NFC in the Market

- We keep hearing “next year” about NFC…
- But major developments are occurring, especially in Asia
  - Large markets with just a few strong telcos may be the first to have major deployments
    - They have the size and clout to push handset manufacturers
  - Trials and projects in the region have resulted in proven consumer excitement about the technology and its uses
NFC is Now Being Added to Devices

- NFC is included in all Dell laptops being shipped to enterprise customers
- Nokia is adding NFC to smartphones starting next year
- Bridging solutions like microSD cards, sleeves, and stickers are testing user take-up and business cases
- SONY has shipped 10 million reader/writers, including NFC for PC’s and TV’s
Cumulative Shipments of FeliCa Port and Pasori

Accumulated total: 10 Million  ( As of July 2010)

Many PC manufacturers have adopted FeliCa Port.


77  123  143  182  209  735  769

FeliCa Port (Embedded in PC)
Pasori
NFC from 2009

e-Tax

SONY

BRAVIA
Trials – and now commercial rollouts – are finding success and growing in over 100 countries

- France
- Holland
- UK
- Germany
- South Korea
- Turkey
- US
- Thailand
- Russia
- Singapore
- Poland
- China
- Spain
- And more!
We are learning that one size does not fit all!

- Different markets have different needs
- Different combinations of players lead to different solutions and vice versa

The good news...

NFC Forum specifications are flexible enough to support all programs to date
Specifications are Stable and Flexible

- The NFC Forum has finalized 13 specifications, with 3 candidate specifications pending.
- Our core specifications enable a basic level of interoperability.
- Our standards are flexible, global, universal, and device independent – a solid base of technology that will work no matter what approach each implementation takes.
- Our specifications are building blocks – applicable to many verticals and use cases
# 16 Specifications Published as of September 2010

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“First Wave Certification Program” will be launched in late 2010

Certification Program formally tests devices for compliance to specifications

30+ member companies worked together to:

- Define high level conformance requirements
- Develop certification policy and procedures
- Define and develop test cases, test procedures, validated test tools, and test laboratory relationships
Certification Plans for 2011-2012

- Increase Plugfest activities for interoperability testing
- Update test specifications, test cases, and test tools
- Introduce the 2nd wave of the certification program in 2011-2012
- Pursue consolidating testing activities with other groups

Certification will further support a variety of programs and implementations
Next Generation Technical Work

- Likely to focus on enhancements with characteristics that overlap significantly with 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

- Closer alignment with other organizations that are related to NFC
Focus on Implementers

- NFC Forum is ready for market input
- Established new lower-priced Implementer Membership to allow companies to:
  - 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 used to evangelize
Promoting the Marks

N-Mark
- Consumer-facing mark
- Shows where to touch another N-Mark to use NFC
- No cost to use, free license, available to everyone
- For use TODAY on smart posters, cards, labels, etc. using NFC Forum tags
- For use in 4Q 2010 as a touchpoint on devices certified by our members

NFC Forum Certification Mark
- Industry-facing mark
- Granted to products that complete NFC Forum certification
- For NFC Forum members only at this time
- Available 4Q 2010
Joining the NFC Forum Helps Move the Market

- Levels of membership
  - Sponsor (Board of Directors)
  - Principal (Voter)
  - Associate
  - Implementer
  - Non-Profit

- Benefits
  - Influence new technical work
  - Get devices certified
  - Ensure your business requirements are incorporated
  - Interact with major global players for new business opportunities
  - Be the first to hear about new developments, both technical and market
  - Publicize your company and its products and services
Real Progress!

NFC is on solid ground...

The foundation has been laid for enormous growth...

Join us to invent the future!

NFC Forum
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