

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 150 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 Ident systems 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.

INSIDE is really pleased to have joined the NFC Forum as a Principal Member. The exchange of best practices within the various taskforces 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

Membership Benefits and Privileges

The NFC Forum offers membership at the Sponsor, Principal, Associate and Non-Profit levels.

Benefit and Privileges for All Members

All members received these benefits:

- Access to the NFC Forum Members Community Website
- One copy of all Forum specifications without charge
- Attendance at plenary meetings of the forum
- Access to Forum research, technical information, and other resources
- Opportunities for peer-to-peer collaboration
- Your company name, logo and press releases cited on the Forum Web site
- Use of the NFC Forum logo on your Website to indicate membership
- Notification of and comments on proposed new Working Groups

Sponsor Member Benefits and Privileges

Sponsor Members (annual dues \$50,000) are those committed and involved companies seeking the most influence over the future of the NFC Forum and its deliverables. Sponsors are also entitled to:

- A Board of Directors seat
- Appoint a voting representative to the Technical, Marketing and Compliance Committees
- Appoint a voting representative to each Working Group
- Designate individuals to run for position as officer of the corporation
- Designate individuals to run for position to lead a Committee or Working Group
- Propose initiatives and contribute to the development of Forum deliverables

Note that the total number of Sponsor Members is currently limited to 15. To ensure balance across regions and sectors, Sponsor Member applications undergo review by the Board before acceptance.

Principal Member Benefits and Privileges

Principal Members (annual dues \$25,000), companies seeking a strategic level of participation and influence, are entitled to:

- Appoint a voting representative to the Technical, Marketing and Compliance Committees
- Appoint a voting representative to each Working Group
- Designate individuals to run for position to lead a Committee or Working Group
- Propose initiatives and contribute to the development of Forum deliverables

Associate Member Benefits and Privileges

Associate Members (annual dues \$10,000) monitor NFC Forum activities and are entitled to participate as non-voting representatives in Working Groups (subject to possible participation limits) and receive deliverables, but do not influence the Forum's technical direction.

Non-profit Member Benefits and Privileges

Non-profit Members (annual dues \$1,000) receive the same benefits as Associate Members. In order to join the NFC Forum as a Non-Profit Member, an applicant must be organized as a not-for-profit legal entity pursuant to applicable law and must provide the NFC Forum with appropriate evidence of such legal status upon applying for membership.