Not Very Long Ago
A Life With Security & Convenience

NXP is #1 with over 8B units shipped

Source: NXP
Mobile is the New Computing Platform

CQ4: 10: Inflection Point
Smartphones+Tablets > Total PCs

Source: Morgan Stanley Research
Growth Drivers

- Digitization of documents

25,600 miles* (>Earth circumference)

government + healthcare ID cards going digital

* Assumes 1/4” thick passport stacked
In 2050 there will be as many people living in cities as there are people alive today.

50% in urban centers

67% in urban centers

Sources: Population Reference Bureau, United Nations
Growth Drivers
Banking System Security

2001
150M

2011
1,037M

Shipments of EMVco chip cards

Smart bank cards are now a global standard

Source: Schlumberger, Smart Payment Association
Hyper Growth Drivers
Smart Phone Adoption

2010

0.3B

2015

1B+

China, India, and Brazil in top five for smartphone shipments by 2016

Source: Gartner (Oct 2011)
Smart Devices
Authenticating Identity & Securing Transactions
NXP Powering OVER 130 Smart Devices…and Growing
4 in 10 phones will have multiple SE’s

Source: ABI Research
Google wallet focus has been all about payments.
NFC Transforms The user experience

- NFC Radio
- NFC Tag
- Secure Element

- Loyalty
- Mobile Apps
- Presence Based Services
- Payment
- Couponing
NFC provides a platform for User Experiences

- Loyalty
- Mobile Apps
- Presence Based Services
- Payment
- Security
- Interactivity
- Convenience
- Couponing
Thank You!