Qualcomm's Snapdragon Platform to Help Enable Instant Streaming from Netflix on Android Devices

BARCELONA, Spain, /PRNewswire/ -- Qualcomm Incorporated today announced that future Android devices powered by the Snapdragon™ platform will have access to instant streaming of TV shows and movies from Netflix.

"We're excited about this collaborative effort to help bring the Netflix application to Android devices running on the Snapdragon platform," said Liat Ben-Zur, senior director of software strategy and ecosystems for Qualcomm. "Qualcomm is in a unique position to help bring the most optimized and advanced Android apps to market through working closely with the strong ecosystem of Snapdragon developers like Netflix."

Snapdragon processors are designed to deliver dynamic performance and media protection features in a turnkey package, allowing the devices they power to more easily pass through the approval process required for Netflix certification. Additionally, Netflix video decoding is handled by highly efficient dedicated hardware, extending battery life and improving picture quality.

"We're pleased to expand our mobile offering by providing our members an app for TV shows and movies streaming from Netflix to Snapdragon-enabled Android devices," said Bill Holmes, Netflix vice president of Business Development. "Qualcomm's expertise in mobile hardware/software integration and their collaboration in the consumer electronics space make them the perfect fit in bringing Netflix to a range of Android handsets and tablets."

Qualcomm will demonstrate the Netflix application at the GSMA's Mobile World Congress in the Company's exhibit, located in Exhibit Hall 8, #8B53.

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