



ADVANCING NEAR  
FIELD COMMUNICATION  
TECHNOLOGY

# Spotlight Session for Developers

November 5, 2010  
San Francisco



# Welcome

**Paula Berger**  
Executive Director  
NFC Forum

# Message from the Chairman

**Koichi Tagawa**  
SONY  
Chairman  
NFC Forum

# Today's Host

**Shishir Gupta**

ST-Ericsson

Vice Chairman, Ecosystem Development Working Group

NFC Forum

# Today's Agenda

10:15-10:45 NFC Use Cases in Action

*10:45-11:15 Networking Break / Exhibit Area Open*

11:15-11:45 Update on Core Specifications and What's Next

11:45-12:00 Upcoming Work on Application Profiles

12:00-12:15 How NFC Forum Certification Will Speed Devices to Market

*12:15-1:00 Lunch*

1:00-2:15 Programming Example: Symbian

2:15-3:00 Roundtable / Panel on Android NFC API

*3:00- 3:15 Networking Break / Exhibit Area Open*

3:15-4:00 Panel: Lessons Learned from the Field

4:00 Q&A

# Today's Objectives

- Provide you with the latest updates on NFC
  - Where it stands and where it's headed
- Challenge you with the possibilities!
- Unique opportunity to ask questions to the leaders in the NFC technology
- Provide the latest update on NFC ecosystem development

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# Upcoming Work on Application Profiles

Stephen Tiedemann

SONY

Chairman

NFC Forum Reference Applications

Working Group



# Application Document - Why

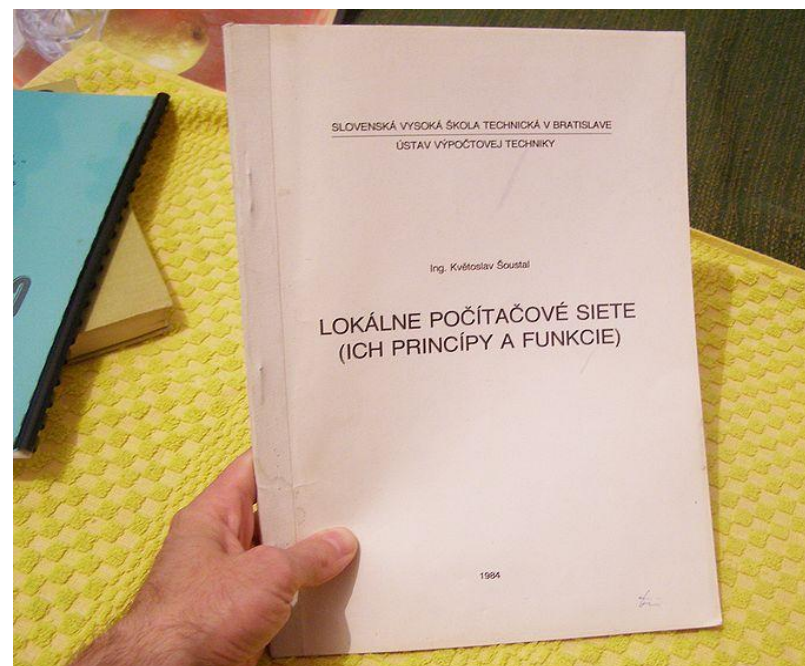
## Application Scope



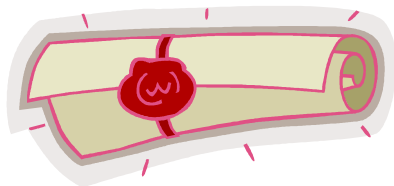
NFC Technology



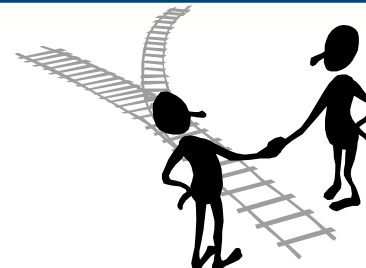
- What application documents are
  - Informative technical documents
  - Published by the NFC Forum
  - Build on NFC Forum Specifications
  - Relate to a specific application domain
  - Often focused toward a vertical market



# Specification != Application Doc

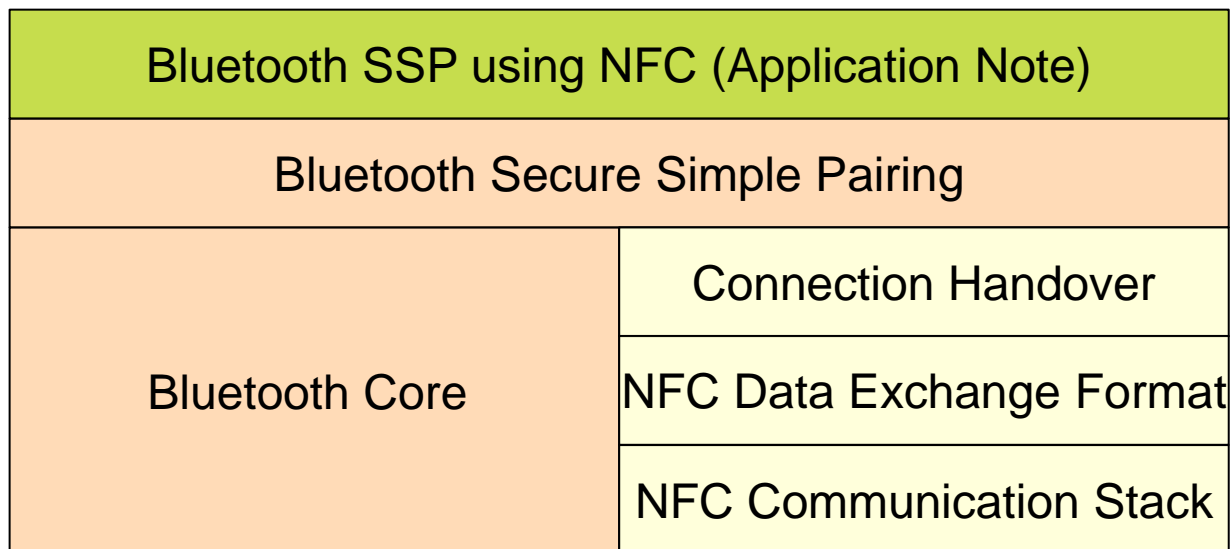


- Specification / RTD
  - A binding contract
  - Defines a solution
  - Demands compliance
  - Uses normative wording
  - Is the standard
  - Is the way of doing



- Application Document
  - A mutual agreement
  - Describes a solution
  - Proposes best practice
  - Uses informative wording
  - Related to the standard
  - Is one way of doing

# Example - Bluetooth Secure Simple Pairing using NFC



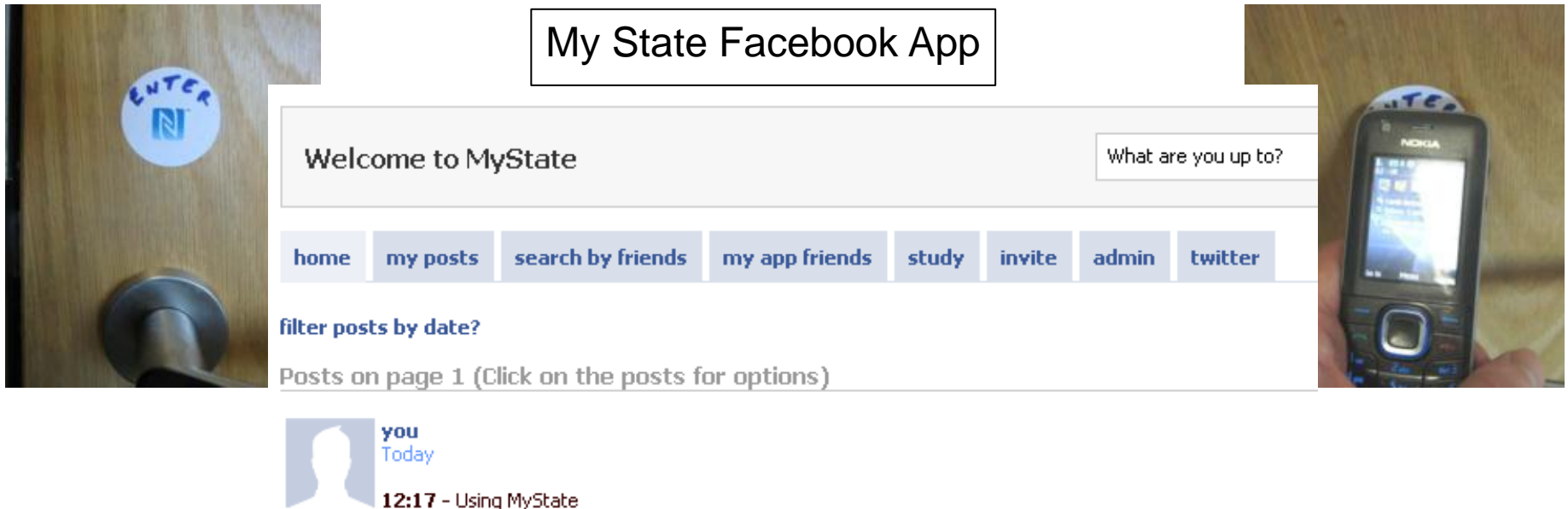
Defined by BT SIG

Defined by NFC Forum

Recommended by NFC Forum

# My State – A Potential App Doc ?

- “My State”, developed by Lancaster University, won third place at NFC Forum 2010 Global Competition
  - Uses NFC and Facebook to help people socialize



# The Simplified Process

