NFC Use Cases

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NFC Core Capabilities

- **Data transfer between devices**
  - Connect Electronic Devices (Peer-to-Peer Data Exchange)

- **Access info on-the-move**
  - Access Digital Content (Reader/Writer)

- **Mobile Payment & Ticketing**
  - Make Contactless Transactions (Card Emulation)

- Battery-less tags
Over 65 NFC projects, both trials and commercial deployments, world-wide have shown strong adoption and positive feedback from users about ease-of-use.

Key focus areas: payment, contactless ticketing and service discovery.
## Trials Test a Variety of Applications

<table>
<thead>
<tr>
<th>PLACE</th>
<th>Transit ticketing</th>
<th>Payment</th>
<th>Access</th>
<th>Event Ticketing</th>
<th>Smart Tags/Other</th>
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Payment and ticketing with mobile have lead the way

- Easy to build on existing contactless infrastructure
- Mobile devices are becoming personal devices and easy for the consumer to use and understand
- Players are in place
- Business case issues being worked out
Example: RMV

• (Peter- suggest a slide so you can talk about that project in a little more detail)
But NFC is not just mobile

- Early applications have exploited the convenience of today’s mobile phone
- But NFC brings value to many other electronics as well
And there are many other use cases

- Enhance loyalty programs
- Deliver coupons
- Gather content
- Access rooms and buildings
- Transfer content
- Manage assets
- Provide reporting
- Make connections
New Business Opportunities

- Target Verticals that can benefit from NFC
  - Financial services
  - Transportation
  - Retail
  - Health Care
  - Automotive
  - Travel and Entertainment
  - Consumer Electronics
  ...and many more!
NFC Forum Target Mark
We have come a long way, but there is much to do

- Consumer feedback from projects has been extremely positive
- We now understand the complexity of the ecosystem and are sharing lessons learned in projects around the globe
- The NFC Forum still faces major milestones to facilitate development and deployment and ensure interoperability
- The best talents, companies and knowledge in the NFC industry are in the NFC Forum and will work together to make NFC grow
Farsighted Scope of the NFC Forum

• Extends to consumer electronic devices
  – Personal computers
  – TVs
  – Other household appliances

• Many applications do not require the high level of security seen in projects with payment and transport, and these too are areas of interest for the NFC Forum

• Members of the Forum are responding to market demands to work together to enable new applications on new devices
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