The Value of Certification and Plugfests

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NFC Forum Certification is Good for Business

- Establishes confidence and credibility in the technology, for everyone in the value chain.
- Clarifies the basis upon which innovation, partnerships, and the NFC Ecosystem will flourish.
- Brings together a set of addressable markets whose combined size is greater than the sum of its parts.
Compliance Program Overview

Certification Program

Certified Device

Plugfests

Interoperability Program

Compliance Program
Certification Program Summary

- Available only to NFC Forum members
- Administered by an independent, neutral third party – confidentiality assured
- **Validated test tools** – assures consistency
- **Authorized test laboratories** – ensures a high level of quality in testing procedures
- Problem and issue resolution process
- Privilege to list product on register of certified devices
Certification Program
NFC Forum Certification Mark

- Industry-facing mark
- Granted to products that successfully complete NFC Forum certification
- Gold standard of compliance
- Symbol of global credibility
- Promotes compliance and interoperability
- For more information: www.nfc-forum.org/certification
First Certified Product

- Sony RC-S380 USB reader/writer
- Product communicates with any devices that conforms to the NFC Forum specifications
- Also communicates with devices implementing the contactless IC card technologies ISO/IEC14443 Type A/Type B and FeliCa
Certification Enables Alliances to be Built

- Reduces risk and investment associated with adopting a new technology from a new vendor

- Removes initial technical barriers through certified compliance to a common set of standards

- Organizations will be drawn to companies with a similar standards-centric strategy

- Partners can focus resources on higher-level integration, functionality and meeting customer needs
Plugfest Events

- Multi-day, members-only events
- Promotes interoperability – members can verify the level of interaction of their implementation to other NFC Forum implementations
- Enables confidential device-to-device testing
- Includes access to wide range of implementations, tags, smart posters, test tools
- Complements Certification Program conformance testing
What’s Next

2010 | 2011 | 2012 | 2013

1st Wave
• Digital Protocol
• Activity
• Tag Operation

2nd Wave
• LLCP
• SNEP
• RF Analog
• Digital Protocol
• Activity
• Tag Operations

Full Program Operations

- **Wave 1** Certification (available now)
  - Tests tag operations, digital protocol, and activity specifications

- **Wave 2** Certification (available later 2012)
  - Adds testing for the physical layer and selected upper level digital protocols, including RF analog and peer-to-peer
Thank you!