Near Field Communication (NFC): The RFID Revolution for your Mobile Phone--- e-Wallets and much more ---
Over 100 NFC trials and commercial launches
NFC where are we with the technology and the hype

NFC is becoming a mass-market phenomenon.

Large scale commercial rollouts starting in 2011 accelerating in 2012.

Strategy Analytics Nov 2010

Global Smartphone (in Millions)
Utilizing NFC only works in an open ecosystem

Ecosystems value grows as installed base grows

- Phones
- Consumer electronics
- Tags
- Applications

Awareness is raised as visibility grows

- NFC features will spread globally starting with deployments 2011
- Partners will feature NFC functionality with their users, e.g. operators, developpers, CE
- Tags will be spread by local and global marketing partners
Thank you

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C7 Raffle

- Exclusive design. Extensive use of metal. Large 3.5” AMOLED display with glass window.
- Easy to use Social Networking. See easily what is happening with your best friends through top contacts on the homescreen
- Great imaging and sharing with 8MP camera and HD video. 8GB of storage. Web TV widgets.
- Free global drive and walk navigation

Nokia C7-00
Nokia C7 Product specification

• Monoblock, full capacitive touch
• Series 60, SPR 9.2 on hardware 79
• Display: 3.5” nHD AMOLED display with glass window
• Memory: 2/8Gb (256/1024MB) internal user memory, microSD support up to 32GB
• Talk time: up to 4.9hrs / 7.8hrs (3G/ 2G)
• Stand-by time: up to 532 / 632 hrs (3G/ 2G) 480 / 546 hrs (breathing)

Browsing
• Latest available S60 OSS Browser (Full Internet)
• Pinch zooming

Messaging
• Push E-mail client with attachments
• SMS, MMS, Email, Push Email, IM, Nokia Chat

Imaging
• 8 Mpix Full-focus camera with Dual LED Flash, x10 digital zoom
• 720p H.264 HD video recording & playback
• Geo-tagging, Red Eye, Face Detection

Audio & Media Consumption
• Fusion Video Player
• FM stereo radio using headset
• Video streaming
• Java 2.1
• Flash Lite 3.1
• Document viewer

Other features
• 8GB internal mass memory
• Internal compass
• Breathing light + Mute indicator
• Picture & Screen full auto-rotation
• Combined ALS & proximity detector
• Haptic feedback
SAVE THE DATE: APRIL 19-21 MONACO
INTERNATIONAL INDUSTRY EVENT FOR NFC DEVELOPERS!

- WIMA is the leading global conference & exhibition exclusively dedicated to NFC technology, applications, products and services
- WIMA 2011 will take place from 19 – 21 April at the Grimaldi Forum in Monaco
- Hands on trainings, workshops & animations for the developer community
- Research, Technical & Business Conference Tracks welcoming over 500 delegates
- An innovative exhibition floor with over 50 participating companies
- Excellent networking guaranteed
- Exciting updates soon to be announced!
- For more information: www.wima-nfc.com
- Join our group WIMA NFC MONACO on LinkedIn
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