

The Great Company Adventures · Book 11 of 50

QUALCOMM

THE WHISPER IN THE AIR

A curious girl, three wise mentors, and the invisible waves that carry every voice
across the sky.

"Discovering the businesses that built the modern world"

An independent, unofficial educational work · not affiliated with, endorsed by, or sponsored by
Qualcomm.



THE GREAT COMPANY ADVENTURES

Discovering the businesses that built the modern world.

© 2026 Omaha Investments. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form without the prior written permission of the publisher, except for brief quotations in reviews and other uses permitted by U.S. copyright law.

This is an independent, unofficial publication. It has not been authorized, sponsored, endorsed, or approved by Qualcomm. Qualcomm and related marks are trademarks of their respective owner; used solely for identification, education, and commentary. All marks are used solely for identification, education, and commentary (nominative fair use).

Warren Buffett, Charlie Munger, and Benjamin Graham appear as fictionalized storybook mentors. Their dialogue and actions are imagined for storytelling purposes and do not represent their actual words or views, nor any endorsement of this book by them.

This book is a work of educational fiction for young readers. It is not investment, financial, or professional advice, and nothing in it is a recommendation to buy or sell any security.

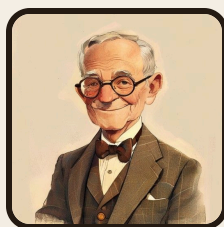
Illustrations were created with AI image tools; the text was written with AI assistance. All content is reviewed and edited by our editorial team.

For readers aged 7 and up. First Kindle edition, 2026.
Published by Omaha Investments.

MEET THE CHARACTERS



SIRI



BEN



WARREN



CHARLIE



WREN

A curious girl named Siri, a wise old teacher named Ben, and his student Warren with Warren's partner Charlie — together discovering the businesses that built the modern world, one adventure at a time.

THE GLOBAL 50

One great company per volume · Fifty adventures, one modern world

SPACE & EXPLORATION

1. SpaceX — *“The Fire That Comes Back”*

MANUFACTURING & ENGINEERING

2. Toyota — *“The River That Builds Cars”*
3. Siemens — *“The Factory That Builds Factories”*
4. Caterpillar — *“The Machines That Move Mountains”*
5. Boeing — *“The Bird With Six Million Pieces”*
6. Airbus — *“The Plane Four Countries Built”*

ENERGY & INDUSTRY

7. Shell — *“The Sunlight Buried at Sea”*
8. ExxonMobil — *“The Ancient Sunlight Machine”*
9. GE Vernova — *“The Wheel That Makes Lightning”*

COMMUNICATION

10. AT&T — *“The Voice Inside the Wire”*
11. Qualcomm — *“The Whisper in the Air”*
12. Ericsson — *“The Towers That Talk”*

TRANSPORTATION

13. Tesla — *“The Car With No Engine”*
14. John Deere — *“The Machine That Feeds the World”*
15. UPS — *“The Promise in a Brown Truck”*

INFRASTRUCTURE

16. ABB — *“The Arms That Never Tire”*
17. Schneider Electric — *“The Guardian of the Grid”*

MATERIALS

18. Corning — *“The Thread of Light”*
19. DuPont — *“The Inventors of Almost Everything”*

SCIENCE & TOOLS

20. 3M — *“The Factory of Ten Thousand Ideas”*
21. Bosch — *“The Spark in Every Machine”*
22. Honeywell — *“The Dial That Tames the Weather”*

MEDICINE & BIOTECHNOLOGY

23. Pfizer — *“The Shield in a Tiny Vial”*
24. Roche — *“The Detectives of the Blood”*

25. Novo Nordisk — *“The Key to a Billion Locks”*

26. Johnson & Johnson — *“The Little Bandage That Grew”*

FOOD & AGRICULTURE

27. Nestlé — *“The Cup That Wakes the World”*
28. Cargill — *“The Invisible Harvest”*

FINANCE & COMMERCE

29. Visa — *“The Handshake Inside the Card”*
30. Mastercard — *“The Two-Second Trust Machine”*
31. Walmart — *“The Store That Never Runs Out”*
32. Costco — *“The Treasure Warehouse”*
33. FedEx — *“The Race Against the Sun”*

CONSUMER INNOVATION

34. Disney — *“The Factory of Dreams”*
35. LEGO — *“The Brick That Builds Anything”*
36. Sony — *“The Pocket Full of Music”*
37. Coca-Cola — *“The Secret in the Red Can”*
38. Nike — *“The Shoe That Learned to Fly”*

LUXURY & CRAFTSMANSHIP

39. Rolex — *“The Heartbeat on Your Wrist”*
40. LVMH — *“The Suitcase That Conquered the World”*

COMPUTING & DIGITAL CIVILIZATION

41. Apple — *“The Glass That Thinks”*
42. Microsoft — *“The Invisible Machine”*
43. Google — *“The Library With No Walls”*
44. Amazon — *“The Box That Crossed the World”*
45. NVIDIA — *“The Brain Made of Sand”*
46. Intel — *“The First Thinking Chip”*
47. TSMC — *“The Invisible City”*
48. ASML — *“The Machine That Prints With Light”*
49. OpenAI — *“The Machine That Learned to Talk”*

THE FINAL DISCOVERY

50. The Company Yet to Be Built — *“The Adventure You Will Build”*

THE WHISPER WITH NO WIRES

Midnight. Homework: unfinished. And Grandpa Ben's brass compass? Spinning like a top.

SPIN

The needle froze. Pointing at... the phone. Playing a song. With no wires at all.

How do you even WORK?

The magic diary flipped open by itself. Fresh ink. Grandpa's handwriting.

It's never done THIS before...

"Time to meet the businesses that built the modern world. Start with the whisper in the air."

★ WORTH REMEMBERING

A song is playing on your phone — and nothing is touching it. The music crossed the empty room as **invisible light your eyes can't see**. So tonight's mystery: **who taught the air to carry a whisper?**

The screen rippled. A whirlpool of blue light reached out and pulled her in.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 📡

- ① How does a voice cross an empty room with NO wires?
- ② Grandpa says this invisible whisper built a giant company. Prove it, compass.

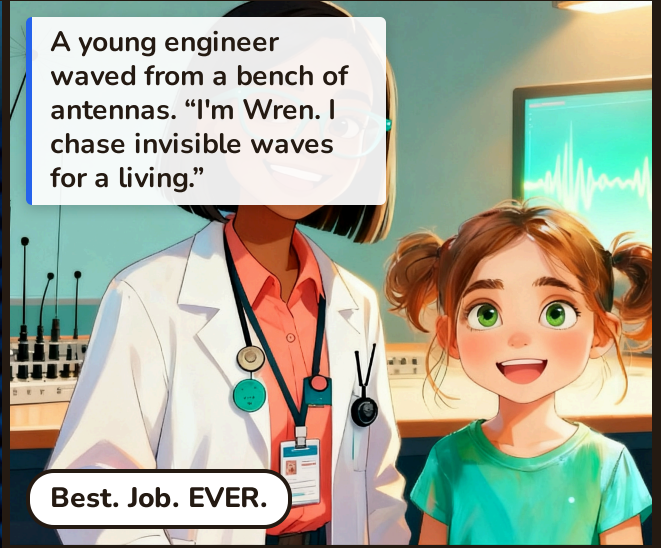
THE ROOM THAT ATE ALL SOUND

She landed in a hushed room walled with blue foam pyramids. A giant dish stared down.



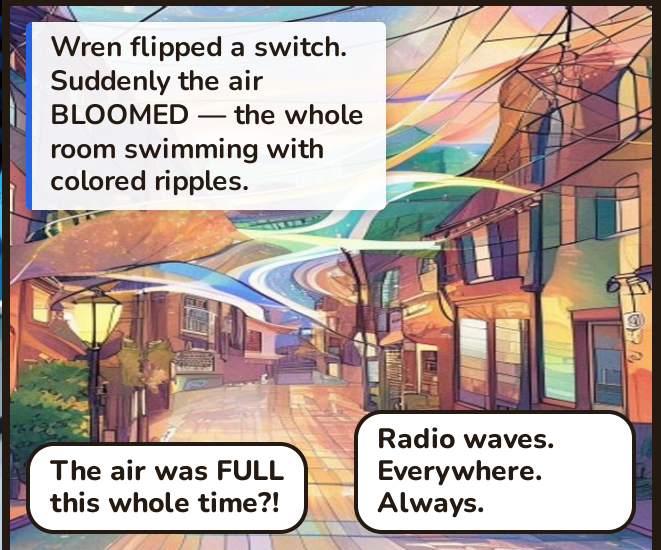
It's SO quiet. My ears feel funny!

A young engineer waved from a bench of antennas. "I'm Wren. I chase invisible waves for a living."



Best. Job. EVER.

Wren flipped a switch. Suddenly the air BLOOMED — the whole room swimming with colored ripples.



The air was FULL this whole time?!

Radio waves. Everywhere. Always.

★ WORTH REMEMBERING

Right now, invisible waves are flying **THROUGH** you — songs, calls, videos, all at once. You never feel them. This adventure is about seeing the **ocean we swim in but cannot see**.



SIRI'S SECRET NOTEBOOK

Foam-pyramid room = eats echoes so we hear **ONE** wave clearly. 🌊 The air is a secret ocean of ripples. First riddle: what **IS** a wave, really?

WHAT IS A WHISPER MADE OF?

3a The whisper is invisible light

Wren tossed a pebble in a pond. Rings raced out.
“THAT’S a wave. A wiggle that travels.”



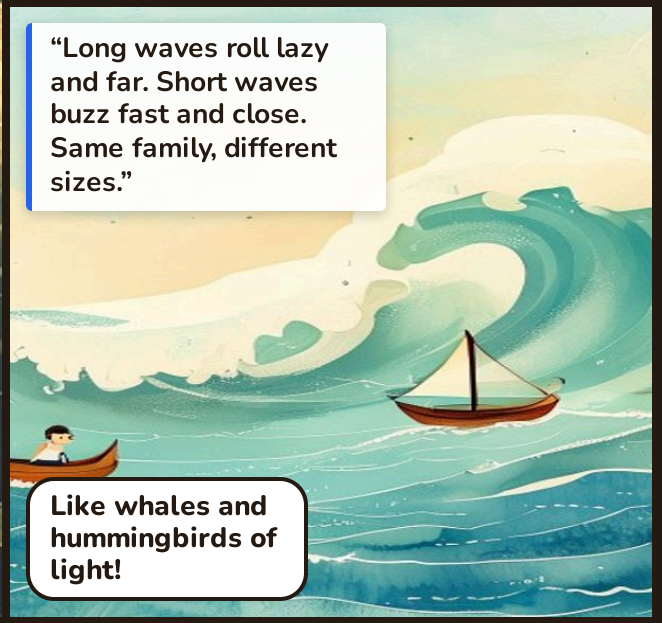
So a wave is... a moving wiggle?

“Light is a wave too. Stretch it longer than red, past what eyes can see — and you get RADIO.”



Radio is just... giant invisible light?!

“Long waves roll lazy and far. Short waves buzz fast and close. Same family, different sizes.”



Like whales and hummingbirds of light!

★ WORTH REMEMBERING

Here's the big unlock: **radio is light your eyes can't see**. Same speed — 300,000 km a second. Your phone is a tiny lantern shining a color no eye will ever catch.

"A plain wave says nothing.
So we make your voice
RIDE it — like a sled on a
moving ribbon."



You hide my voice
ON the wave!

"Wiggle the wave's height
with your voice, and the
wave carries the shape of
every word."



The wave WEARS
my voice!

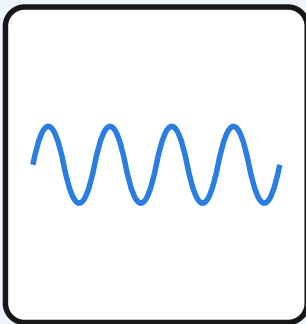
Now you've got
radio.

★ WORTH REMEMBERING

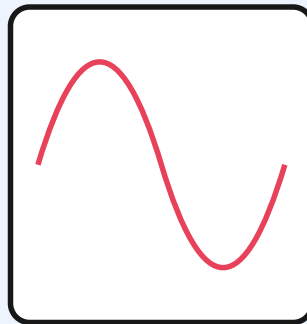
It's called **modulation**. A steady wave is the carrier; your voice gently reshapes it; the far phone reads it back into sound. Empty wave out, your laugh in. 🎵



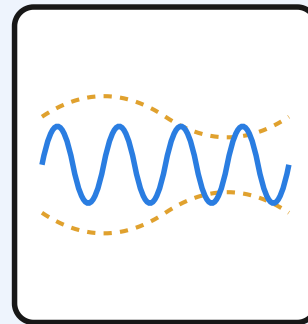
HOW YOUR VOICE RIDES A RADIO WAVE



THE CARRIER
a fast, steady wave



YOUR VOICE
a slow, wiggly wave



RIDING TOGETHER
voice reshapes the carrier



SIRI'S SECRET NOTEBOOK

- ① Radio = invisible light, same speed as sunlight! 🌈
- ② My voice RIDES the wave (modulation) — carrier + voice = a message. Still can't see it. Still real. 📡

THE CROWDED SKY



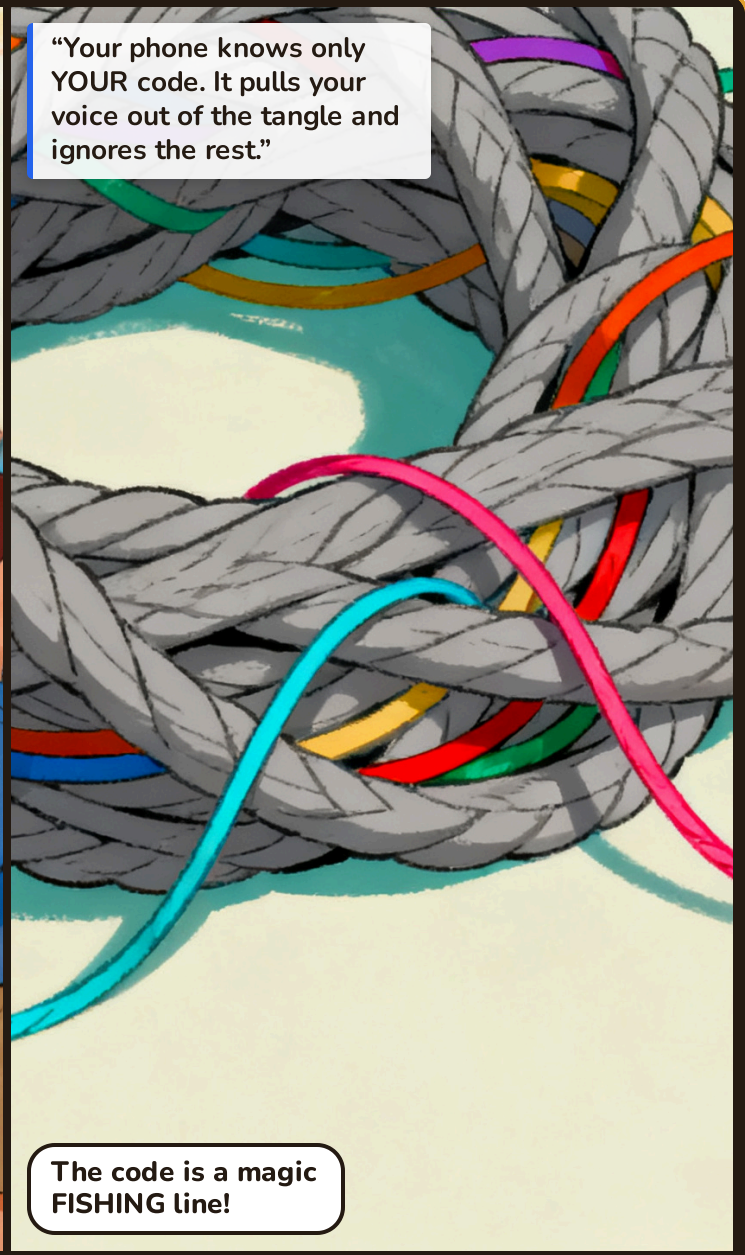
★ WORTH REMEMBERING

This was the wall: air is shared. Split it into lanes and only a handful fit. So the question became: **could everyone talk at once — and still be understood?**

"Here's the magic trick.
Everyone talks at the SAME
time — but each pair
whispers in a secret code."



"Your phone knows only
YOUR code. It pulls your
voice out of the tangle and
ignores the rest."



Everyone at once?
That's just NOISE!

The code is a magic
FISHING line!

★ WORTH REMEMBERING

This is **spread spectrum**, the heart of the whole book. A hundred voices share one sky; each phone tunes to its own secret code and hears only its friend. Crowd becomes conversation. 🎉

📖 SIRI'S SECRET NOTEBOOK

Lanes = wasteful, sky runs out. Codes = EVERYONE talks at once, each hears only their own. Spread spectrum! A hundred whispers that don't collide. 🔑

A MILLION INVISIBLE HANDS

When spun a globe.
Millions of towers, all
humming, passing whispers
across every ocean.

The whole planet is
one big EAR!

"Towers rule little
kingdoms called cells. As
you move, they hand your
call along — like relay
runners."

THAT'S why it's a
cell phone!

Then a circle of faces:
tower climbers, chip
designers, antenna testers,
planners. Each did one
small piece.

Nobody builds it all
alone?

"And every few years the
whole world meets to
agree on ONE invisible
language, so any phone
talks to any tower."

The planet AGREES
on a handshake?

★ WORTH REMEMBERING

Here's the wonder: **nobody on Earth knows the whole system**. Everyone masters one sliver — and standards stitch a million slivers into one call. The conducting is the real invention. 🌐

📱 SIRI'S SECRET NOTEBOOK

Towers = relay runners (that's why 'cell!'). A million hands, each one sliver. The world MEETS to pick one language. But who conducts it all? 🎵

WHY THE WORLD PAYS FOR A GHOST



Wren held up a chip smaller than a fingernail. "This is the whisper-maker. It hides in almost every phone."

"Different phone makers, same tiny heart. They build this modem right into their machines."

One invisible heart in a thousand bodies!

"Whoever makes the code and the chip built the bridge. Every crossing pays a little — and it grows wider."

You can't even SEE it — but it's everywhere!

Pay the keeper, cross the sky!

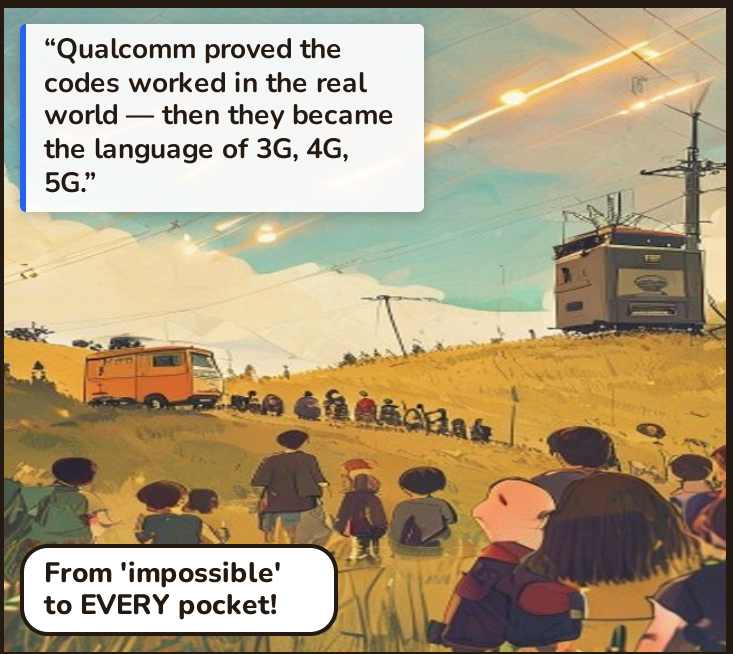
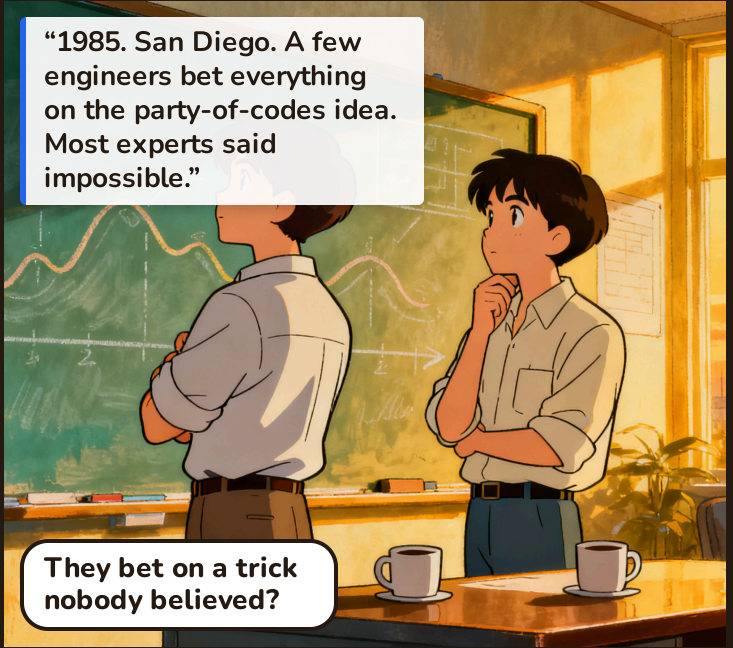
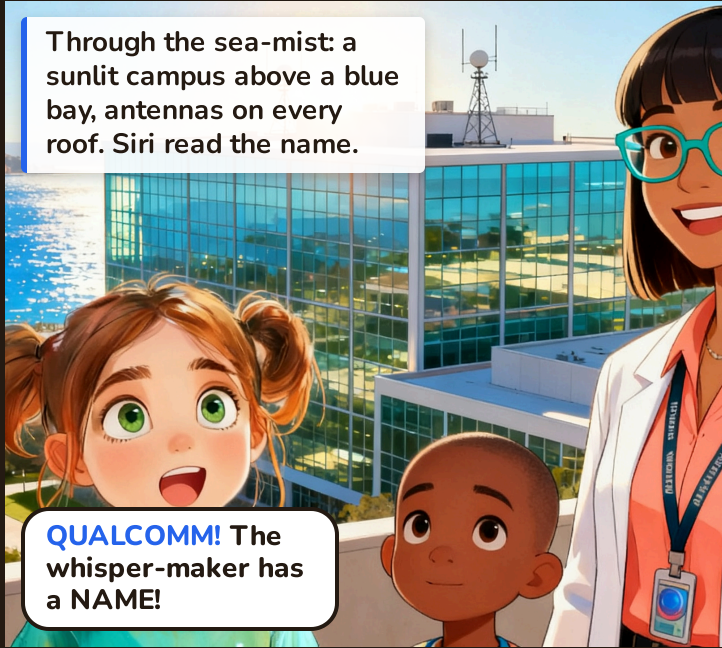
★ WORTH REMEMBERING

Why spend billions on something invisible? Because a phone is **useless without the whisper**. Make the best modem and own the codes everyone needs, and the whole industry builds you in. 🏰

📱 SIRI'S SECRET NOTEBOOK

People never SEE the chip — but the phone's dead without it. Best modem + own the code = everybody builds you in. Invisible, and unavoidable. 💡

THE COMPANY THAT SOLD THE AIR



★ WORTH REMEMBERING

Their name says the whole plan: **QUAL**ity **COMM**unications. They didn't sell a phone you'd hold — they sold the invisible idea inside billions of them. And the chips that speak it best.



THE STORY IN TIME

1942

A film star and a composer patent frequency-hopping — spread spectrum's ancestor.

1985

Qualcomm is founded in San Diego. QUALity COMMunications.

1989

It proves 'everyone talks at once' codes actually work in the field.

1990s

CDMA codes spread into the world's networks.

2000s

Its ideas become the backbone of 3G, then 4G.

2007

The smartphone era — its modems ride inside the wave.

2019

5G arrives; the whisper carries whole movies in seconds.

Today

Its inventions hum inside billions of devices. 

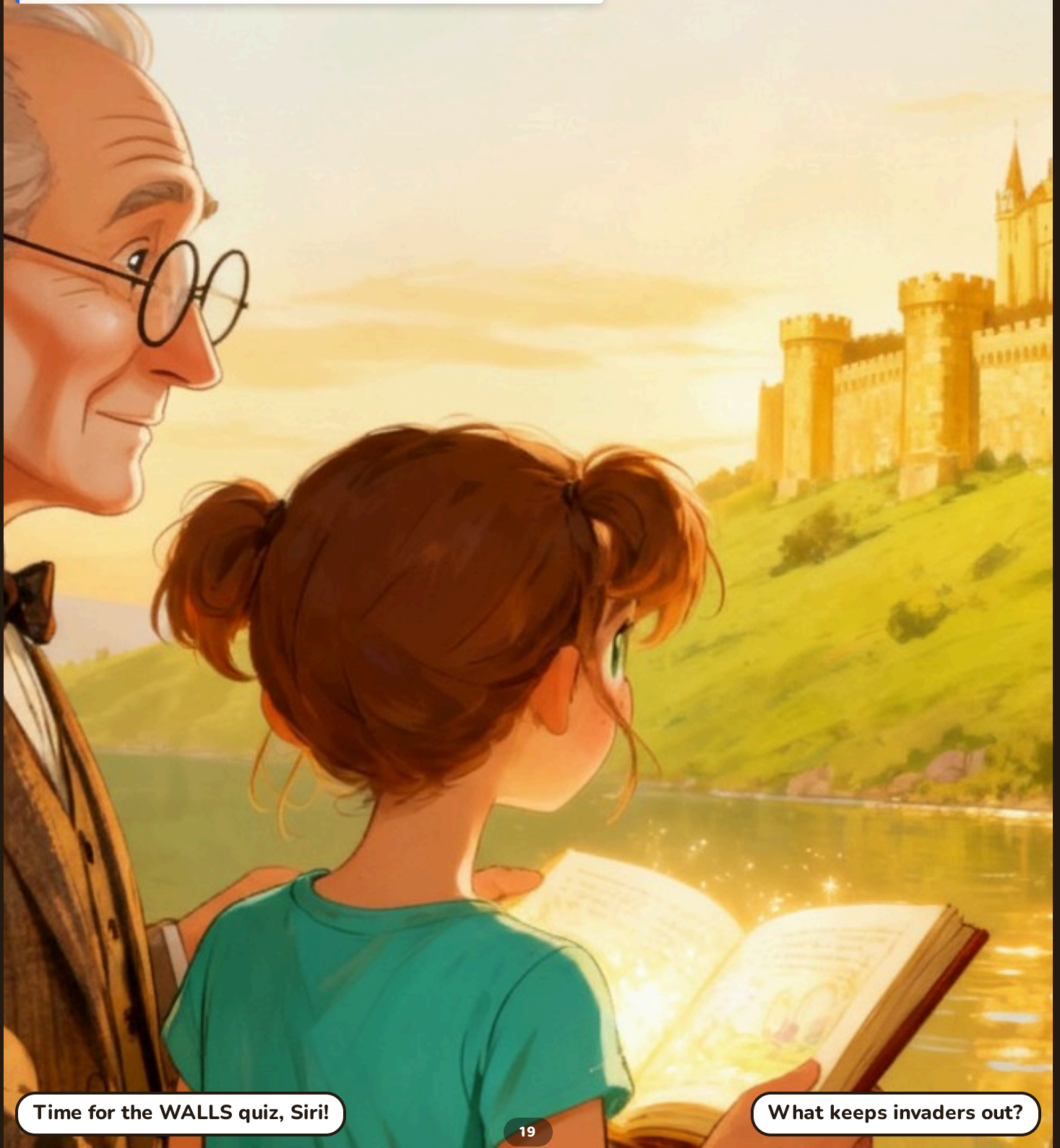


SIRI'S SECRET NOTEBOOK

QUALCOMM = QUALity COMMunications, San Diego 1985. Seed: a 1940s movie star (!) + a composer. They sell the invisible IDEA, not the phone. 🤖

THE CASTLE OF CODES

A warm glow. A smell of cherry cola. Warren and Charlie, the partners from Omaha, before a shining castle.



Time for the WALLS quiz, Siri!

What keeps invaders out?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: The Locked

Ideas

Thousands of patents on how the whisper works. To build a modern phone, the world must knock on this door — and pay.



Wall Two: The Endless Lab

It pours billions back into inventing the NEXT wave before the last one lands. Rivals chase; it has already moved on.



Wall Three: The Shared Language

It helps write the world's wireless standards. When everyone must speak your language, you are impossible to leave out.



Wall Four: Designed In

Once its modem sits at the heart of a phone, swapping it means rebuilding the whole machine. Most never bother.



The Cracks in the Walls

Giant customers now try to build their OWN modems. Courts argue over the tolls. One missed generation of the whisper could let a rival leap ahead. Castles need defending — daily.

Charlie tapped his glasses. “My trick: don't ask how to WIN. Ask what would DESTROY it. Then don't do that. **Invert, always invert.**”



Find the ways to lose... then don't!

★ WORTH REMEMBERING

Charlie's checklist for ruining Qualcomm: fall behind on the next wave, or anger customers until they build their own. Let the patents wither. Now — just never do those.

Warren raised his cola. "A business the whole industry must pay to use, and can't easily copy. That is a very deep moat."



Not the chip. The IDEAS!

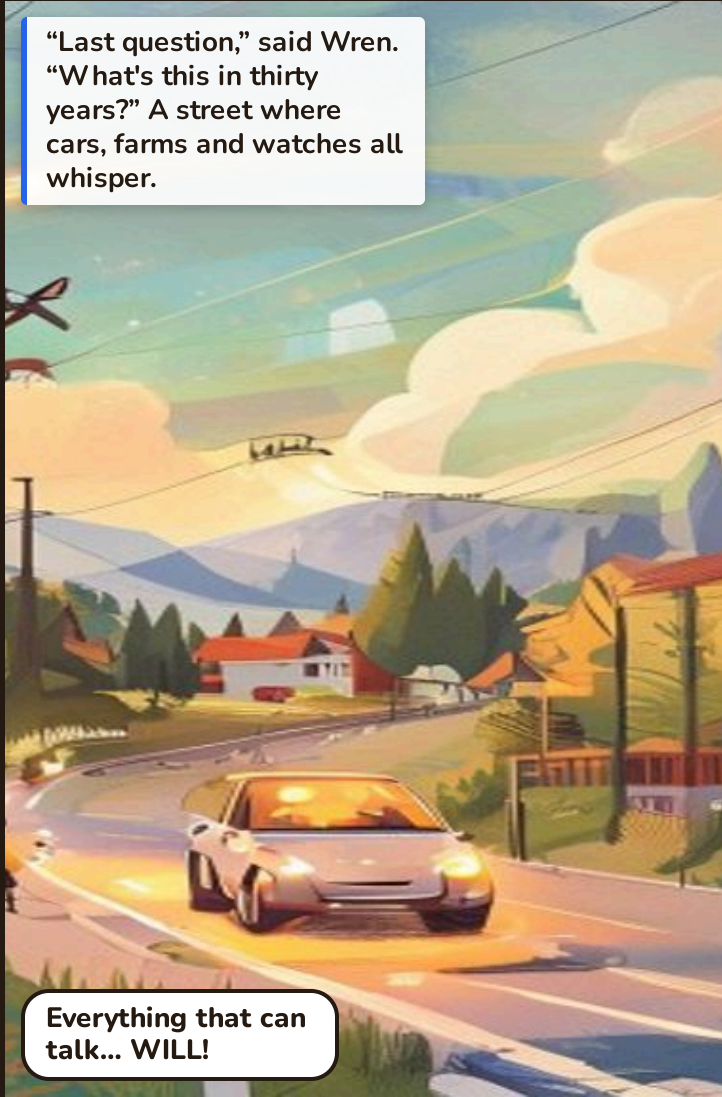


SIRI'S SECRET NOTEBOOK

Walls: locked ideas 🔒 + endless lab 🔬 + shared language 🗣️ + designed-in 🔧. Cracks: customers going solo, court fights, a missed wave. Charlie: INVERT. Warren: buy moats, not gadgets. 🏰

THE NEXT THIRTY YEARS

"Last question," said Wren. "What's this in thirty years?" A street where cars, farms and watches all whisper.



Everything that can talk... WILL!

On a rooftop at dusk, Siri thought it through the way Grandpa taught her.



Bet on the NEED, not the gadget.

★ WORTH REMEMBERING

The deep currents: cars talking to cars, watches calling for help, phones reaching satellites where no tower stands. Shapes change — but the need to reach each other? Forever. Whoever carries the whisper best, wins. 📡

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: talking cars, farm sensors, phones → satellites, whispers everywhere.
Rule: bet on the NEED to connect, not the shape. 📡

COMING HOME

Her own bed. Morning. The compass: quiet. The house: somehow different.

Was it real? It FELT real...

One fresh line dried on the diary's glowing page.

"The modern world is not magic. It is millions of ordinary people doing small hard things, together, for a long time."

At breakfast the family phone buzzed. Siri smiled. Invisible light. A secret code. A million hands.

You're an ocean of whispers in my pocket.

She hugged the diary tight. Somewhere far off, a tower blinked, patiently passing a voice along.

Show me the next one, Grandpa. ♥

★ WORTH REMEMBERING

Next time your phone buzzes, feel it: invisible light, your voice riding a wave, sorted from a hundred others by a secret code. A phone is no longer just a phone. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Radio = invisible light.
- ② Voice RIDES the wave (modulation).
- ③ Codes let everyone talk at once (spread spectrum).
- ④ Towers hand off = 'cell' phone.
- ⑤ The world agrees on one language.
- ⑥ Own the idea, not just the gadget.
- ⑦ Invert! And buy moats. 💛



OUR PHILOSOPHY

We believe the greatest gift we can give a child is the ability to think.

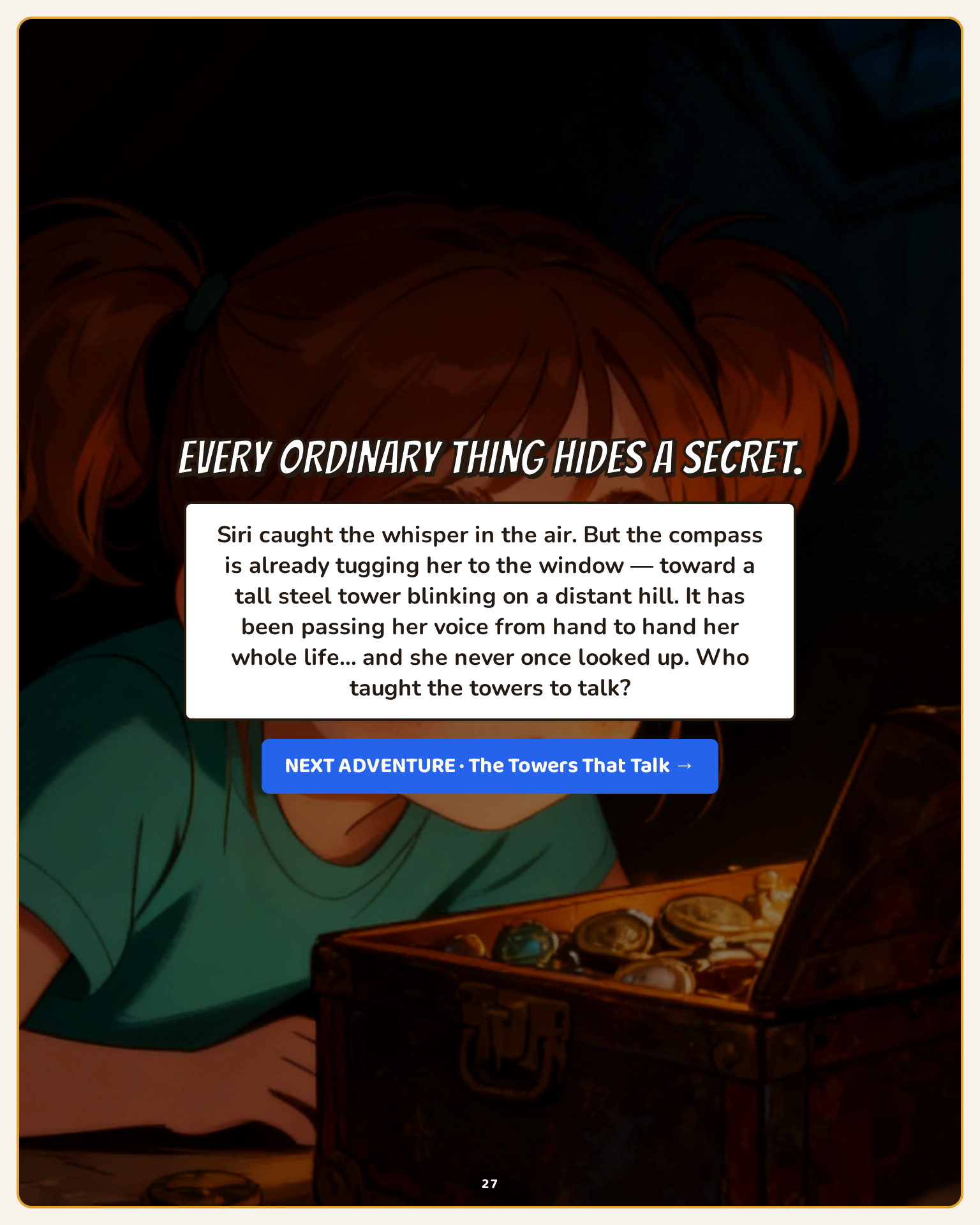
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

Every story begins with a scientific idea and follows its journey into innovation, industry, and the businesses that create value for society. Along the way, children learn that great companies are built on curiosity, experimentation, integrity, and long-term thinking.

Our goal is not to teach children how to invest, but to help them build the mental models needed to understand the world, ask better questions, and think independently.

The companies featured in *The Great Company Adventures* are educational case studies—not investment recommendations. They show how knowledge, innovation, and perseverance turn ideas into products, services, and enduring businesses.

LEARN THE SCIENCE. • UNDERSTAND THE BUSINESS. • THINK FOR LIFE.

A girl with red hair in pigtails, wearing a green shirt, is looking down at an open treasure chest filled with gold coins and jewels. The scene is dimly lit, with a warm, orange glow emanating from the chest. The background is dark and blurry, suggesting an indoor setting.

EVERY ORDINARY THING HIDES A SECRET.

Siri caught the whisper in the air. But the compass is already tugging her to the window — toward a tall steel tower blinking on a distant hill. It has been passing her voice from hand to hand her whole life... and she never once looked up. Who taught the towers to talk?

NEXT ADVENTURE · The Towers That Talk →