

Why You Should Join the NFC Forum

NFC Is a Consumer-facing Wireless Technology with Multiple Applications

Near Field Communication (NFC) is a short-range wireless connectivity technology standard designed to move digital content intuitively, simply and safely between electronic devices. NFC communication occurs when two NFC-compatible devices are brought within about four centimeters of one another. It is compatible with other wireless technologies and makes them easier to use in more devices.

Applications of NFC technology include contactless transactions such as payment or ticketing, simple and fast data transfers including reading smart posters using a mobile phone, and easy setup of wireless equipment connections as in a home office or mobile environment.

The NFC Forum Is Driving Deployment

The NFC Forum is a not-for-profit industry association with the mission of advancing the use of Near Field Communication technology by developing specifications, ensuring interoperability among devices and services, and educating the market about NFC technology. More than 140 companies, many of them leaders in their markets, have joined to work together to achieve this goal. For more information, see www.nfc-forum.org.

"We see the NFC Forum as an important instrument to create the future of the contactless world and make it happen."

Urs Andrin Lampe, Vice President, Product Marketing & New Business, LEGIC Identsystems AG

You Can Be Part of This Exciting New Technology

By joining the NFC Forum you will help build the ecosystem to introduce this exciting new technology. Other benefits include:

- Gaining an in-depth understanding of how NFC works and its many applications
- Influencing how the technical specifications are written and getting an advance look at how the technology will evolve
- Meeting other organizations that are working with NFC and jointly finding new uses for the technology, which will create new business opportunities for all
- Contributing your knowledge to build the infrastructure faster and more profitably
- Highlighting your company as "tech savvy" and consumer friendly.
- Creating a platform to showcase your employees in global trade shows, speaking opportunities and meetings.

"INSIDE is really pleased to have joined the NFC Forum as a Sponsor Member. The exchange of best practices within the various task forces and the engagement of the community to bring NFC to another level is the key driving force of the Forum. The synergy of all the various members brings a real value to the emerging markets and leads to the advancement of the technology."

Philippe Martineau, EVP of the NFC Business Line, INSIDE Contactless