



ADVANCING NEAR  
FIELD COMMUNICATION  
TECHNOLOGY



# NFC Forum Global Competition

## Awards Ceremony

April 2009

# Agenda

- **Welcome and Opening Remarks**  
*Koichi Tagawa, NFC Forum Chairman*
- **Overview of 2009 Competition**  
*Paula Berger, NFC Forum Executive Director*
- **Platinum Sponsors**  
*Nokia, WIMA*
- **Presentations by Winners**
  - Top 3 from Commercial Track
  - Top 3 from Research Track
- **Award Presentations**  
*Sponsors, Jury Members*
- **Photo Session**  
*Winners and Finalists*

# Opening Remarks



**Koichi Tagawa**  
**NFC Forum Chairman**

**Sony Corporation,  
General Manager of Global  
Standards and Industry  
Relations Department**

# Overview of 2009 Competition

- From 2007 to 2008 to today
- 50+ entries from 21 countries
  - Huge variety
  - Exciting high-quality ideas
- 30+ reviewers who offered their time
  - Each entry was reviewed by at least 3 reviewers
  - Reviewers looked at 4 or more entries
  - All judging was blind, random and impartial
- 20 finalists from 11 countries
  - Thank you for making the effort to be here
- 9 members of the jury
  - Sponsors, committee members, past winners
- All 20 finalists presented their solutions today

# Thank You

- WIMA

- Joanna Merchie
- Loris Menoni
- Laurent Puons



- Competition Committee members

Ruth Cassidy  
Julia Charnock  
Hank Chavers  
Michael Elliot  
Josef Langer

Joanna Merchie  
Peter Preuss  
Florian Resatch  
Gerhard Romen  
Paula Berger



- Entrants

- 30+ reviewers

- Jury members



## PLATINUM SPONSORS

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## Silver Sponsors

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## Equipment Sponsors

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**over-c**  
safe in the knowledge

# Jury Members

## Commercial Track

**Hank Chavers, *Nokia***

Jean-Philippe Betoin,  
*Inside Contactless*

Michael Elliott, *Over-C*

John Harvey, *ViVOtech*

Holger Kunkat, *SCM  
Microsystems*

## Research Track

**Josef Langer, *University  
of Hagenberg***

Heikki Huomo, *CIE*

Christian Lührs, *Stollmann*

Juri Sustersic, *Forum Nokia*



# Finalists in Commercial Track

- Collis B.V. (Netherlands), ING NFC Mobile Payment Product
- HORATIO GmbH and Audiantes GmbH (Germany), NFC Mobile Live Help
- NEXPERTS (Austria), NFC based Gift Voucher System
- Precise Biometrics (Sweden), BioXpress
- Reslink Solutions Ltd (Finland), Reslink mobile NFC client builder, the “NFC Enabler”
- Rhein-Main-Verkehrsverbund GmbH (Germany), RMVmobil – The NFC-based customized mobile portal
- Sabre Technologies (Pvt) Ltd. (Sri Lanka), Customer intimacy with NFC

# Winners of Commercial Track

## **3<sup>rd</sup> place:**

**Nordea (Finland), NFC-based strong end-user authentication solution for online banking**

## **2<sup>nd</sup> place:**

**servtag GmbH (Germany), friendticker.com - NFC Location-based mobile social ticker**

## **1<sup>st</sup> place:**

**Interactive Research & Development (Pakistan), Interactive Alerts for Childhood Pneumonia**

# Presentations by Commercial Track Winners

- [Interactive Research & Development](#) (Pakistan), Interactive Alerts for Childhood Pneumonia
- [servtag GmbH \(Germany\)](#), friendticker.com - NFC Location-based mobile social ticker
- [Nordea \(Finland\)](#), NFC-based strong end-user authentication solution for online banking

# Finalists in Research Track

- Massachusetts Institute of Technology (USA), Eclectyk
- Technische Universität München (Germany), NFaCebook – NFC-based Facebook profile matching in the hybrid space
- Universite Joseph Fourier Grenoble 1 - Polytech'grenoble (France), EasyRide - An Ecological, Ethical and Social Ride-Sharing NFC-Enabled System
- University of Oulu (Finland), Touch & Learn: NFC-based Application for Language Learning
- University of Oulu (Finland), Touch & Collect: Collecting Multimedia Content from Museums
- University of Oulu (Finland), Touch & Control : Controlling Public Displays by Touching RFID tags
- VTT Technical Research Centre of Finland (Finland), Ubitems – Ubiquitous Temperature Measurements with NFC Compatible Batteryless Sensor Tags

# Winners of Research Track

**3<sup>rd</sup> place:**

**ETH Zürich (Switzerland), APriori: An NFC-Based Product Rating System**

**2<sup>nd</sup> place:**

**University of Ljubljana, Faculty of Electrical Engineering (Slovenia), Touch to Communicate**

**1<sup>st</sup> place:**

**VTT Technical Research Centre of Finland (Finland), Hot in the City**

# Presentations by Research Track Winners

- [VTT Technical Research Centre of Finland](#) (Finland), Hot in the City
- [University of Ljubljana](#), Faculty of Electrical Engineering (Slovenia), Touch to Communicate
- [ETH Zürich \(Switzerland\)](#), APriori: An NFC-Based Product Rating System

# See You in 2010!

