The Foundation for Progress with NFC

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NFC technology makes life easier and more convenient for consumers around the world by making it simpler to:

- Perform transactions
- Exchange digital content
- Connect electronic devices

… with just a touch.
The Harmonization of NFC And Contactless

- NFC harmonizes today's diverse contactless technologies, enabling current and future solutions including:
  - Access control
  - Consumer electronics
  - Check in
  - Healthcare
  - Information collection and exchange
  - Loyalty and coupons
  - Payments
  - Transport
Mission and Goals

- The mission of the NFC Forum is to advance the use of NFC technology by:
  - Developing standards-based specifications that ensure interoperability among devices and services
  - Encouraging the development of products using NFC Forum specifications
  - Educating the market globally about NFC technology
  - Ensuring that products claiming NFC capabilities comply with NFC Forum specifications
We’re Well Into The Journey

- Define and Stabilize Technology
- Support Interoperability
- Enhance Technology
- Support Ecosystem

- Refine Technology
- Expand Ecosystem
- Promote End User Usage

Years:
- 2008
- 2009
- 2010
- 2011
- 2012/13
Marketplace Situation
Global Market Developments

- Business models are coming together to launch major NFC initiatives
  - MNOs and financial service providers are collaborating
  - Handset manufacturers, governments, financial service providers, universities, and retail companies are joining forces
- Transport operators are mandating use of NFC
- Stadiums are implementing NFC for ticketing
- NFC enables quick and secure connection handover, which is useful for Bluetooth pairing, WiFi set up, and more
- Consumer acceptance and excitement are high with approval ratings up to 85%
Commercial Rollouts Worldwide

Finding success and growing in many countries

- Austria
- China
- Czech Republic
- Finland
- Germany
- India
- Ireland
- Italy
- Japan
- Malaysia
- Netherlands
- South Korea
- Sweden
- Taiwan
- United Kingdom
- United States
Growing NFC Device Support

- Leading US PC maker now including NFC in all laptops shipped to enterprise customers
- Leading global handset/platform companies adding NFC to smart phones starting in 2011
- A global leader in consumer electronics has shipped 10 million reader/writers, including NFC for PCs and TVs
- Juniper Research forecasts that one in every six mobile users worldwide will have an NFC-enabled phone by 2014
- NFC-like solutions are testing business cases and user uptake
NFC Forum Activities
Steps to Success

- ECOSYSTEM DEVELOPMENT
- COMPLIANCE PROGRAM
- SPECIFICATION DEVELOPMENT
Flexible and Stable Specifications

- NFC Forum specifications form a solid base that supports all implementations and approaches
  - Global
  - Universal
  - Device independent
  - Building blocks applicable to many verticals and use cases
- The specifications enable basic interoperability
- Ecosystem players are implementing them today
- Can be downloaded free of charge
### 15 Specifications Published

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Next Generation Technical Work

- Focused on enhancements that build on existing NFC Forum specifications
  - Support a significant business need
  - Include features relevant to some part of the overall solution architecture
  - May reference external specifications (existing or in development)
  - May include support for verticals (e.g., application profiles)
  - Many possibilities, such as new protocols, improved coexistence with other wireless technologies, improved integration with supporting technologies
- Likely to focus on other organizations that are related to NFC
Step #2: Certification Program

- First Wave launching today
- Tests devices for compliance with NFC Forum specifications
- Culmination of years of member work
Step #3: Build the Ecosystem

- Liaisons formed
  - GSMA
  - Mobey Forum
  - ETSI
  - Smart Card Alliance
  - EMVCo

- Key to building out the ecosystem and ensuring interoperability
Focus on Implementers

- Established new lower-priced Implementer Membership to allow companies to:
  - Join and certify their products
  - Get real-world feedback
  - Share experiences
  - Help drive new business requirements for future technical work
  - Create networking opportunities

- Events, webcasts, and white papers will be developed and used to evangelize
NFC is on solid ground…

The foundation has been laid for enormous growth…

We are inventing the future!

NFC Forum
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