



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

1173 Cyrville Road, Suite 210
Ottawa, ON K1J 7S6

Tel: 1. 613.686.1814
Fax: 1.613.744.7833
US/Canada: 1.888.798.CABA

Web: www.caba.org
E-mail: caba@caba.org

Qualcomm Incorporated Joins CABA Board of Directors

May 7, 2013

The Continental Automated Buildings Association (CABA) has added Qualcomm Incorporated to its Board of Directors. Grant Kroeger will represent the company on CABA's Board. CABA is a trade association that promotes advanced technologies for integrated systems and the automation of homes and buildings.

"With the addition of Qualcomm, CABA continues its strong tradition of representation from the wireless telecom sector," said Ronald J. Zimmer, CABA President & CEO. "We are pleased to welcome such a respected company, and distinguished individual to our board."

Qualcomm Incorporated is an American global semiconductor company that designs, manufactures and markets digital wireless telecommunications products and services. Headquartered in San Diego, the firm operates in nearly 160 worldwide locations. The parent company is Qualcomm Incorporated, which includes the Qualcomm Technology Licensing Division. Qualcomm's wholly owned subsidiary, Qualcomm Technologies, Inc., operates substantially all of Qualcomm's R&D activities, as well as its product and services businesses, including its semiconductor business, Qualcomm CDMA Technologies.

Kroeger is a Senior Manager within the Corporate Industry Marketing team at Qualcomm. Based in San Diego and possessing more than 15+ years of experience in telecommunications, he is responsible for driving the value proposition of mobile computing and communication technologies that enhance the connected consumer experience to targeted industry audiences.

He is also responsible for building a set of influential industry communities that help reinforce Qualcomm's future vision.

Kroeger joined Qualcomm after graduating from Colorado State University with a BFA degree and concentration in Graphic Design & Business. During his 15+ years at Qualcomm, he has held a variety of positions including Manager of the Corporate Communications Creative team, Corporate Operations & Budget lead, and Marketing generalist.

"I look forward to contributing to industry initiatives through participation on CABA's Board," stated Kroeger. "Qualcomm sees CABA as a creative, innovative partner and we look forward to our future collaboration."

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at <http://www.caba.org/>.

Media Contact:

Rawlson O'Neil King
Communications Director, CABA
king@caba.org
613.686.1814 x225
888.798.CABA (2222)