Play for Dream and Qualcomm Advance AI Spatial Computing with Dream X Powered by Snapdragon Reality Elite

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San Francisco, CA - June 30, 2026 -
Play for Dream (pfdm.ai), a San Francisco-based spatial computing company, today announced Dream X Spatial Computing, its next-generation AI XR headset, at Augmented World Expo (AWE) 2026. The announcement coincides with Qualcomm Technologies' official global launch of Snapdragon Reality Elite ? its new flagship XR platform ? at which Qualcomm named Play for Dream as one of the featured brand partners set to bring the platform to market.

Snapdragon Reality Elite is Qualcomm's most advanced XR platform to date, designed specifically for immersive XR devices and supporting both standalone and tethered form factors. At its AWE 2026 debut, Ziad Asghar, Senior Vice President & General Manager of XR at Qualcomm Technologies, highlighted Play for Dream among the brand partners that will ship Snapdragon Reality Elite-powered devices ? placing Dream X Spatial Computing within a select group of products at the frontier of AI spatial computing.

Play for Dream's collaboration with Qualcomm spans its entire product history ? a seven-year partnership now validated by its selection as a launch partner for Qualcomm's most powerful XR platform yet. YVR1, YVR2, and PLAY FOR DREAM MR were each built on Qualcomm silicon ? a progression that gave the company the engineering foundation, chipset access, and ecosystem depth to bring Dream X Spatial Computing to market on Snapdragon Reality Elite.

"We are a company focused on spatial computing, with a seven-year history. In the past few years, we have launched YVR1, YVR2, and PLAY FOR DREAM MR, all powered by Qualcomm. Each generation brought us one step closer to our vision for the future of AI Spatial Computing. Today, we're excited to continue our partnership with Qualcomm and introduce our next-generation product, Dream X Spatial Computing. This product is powered by Snapdragon Reality Elite. Dream X Spatial Computing will be lighter, more comfortable, and more powerful. This is another exciting milestone in our partnership with Qualcomm ? and we can't wait to share it with the world." ? Feng Huang, Founder, Play for Dream

"Play for Dream has been a committed Qualcomm ecosystem partner across multiple hardware generations, and Dream X Spatial Computing represents exactly the kind of AI-first spatial computing experience that Snapdragon Reality Elite was designed to power. Their deep integration of DreamOS with our platform architecture demonstrates what becomes possible when world-class software meets purpose-built XR silicon ? and we are proud to have Play for Dream among the brands bringing Snapdragon Reality Elite to the world." ? Ziad Asghar, Senior Vice President & General Manager, XR, Qualcomm Technologies

Dream X Spatial Computing is built on Snapdragon Reality Elite's heterogeneous AI compute architecture, spanning CPU, GPU, and dedicated NPU ? enabling Play for Dream's DreamOS to run large-scale AI inference entirely on-device. The result is a headset capable of real-time spatial scene understanding, multi-modal AI agent interaction across voice, vision, and gesture, and always-on intelligence without cloud dependency or connectivity constraints.

DreamOS, Play for Dream's proprietary AI-native spatial operating system, is purpose-built for reasoning rather than rendering ? distributing AI workloads intelligently across Snapdragon Reality Elite's compute units to achieve the low-latency, high-fidelity experiences that define the next era of human-computer interaction. Dream X Spatial Computing is the first device in Play for Dream's lineup to realize DreamOS at its full potential.

Play for Dream is an early strategic partner in the AndroidXR ecosystem, working alongside Google and Qualcomm Technologies on the open platform layer that will underpin the next generation of spatial computing. Dream X Spatial Computing, powered by Snapdragon Reality Elite and running DreamOS, is designed to scale with the AndroidXR ecosystem ? positioning Play for Dream at the intersection of the world's leading AI and XR platform partnerships.

About Play for Dream:

Play for Dream (pfdm.ai) is a San Francisco-based spatial computing company with a seven-year product history. Its hardware lineage ? YVR1, YVR2, PLAY FOR DREAM MR, and the newly announced Dream X Spatial Computing ? has been built in a strategic partnership with Qualcomm Technologies. Play for Dream's DreamOS is an AI-native spatial operating system developed in collaboration with Google and Qualcomm Technologies. Play for Dream was named by Qualcomm Technologies as a featured brand partner for the Snapdragon Reality Elite platform at AWE 2026. For more information, visit www.pfdm.ai.

About Qualcomm Technologies, Inc.:

Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm's engineering, research and development functions, and substantially all of its products and services businesses. Snapdragon and Qualcomm branded products are products of Qualcomm Technologies, Inc. and/or its subsidiaries. Qualcomm patents are licensed by Qualcomm Incorporated.
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Play for Dream Communications

Play for Dream is a San Francisco-based spatial computing company behind YVR1, YVR2, PLAY FOR DREAM MR, and Dream X. Its DreamOS is developed with Google and Qualcomm, and it is a featured Snapdragon Reality Elite partner.

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