



# SDSU ACSESS 2011

Reflections on Industry-Academic Partnerships  
Terie Scerbo, The Learning Center





# The world leader in next-gen mobile technologies

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Celebrating 25 years of driving the evolution of wireless communications

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Making wireless more personal, affordable & accessible to people everywhere

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World's largest fabless semiconductor company, #1 in wireless

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S&P 100 / S&P 500 / Fortune 500



# Three Engines for Growth

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**QTL**

**TECHNOLOGY  
LICENCING**

A Leader in  
Licensing Wireless  
Technologies

**QCT**

**SEMICONDUCTOR  
BUSINESS**

World's Largest  
Fabless  
Semiconductor  
Company

**QWI**

**WIRELESS  
INTERNET**

To Accelerate  
Time to Market

# The mobile phone has become the biggest platform in the history of mankind



**5 Billion total Subscribers**  
**>1B 3G Subscribers Today**  
**Expected to be ~2.8B by 2014**



**Imagine the world, organized around you.**

Innovative wireless technologies providing you with the  
ultimate in personalization...  
in control of what you want, wherever you are.



## KNOWS

You and what is  
around you

## LEARNS

What you like

## DISCOVERS

Things relevant  
to you

## FILTERS

Out the irrelevant



## SENSING

Local content  
& services discovery

## SEEING

Augmented reality UI:  
Map, 3D, in building navigation

## INTERACTING

Connection manager  
(WAN, Wi-Fi)



# Wireless: Bridging Physical to Digital

## PHYSICAL WORLD



Location & Connectivity



Biosensors



Couponing & Recommend



Mobile Commerce



Location & Presence



Content Delivery



Connectivity

## DIGITAL WORLD

Smart Infrastructure



Healthcare Provider



Advertising & Retail



Banking



Family / Social Network



E-tailer Content



Enterprise





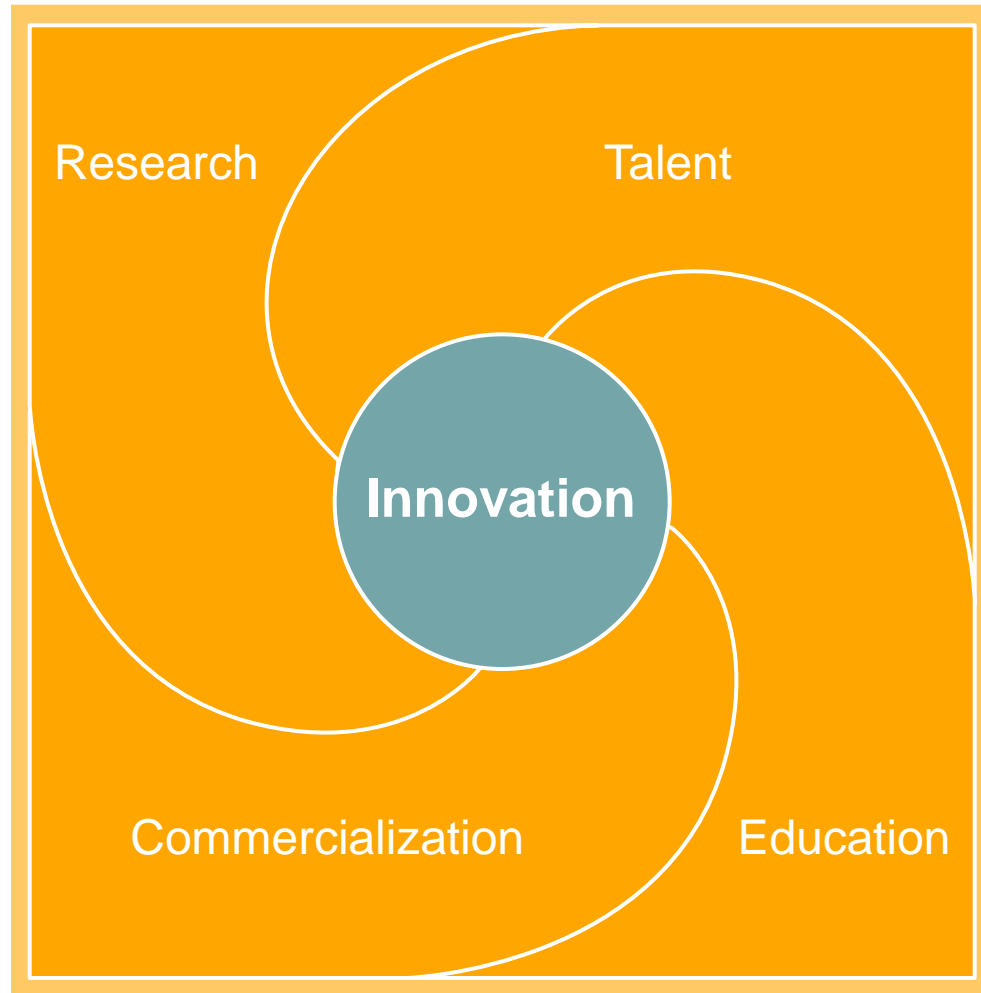
## > Why partner?

What's in it for us?



# University – Industry Partnering

In service of innovation

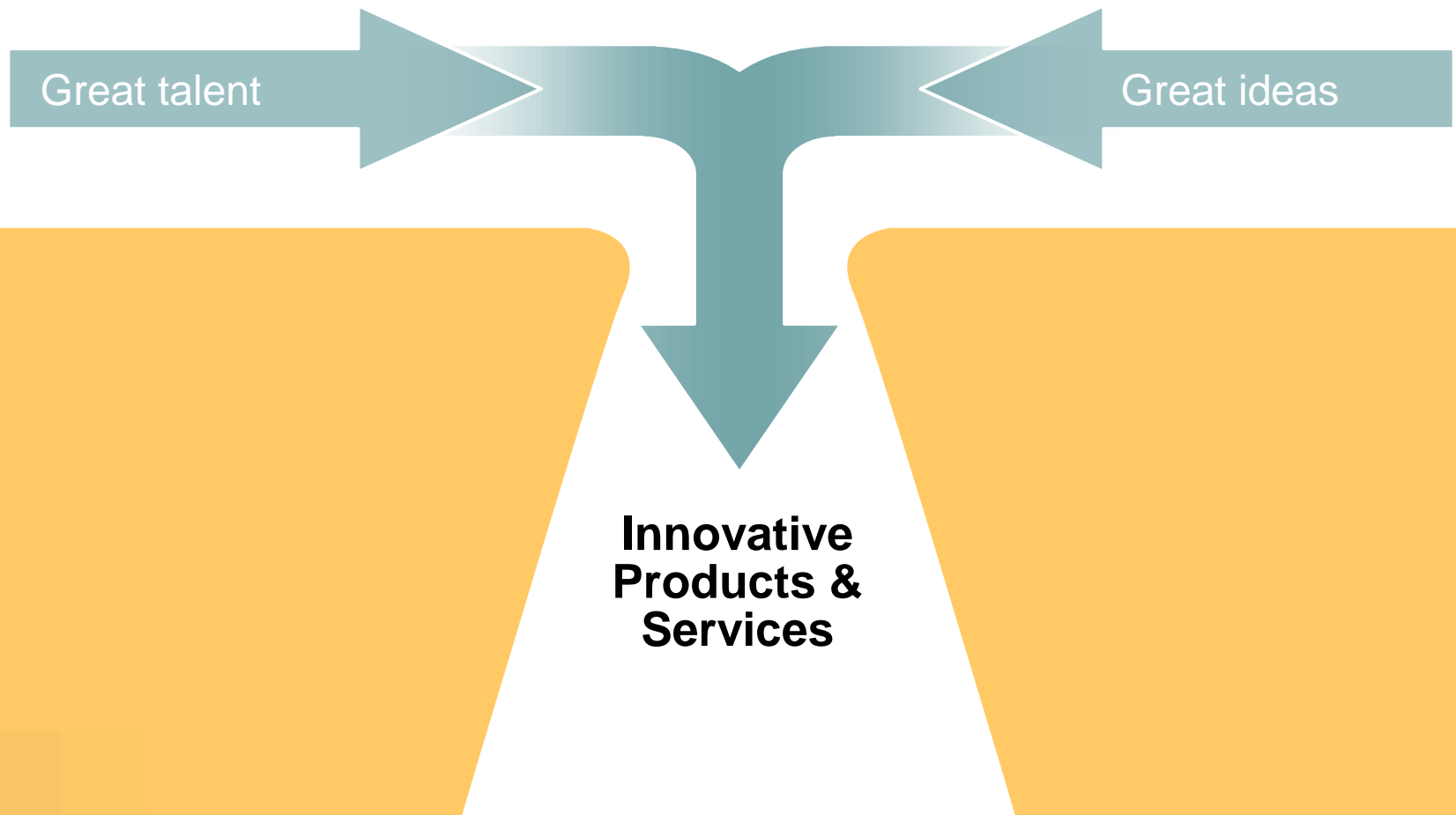




➤ What's in a *partnership*?

# Companies need...

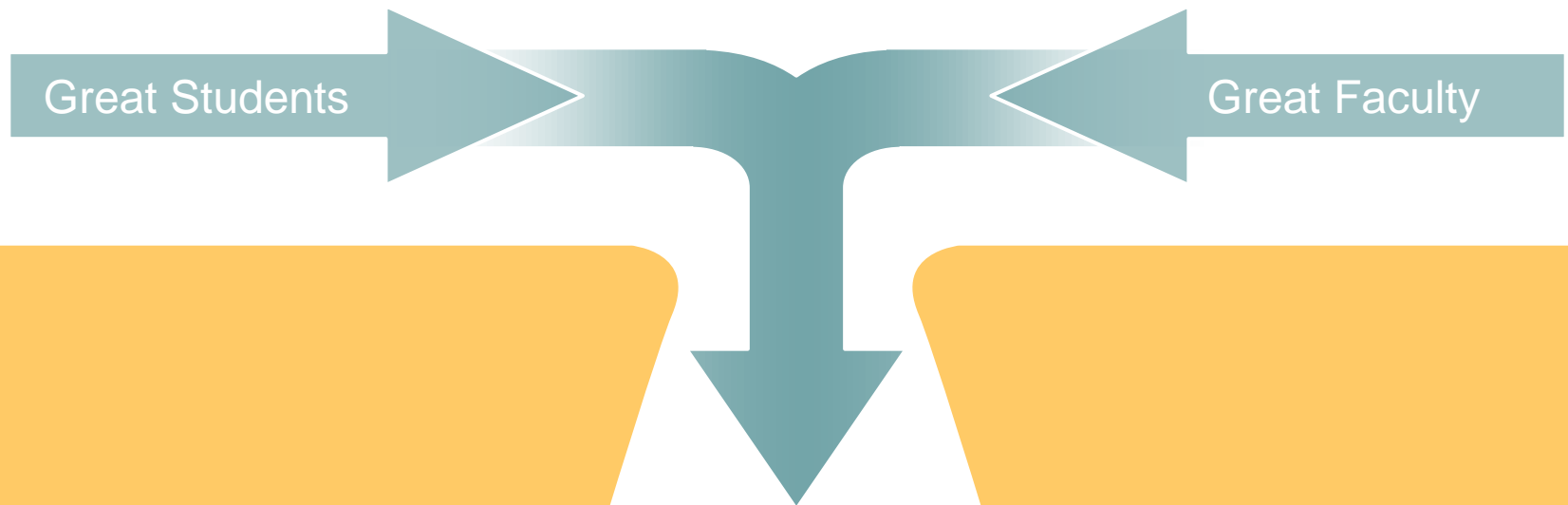
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# Academia needs...

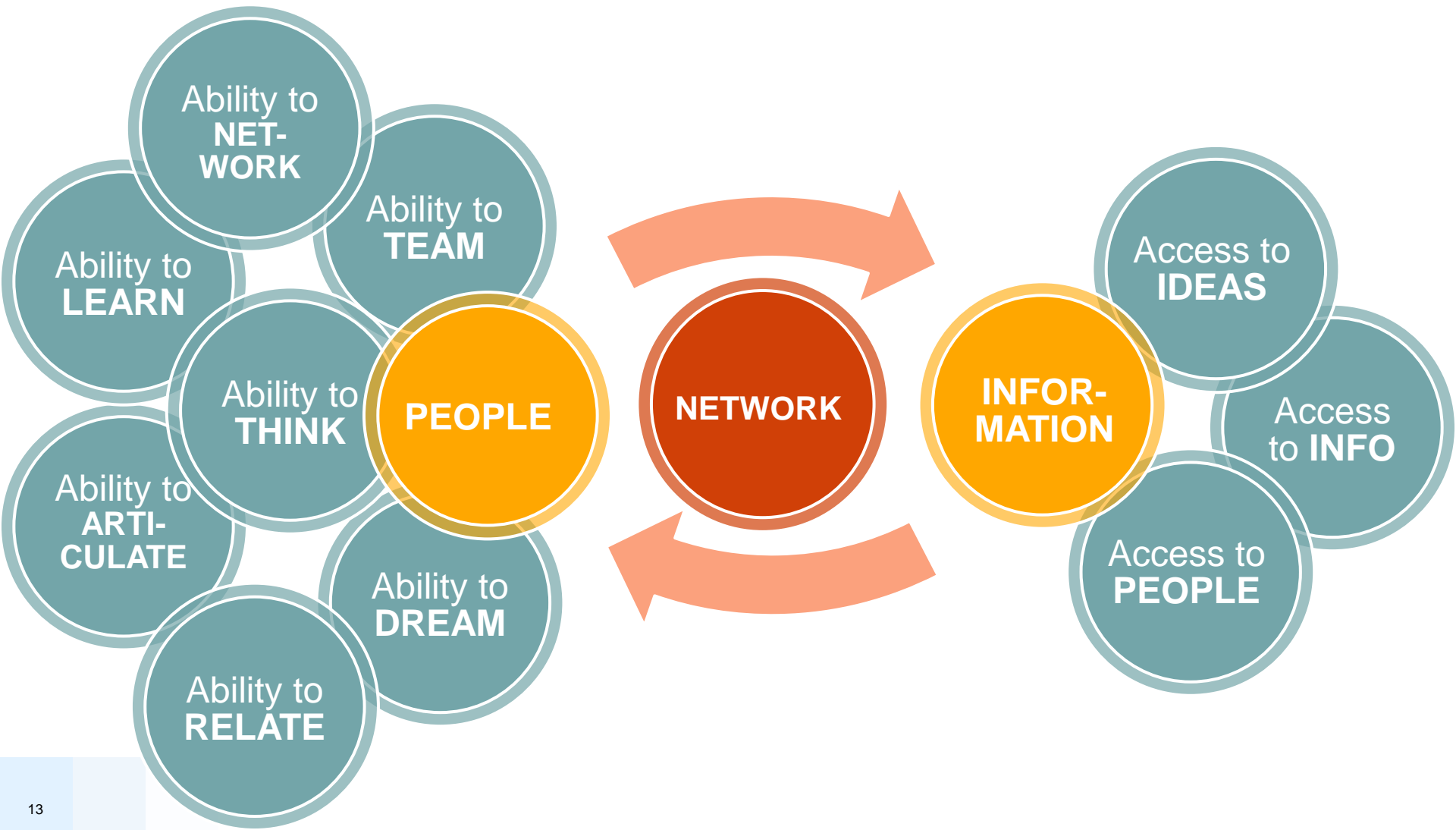
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- **Educated, in-demand Students**
- **Research**
- **Faculty Expertise**

# What do we, as partners, need from the partnership?

A network of relationships, driven by Curiosity, Passion and Perseverance.





Birders know that the best place to see the broadest variety of birds is at the boundary of two different habitats.

*Ideas that drive innovation are **a lot like birds...***



Academia and Industry can use the boundaries between them to create and foster the environment for ideas to flourish

By nurturing the **Network**





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➤ Thank You!

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