

## What Is the NFC Forum?

### About Near Field Communication (NFC)

Near Field Communication (NFC) is a standards-based, short-range wireless connectivity technology that enables simple and safe two-way interactions between electronic devices. With NFC technology, consumers can perform contactless transactions, access digital content and connect electronic devices with a single touch.

One of the newest short-range wireless connectivity technologies, NFC provides intuitive, simple and safe communication between electronic devices. Communication occurs when two NFC-compatible devices are brought within a few centimeters of one another. The Forum believes NFC technology makes business sense for transportation and content providers, device manufacturers, access control systems, financial services organizations and more.

### About the NFC Forum

For NFC to flourish on a truly wide scale, companies developing NFC-based applications and services must work together. To that end, leading mobile communications, semiconductor, and consumer electronics companies founded the NFC Forum ([www.nfc-forum.org](http://www.nfc-forum.org)) in 2004 as a non-profit industry association. Today the Forum has grown to more than 150+ global member companies.

The Forum's mission is to advance the use of Near Field Communication technology by developing standards-based specifications, ensuring interoperability among devices and services, encouraging development of products using NFC Forum specifications, and educating the market globally about NFC technology. The Forum's members are currently working on specifications for a modular NFC device architecture, and protocols for interoperable data exchange and device-independent service delivery, device discovery and device capability.

The NFC Forum's Sponsor members hold seats on the Board of Directors and include global leaders such as HP, MasterCard Worldwide, Microsoft, NEC, Nokia, NTT DOCOMO, INC., NXP Semiconductors, Panasonic, Renesas Technology, Samsung, Sony, and Visa International.

### Join the Forum

We welcome participation from all organizations interested in furthering the mission of the NFC Forum, whether they are for-profit companies or other industry associations with compatible technical interests. To find out more about Near Field Communication and the NFC Forum, go to [www.nfc-forum.org](http://www.nfc-forum.org) or call +1 781-876-6216.