



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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NFC Use Cases in Action

Peter Preuss
Nokia
Chairman

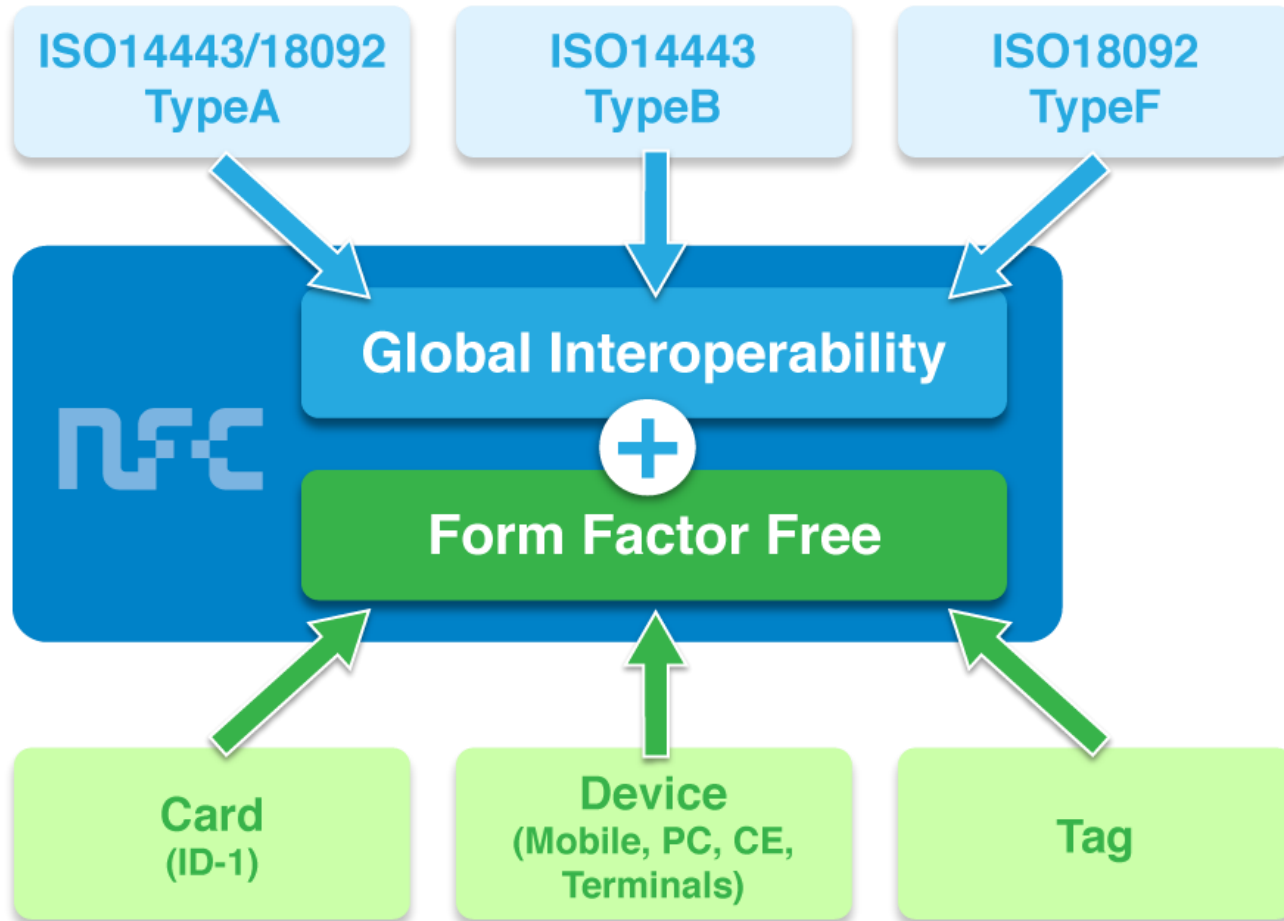
NFC Forum Marketing Committee



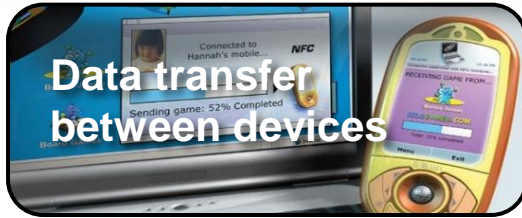
What is NFC?

- Near Field Communication (NFC) technology makes life easier and more convenient for consumers around the world by making it simpler to make transactions, exchange digital content and connect electronic devices with a touch.
- A standards-based connectivity technology, NFC harmonizes today's diverse contactless technologies, enabling current and future solutions in areas such as:
 - Access control
 - Healthcare
 - Information collection and exchange
 - Loyalty and coupons
 - Payments
 - Transport
 - Consumer electronics

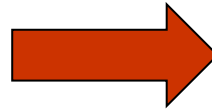
What is NFC?



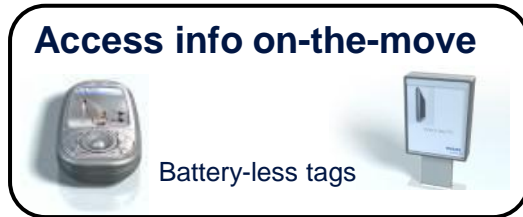
NFC Core Applications



Data transfer between devices
Connect Electronic Devices
“Touch to Connect”



- Set up wireless home office connections
- Access buildings and events
- Touch your camera to a printer to print



Access info on-the-move

Battery-less tags



Access Digital Content
“Touch to Read”

- Read smart posters
- Share business cards



Mobile Payment & Ticketing

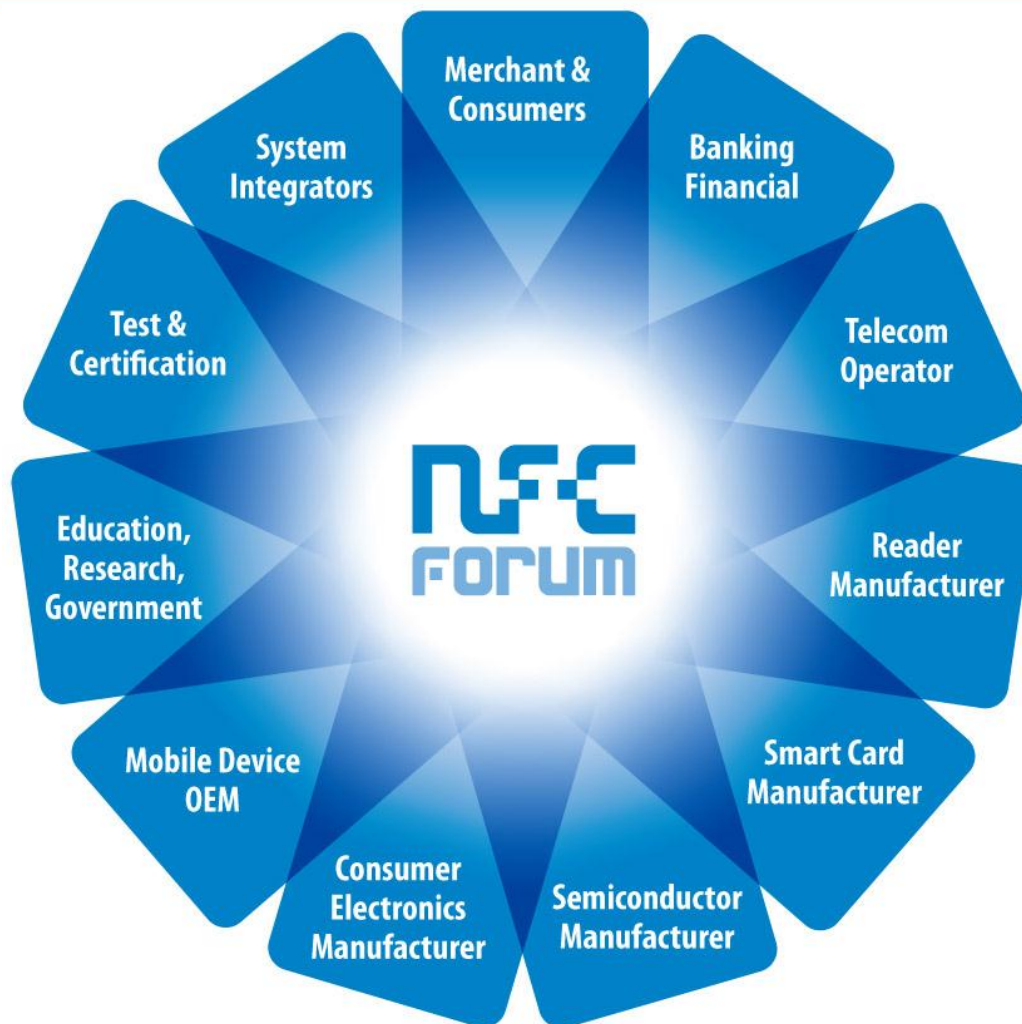
Secure applications in combination with Smart Card Technology



Make Contactless Transactions
“Touch to Transact”

- Pay for goods and services
- Buy transit tickets, and access trains, planes, etc.

The NFC Ecosystem is Broad and Complex



NFC Is Not Just Mobile

NFC brings value to many other electronics as well



NFC – Business Opportunities



- Financial services
- Transportation
- Retail
- Health Care
- Automotive
- Travel and Entertainment
- Consumer Electronics
- Gaming and Entertainment
- ...and many more!



Major (Public) NFC Projects Globally



Over 100 NFC projects, trials, and commercial deployments worldwide have shown positive feedback from consumers regarding ease of use.

- Established in late 2004
- Philips, Nokia, and Sony were founding members
- Started with 35 members, steady growth

**Now 130+ members from all areas
of NFC ecosystem**

Join Us!



Advancing the use of Near Field
Communication technology

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Questions?
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