



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

Thank You to Our Sponsors!

PLATINUM SPONSOR

inside
CONTACTLESS

Thank You to Our Sponsors!

GOLD SPONSORS

NOKIA



SILVER SPONSORS



Integri is now a
Clear2Pay product

SONY
make.believe





ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY

How the NFC Forum Certification Will Speed Devices to Market

Matt Ronning
SONY
Co-Chairman

NFC Forum Compliance Committee



NFC Forum Certification Program Objectives

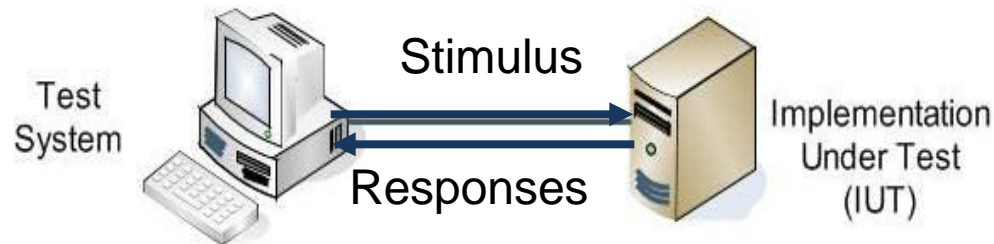
- Deliver on the NFC brand promise of compliance to specifications and interoperability
- Build a process by which devices can be certified to comply with the Forum's open standards
- Promote interoperability between:
 - Certified devices
 - Certified devices and other products such as tags, etc.

4Q 2010 Launch

- Formally test for compliance to specifications, not interoperability
- Hold Plugfests around the world to help vendors test for interoperability
- Both of these aspects of Certification are expected to decrease time to market for NFC Forum based products.

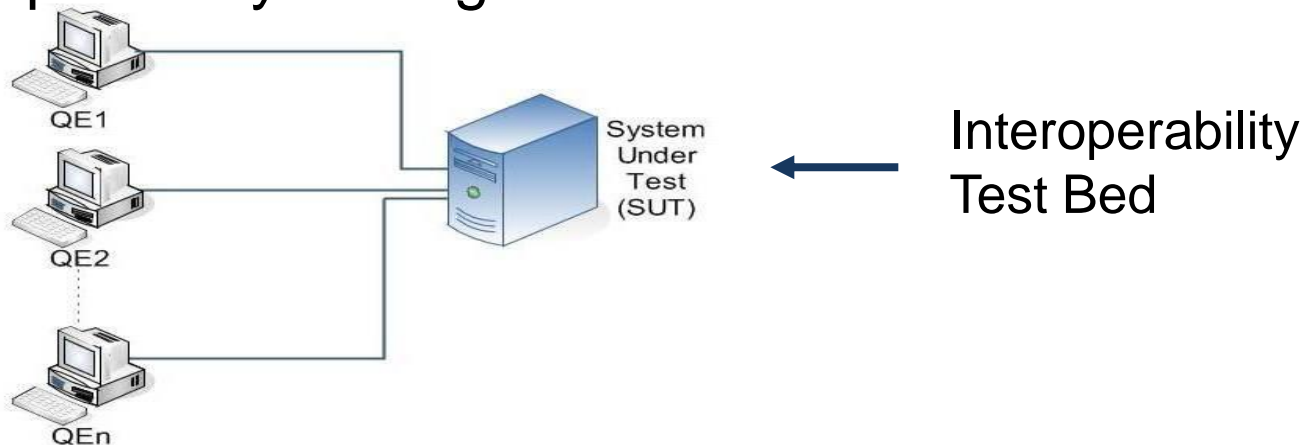
Conformance Testing

- Focus of 4Q 2010 Launch
 - “Self Confirm” that device complies with NFC Forum Specifications, including but not limited to:
 - Digital Protocol
 - Activity
 - Tag Operation
- Submit Device for Certification Test
 - Conformance Test using NFC Forum-Approved test tool



Interoperability Testing

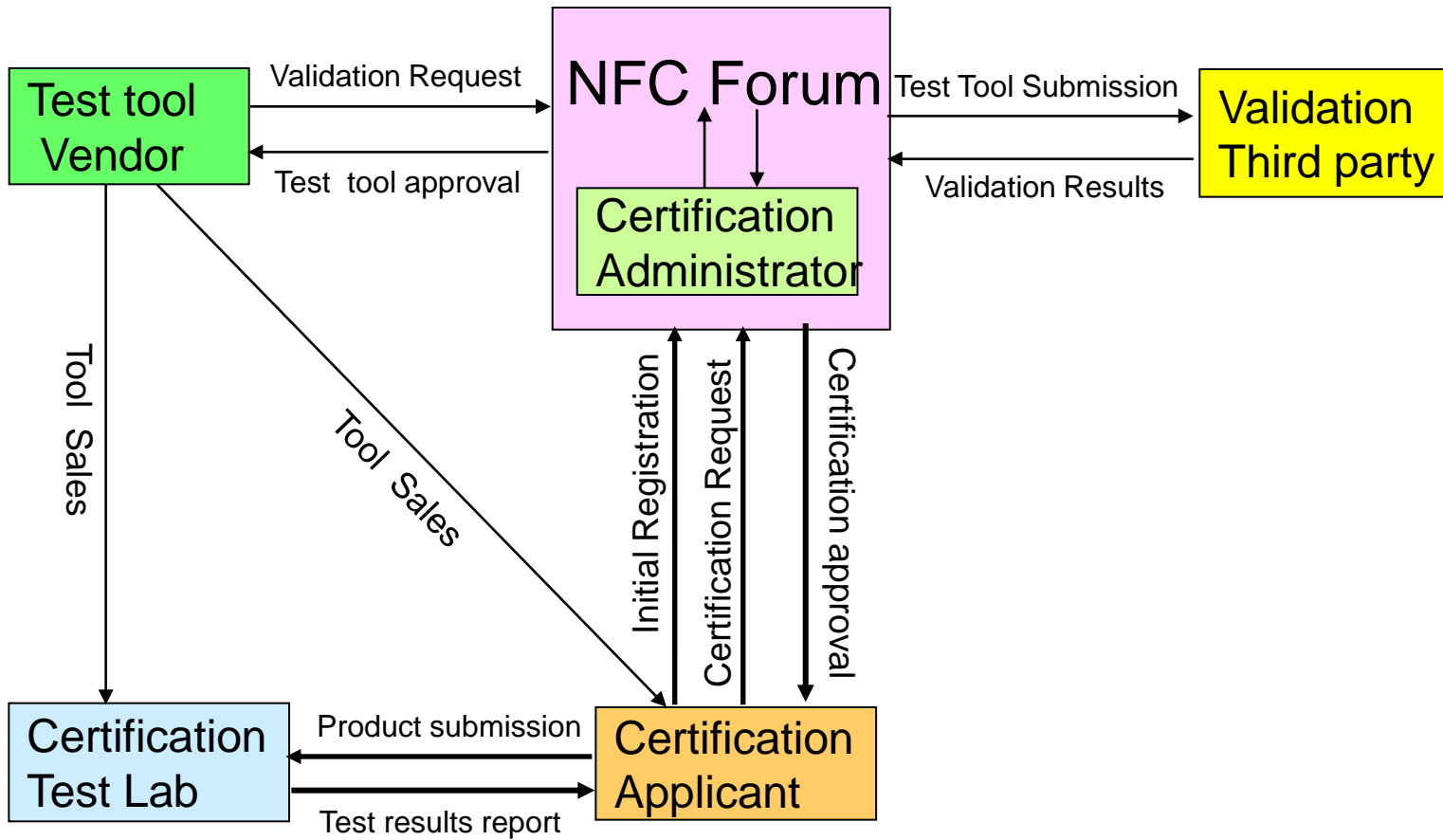
- NFC Forum supports interoperability test events
 - “Plugfest” scheduled multiple times throughout the year
- Not required at this point
 - Strongly recommended
 - Could become mandatory in the future
- Certification will not be denied based on the results of interoperability testing



Certification Program Features

- Administered by an independent, neutral third party
- Electronic, automated certification process
- Validated test tools
- Problem and issue resolution process
- Escalation process
- Anonymity assured
- Option to list product on register of certified devices
- Available only to NFC Forum members

Certification Process Overview



Certification Program Timetable

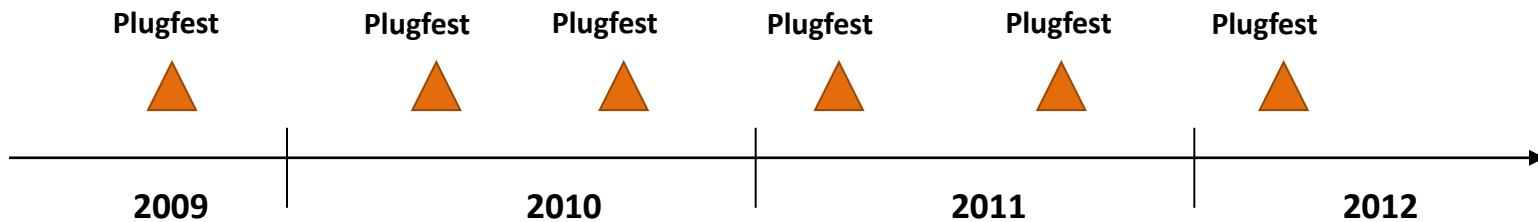
1st Certification Wave

Digital Protocol
Activity
Tag Operation



2nd Certification Wave (Advanced Certification)

Digital Protocol
Activity
Tag Operation
LLCP (Peer-to Peer)
RF Analog



Partners



Certification Administrator



Test Tool Provider



Test Tool Provider



Test Tool Validation House

Plans for 2011-2012

- Increase Plugfest activities
- Update test specifications, test cases, and test tools
- Introduce the 2nd wave of the certification program in 2011-2012
- Pursue consolidating testing activities with other groups
 - Learn from other standards bodies

- As a developer who is interested in getting your product certified, your first step should be to join the NFC Forum
- Good next steps would include:
 - Review the High Level Conformance Requirements Document
 - Review the NFC Forum Certification Policy Document
 - Participate in Testing WG activities finalizing Test Cases and Test Application SW
 - Talk to Test Tool Vendors (ie, provide sample, familiarize yourself with tools, etc.), and/or talk to Test Houses (see web site for list)

Questions?

Contact us:

certification@nfc-forum.org