



## PRESS RELEASE

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**Downtown Partnership's Annual Dinner Focuses on the Innovation Economy with "Imagine Downtown: Unwired"**  
*Qualcomm's Dr. Paul E. Jacobs unveils vision on how mobile technologies are remaking the urban experience*

DOWNTOWN SAN DIEGO – Before a sell-out crowd of more than 700, Dr. Paul E. Jacobs, chairman and CEO of Qualcomm, unveiled his vision for how mobile technologies are transforming our cities – and our world.

As the planet becomes more urban – by 2050, 70 percent of the world's population is projected to live in cities – mobile technologies are increasingly instrumental in making modern society more connected, smarter and sustainable.

The Downtown San Diego Partnership recognizes the importance of innovation to both the regional economy as well as to improving the urban experience, said Kris Michell, president and CEO of the Downtown San Diego Partnership. Because of that fact, it asked Dr. Jacobs to share how Qualcomm is shaping the future with cutting-edge mobile technologies.

"Our world is changing, and it is critical that we use mobile technology to improve and transform our cities to meet the needs of the future," Michell said. "Qualcomm is leading the charge on creating smart, connected cities, and we could think of no one better than Dr. Jacobs to talk about these world-changing trends."

Dr. Jacobs Quote Here

Already smartphones are improving the urban lifestyle by providing real-time data about public transit options, where to park and even what craft beer is on tap at local restaurants.

Going forward, Qualcomm is working on a wide range of mobile initiatives from developing cell “towers” the size of a credit card to charging electric cars wirelessly as they drive down the street to the ability to vote on a smart phone.

The Downtown Partnership identified the importance of innovation to the urban core as part of “Imagine Downtown” its recently released 20-year strategic vision. The keynote address is part of the Downtown Partnership’s push to attract more startups and talent to help grow the tech ecosystem Downtown.

*The Downtown San Diego Partnership is a non-profit, member-based organization that serves as the leading advocate for the revitalization and economic health of Downtown. To learn more about the Downtown Partnership, visit [www.downtownsandiego.org](http://www.downtownsandiego.org)*

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