NFC Payment
... and Beyond

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Chairman, NFC Forum

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What is NFC?

ISO14443/18092 TypeA
ISO14443 TypeB
ISO18092 TypeF

Global Interoperability

Form Factor Free

Card (ID-1)
Device (Mobile, PC, CE, Terminals)
Tag
NFC and Mobile Payment

- Popular use case
- Builds on contactless infrastructure
Adding NFC to Terminals Adds Value to Mobile Payments

ISO 14443 Contactless Card

MAY RECEIVE
- Basic
- Acknowledgements
- and Updates

ISO 14443 Terminal + NFC

RECEIVE
- Coupons
- Loyalty Points
- Receipts
- SMS links to websites

NFC Phone
Payment can be Enhanced for the User with Mobile NFC

• Mobile NFC can be used for payment at kiosks, ticketing, internet, or person-to-person.

• Additional uses that enhance payments include:
  – Tickets can be purchased, stored, and redeemed.
  – Prepaid cards can be bought, stored, and accessed in the phone.
  – Coupons can be transferred to a friend, recommending products.
  – Product history and medical warnings can be read in the store.
  – Shopping lists can be collected from tags.
  – Electronic devices can be activated after purchase and warranties sent in.
  – And many more!
NFC Is More Than Payment and Mobile Phones

• NFC mobile phones are for more than payments:
  – Secure access to buildings and PCs
  – Inventory control with tags and readers
  – Security patrols
  – Patient monitoring
  – Information gathering with educational tags

• NFC brings value to many electronics in addition to phones
Getting to Market

- Core Specs: Winter 2010
- Compliance: Fall 2010
- Ecosystem: Ongoing
We Are Well into the Journey

Phase One
Define and Stabilize Technology

Phase Two
Support Interoperability
Enhance Technology
Support Ecosystem

Phase Three
Refine Technology
Expand Ecosystem
Promote End User Usage

2007 2008 2010 2011 2012/13
14 Specifications Published as of February 2010

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Plans for 2010 and Beyond

• **Certification Program launch** scheduled for late 2010, program will be expanded in 2011

• **Complete the core specifications** in 2010, then maintain and enhance them
  – Enable non-secure applications beyond payment and transport, address NFC in consumer electronics

• **Build frameworks to support implementations** such as transport or retail
  – Develop specifications, use cases, best practices, etc.

• **Work with industry groups**
  – Current liaisons with key ecosystem players like EMVCo, ETSI, GSMA, Mobey Forum, Smart Card Alliance
  – More liaisons planned
Over 100 NFC projects, trials, and commercial deployments worldwide have shown positive feedback from consumers regarding ease of use.
The NFC Ecosystem is Broad and Complex
The NFC Forum Is Working to Build the NFC Ecosystem

• New marketing alliances are driving targeted programs, such as Spotlight events for verticals
• Educational seminar in Shanghai in March
• Database on our website describing projects around the world should be announced this spring
• The annual NFC Forum Global Competition is underway
• Transport White Paper finalized early this year
• Various webcasts scheduled throughout the year
Join Us!

http://www.nfc-forum.org

Questions?
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