen by user. Events calendar and legal news are here. Journalists' needs will be addressed here as well.



Users will be able to subscribe to new News Feeds as they become available

6.0 Financial Information

This section will remain largely unchanged from the current site. The contact section will be integrated with a site-wide contact.



All are provided by www.shareholder.com

- 6.2.1.1 Historic Price Lookup EX
- 6.2.1.2 Investment Calculator EX
- 6.2.1.3 Analyst Coverage EX
- 6.2.1.4 Transfer Agent EX
- 6.2.1.5 Dividend/Split History and Releases EX
- 6.2.1.6 US Tax Treatment of Prior Year Dividends EX
- 6.2.1.7 Direct Purchase Plan EX
- 6.2.1.8 Electronic Delivery of Stockholder Information EX

Reports Include:

- Quarterly Results
- Investor Facts
- Annual Reports
- SEC Filings

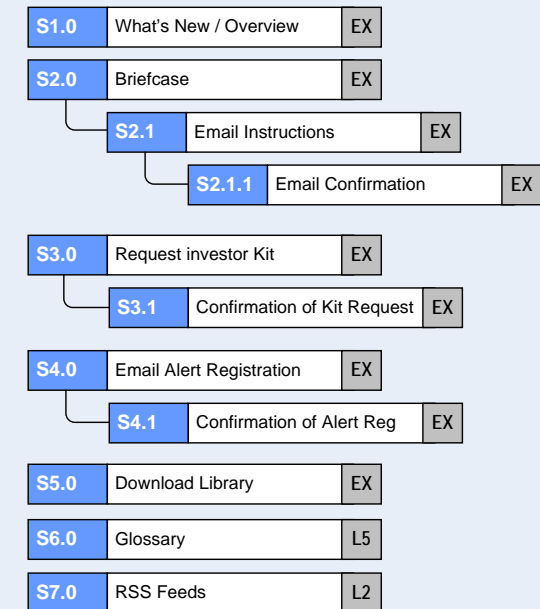
For both Investors and Analysts (login required)

- 6.2.3.1 Email Alert Signup EX
- 6.2.3.2 IR Webcasts EX

Will include a graphic representation of the corporate structure and crosslink to the business units directly at 2.4.*

Contains past portfolios as well
Content includes the Investment Team

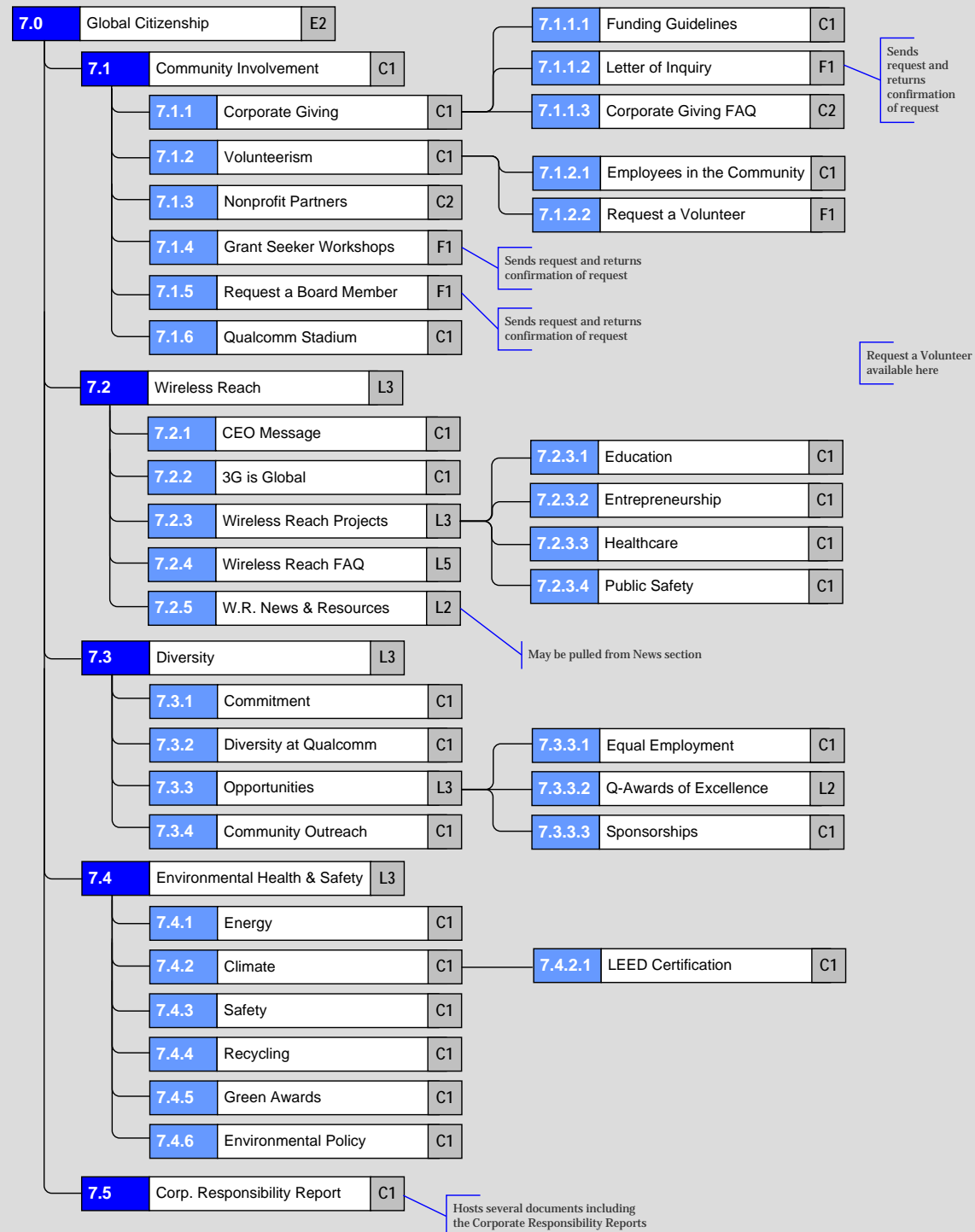
Stockholder Tools Module



Qualcomm Site Map

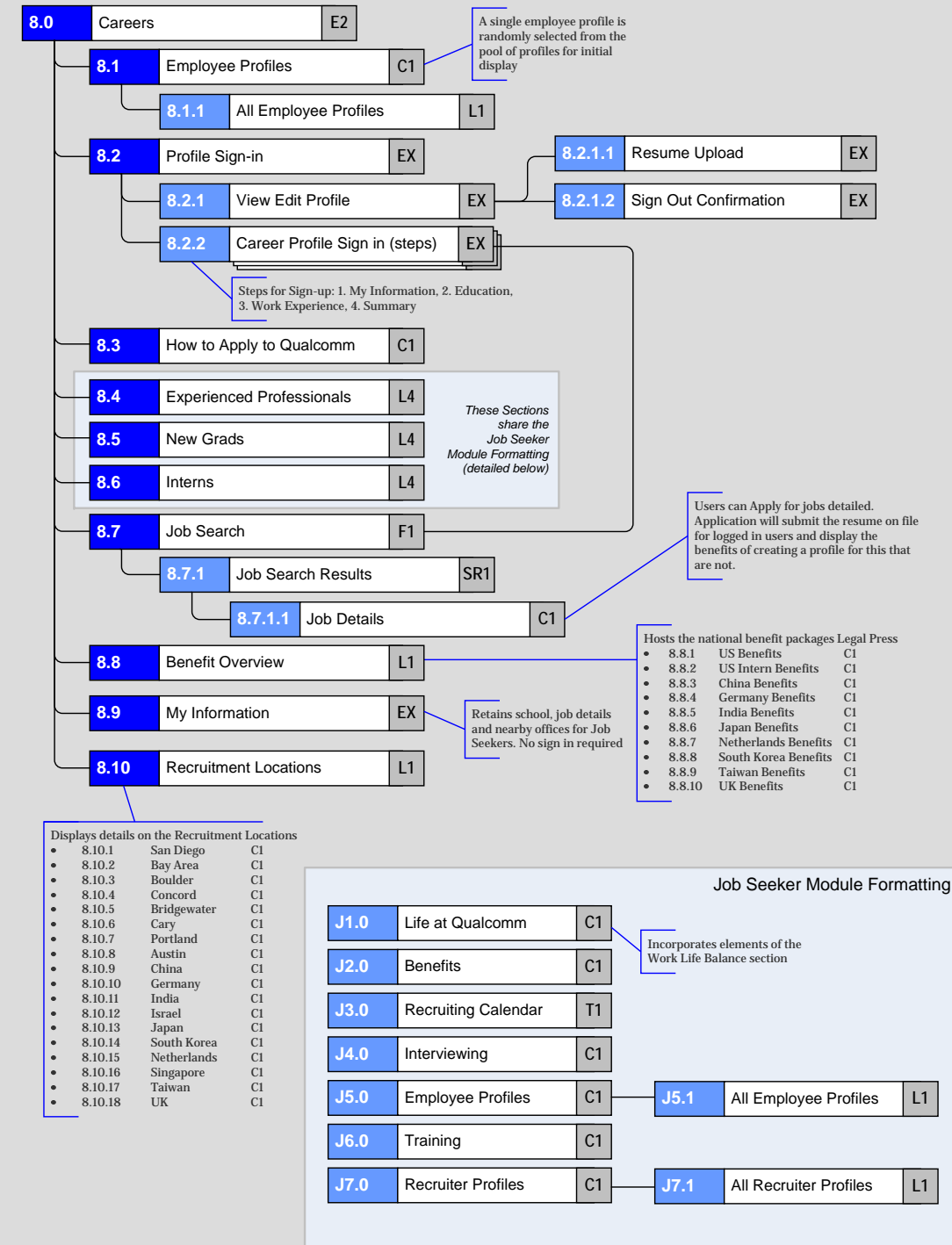
7.0 Global Citizenship

This section will include philanthropic activity, Wireless Reach, community outreach programs, and green efforts.



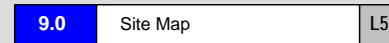
8.0 Careers

Contains information on career opportunities and recruiting efforts. Company advantages, benefits, etc. Will host embedded videos, CEO message and employee talk on life at Qualcomm.



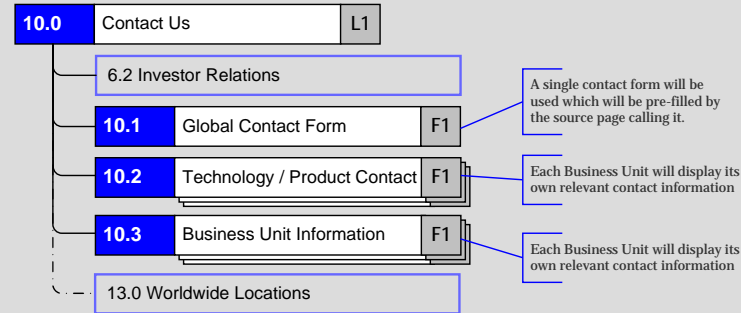
9.0 Site Map

Displays all of the main sections of the site graphically and with text links



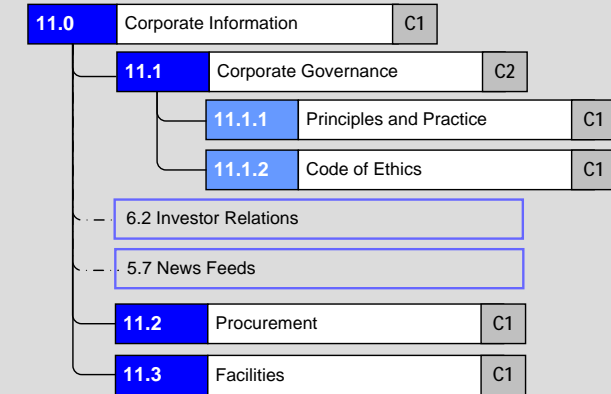
10.0 Contact Us

Contact Information by technology, product and business unit.



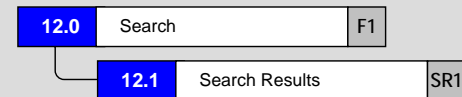
11.0 Corporate Information

This section contains general company information like corporate locations, governance, company policy lists and Qualcomm history.



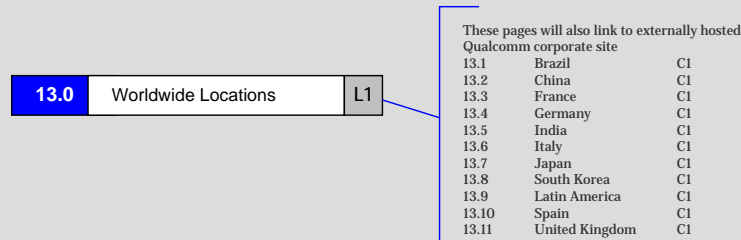
12.0 Search

Website search functionality.



13.0 Worldwide

Links to externally hosted Qualcomm corporate sites and references to additional US offices.



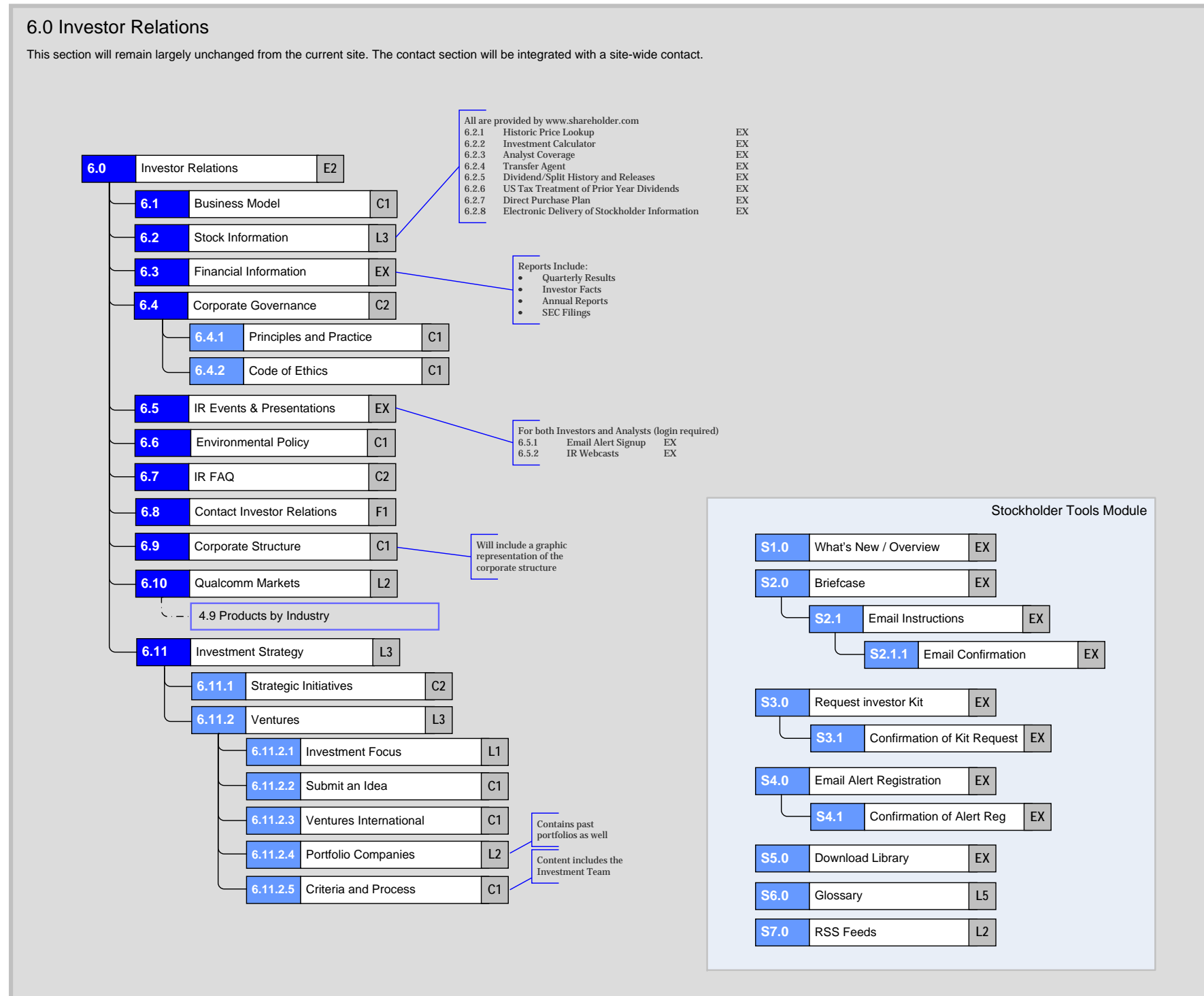
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Appendices

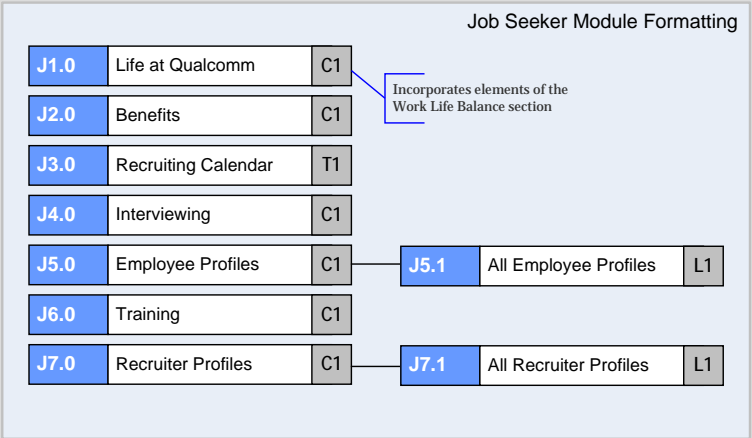
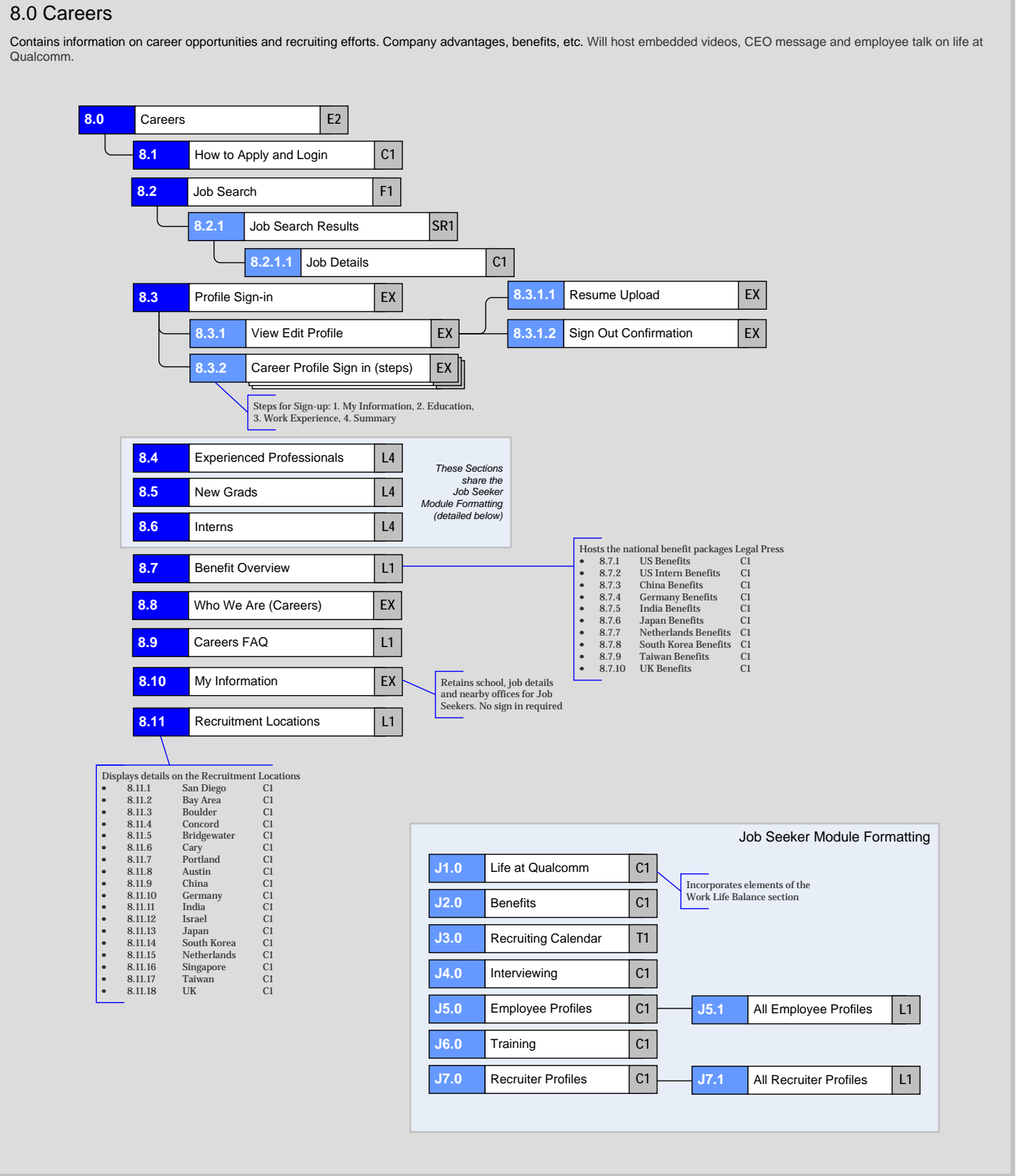
Details sitemap for May Launch. Does not include the strategic vision detailed in the previous pages. Only sections that will be changed are detailed in the following page appendices.

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This is the IA intended for the initial site redesign rollout of this section.



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