



ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY

NFC Forum Global Competition Awards Ceremony

June 21, 2010



- **Welcome and Opening Remarks**
Koichi Tagawa, NFC Forum Chairman
- **Overview of 2010 Competition**
Paula Berger, NFC Forum Executive Director
- **Sponsors**
Platinum: WIMA
Gold: Adamsoft, Nokia
Silver: Stollmann
- **Presentations by Winners**
 - Top 3 from Commercial Track
 - Top 3 from Research Track
- **Award Presentations**
Sponsors, Jury Members
- **Photo Session**
Winners and Finalists

Koichi Tagawa **NFC Forum Chairman**

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



Overview of 2010 Competition

- From 2007 to 2010
- Entries from many countries, many types of organizations
- Innovative 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 12 countries
 - Thank you for making the effort to be here
- 8 members of the jury
 - Sponsors, committee members, past winners
- 9 finalists presented their solutions in Monaco
11 finalists presented their solutions today

Thank You



- WIMA
 - Joanna Merchie
 - Perrine Brinkhuis
 - Laurent Puons

- Competition Committee members

▪ Damien Balsan	▪ Julia Charnock	▪ Josef Langer
▪ Paula Berger	▪ Peter Coster	▪ Peter Preuss
▪ Ruth Cassidy	▪ Michael Elliott	▪ Yo Tabayashi

- Entrants

- 30+ reviewers

- Jury members

NFC
FORUM



PLATINUM
SPONSOR



GOLD
SPONSORS



SILVER
SPONSOR



EQUIPMENT SPONSORS

Innovision Research &
Technology PLC

NEXPERTS

SCM Microsystems

SONY

VIVOTECH

■ Commercial Track

- [NTT DOCOMO, Inc. \(Japan\): Wellness Support - NFC Dynamic Tags Enable New Style Data Communication](#)
- [NEXPERTS \(Austria\): Touch & Pay](#)
- [ITN International, Inc. \(USA\): BCARD Reader - NFC Ecosystem for Events and Tradeshow](#)

▪ Research Track

- [Universidad Pontificia de Salamanca, Club de Innovacion \(Spain\): PharmaFabula - NFC Mobile Technology and RFID for Identification of Medicines for the Blind](#)
- [Lancaster University \(UK\): MyState: Allowing Users to Describe Themselves and Their Environment with NFC and Facebook](#)
- [Artesis University College Antwerp \(Belgium\): NFC Learning Environment](#)

Jury Members

COMMERCIAL TRACK

Martin Buehrlen
NXP Semiconductors

Simon Laker
Consult Hyperion

Marc-Alain Grumelin
Sony Corporation

Ian Keen
Innovision Research & Technology

RESEARCH TRACK

Christian Lührs
Stollmann E+V GmbH

Josef Langer
NFC Research Lab Hagenberg

Andrea Bacioccola
Nokia

Ian Keen
Innovision Research & Technology

*Thank
you*



Finalists in Commercial Track

- **Adamsoft d.o.o.** (Slovenia): Smart Poster System
- **BCNTouch** (Spain): Chasing Clothes
- **Clear2Pay** (Belgium): NFC Vouchers - Next-generation Payments at Your Fingertips
- **Mutilus** (Czech Republic): The 3rd Eye Platform
- **MoLo Rewards** (USA): MoLo Wallet
- **Objecs LLC** (USA): Personal RosettaStone
- **VTT Technical Research Centre** (Finland):
Worldcom

Winners of Commercial Track



2nd PLACE

ITN International
(USA)

BCARD Reader

2



1st PLACE

NEXPERTS
(Austria)

Touch & Pay

1



3rd PLACE

NTT DOCOMO
(Japan)

Wellness Support

3

Finalists in Research Track

- **Baden-Württemberg Cooperative State University** (Germany): "localice"
- A Corporate Location-based Infrastructure Built on NFC and Wi-Fi
- **Interactive Research & Development** (Pakistan): Interactive Chart for Childhood Diseases
- **LaBRI, University of Bordeaux I** (France): ZeKmop - Zero Knowledge Mobile Phone
- **NTTPC Communications, Inc.** (Japan): The Digital Contents Distribution System with NFC P2P
- **Technische Universität München, Chair for Information Systems** (Germany): DropTheBeat - Making Online Music Playlists Touchable
- **Technische Universität München, Chair for Information Systems** (Germany): Touch 'n Document - a Nutrition Management System on an NFC-tagged TFT Display
- **Universite Joseph Fourier — Polytech'Grenoble** (France): TouchKey - Home and Building Access Management Platform for NFC Doorlocks

Winners of Research Track

NFC FORUM COMPETITION 2nd PLACE

Artesis University
College Antwerp
(Belgium)

NFC Learning
Environment

2

NFC FORUM COMPETITION

1st PLACE

Universidad
Pontificia de
Salamanca, Club
de Innovacion
(Spain)

Pharma Fabula

1

NFC FORUM COMPETITION

3rd PLACE

Lancaster
University (UK)

MyState

3

See You in 2011!

