



ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY



Global Competition 2010: The Keys to a Winning Entry

20 January 2010

Moderator



Today's Moderator:

Paula Berger
NFC Forum
Executive Director

Audio Tips

All audio comes through your computer

- Use your computer mixer to adjust master volume
- Use Webcast audio slider to fine tune volume

Send questions at any time here

Click here for technical help

The screenshot displays the NFC Forum webcast interface. At the top left is the NFC Forum logo. To its right is a form with 'Name' and 'Email' input fields, followed by a text area containing the prompt 'Ask a question here, or click help for technical support.' and 'SEND' and 'HELP' buttons. Further right is an audio player with a play button and a volume slider. Below the form is a large blue banner with the NFC Forum logo, the text 'ADVANCING NEAR FIELD COMMUNICATION TECHNOLOGY' on a blue ribbon, and the main title 'The NFC Forum NFC Technology for Developers' with the date 'October 2008'. At the bottom left of the banner is a 'HELP' button and 'WebcastGroup' and 'RESET' links. A mouse cursor is visible over the banner area.

Get Slides and Recording

Get NFC Forum Webcast slides and recording at:

www.nfc-forum.org/resources/webcasts/

The screenshot shows the NFC Forum website's Resources page. The header includes the NFC Forum logo and navigation links: ABOUT THE FORUM, MEMBERS, JOIN, ABOUT NFC, NEWS ROOM, EVENTS, RESOURCES (highlighted), and SPECIFICATIONS. A Member Login button is in the top right. The main content area is titled "NFC Forum Presentations" and features a section for "Webcast: 'NFC Use Cases'", dated November 17, 2008. Below this, it lists "Webcast recording" and a description of the webcast. A bulleted list of topics is provided. Another section, "NFC Forum Event at Cartes 2008", dated November 4, 2008, lists various presentations and documents available for download. A sidebar on the left contains links to Frequently Asked Questions, White Papers, Multimedia, Presentations, and Industry Links. At the bottom of the sidebar, there is a search bar and a link to the News Room.

Member Login

ABOUT THE FORUM MEMBERS JOIN ABOUT NFC NEWS ROOM EVENTS **RESOURCES** SPECIFICATIONS

NFC Forum Presentations

Webcast: "NFC Use Cases"
November 17, 2008 Webcast: "NFC Use Cases" slides
Webcast recording
 This Webcast introduces many exciting ways that NFC can be used. Speaker Hans Reisgies of VIVOtech and the NFC Forum presented:

- An overview of some of the applications that have been deployed using NFC devices
- A review of how NFC technology is being used in device pairing, reading smart posters, sharing electronic data between devices, and much more
- A preview of some interesting NFC uses under development today

NFC Forum Event at Cartes 2008
 November 4, 2008 NFC Forum Presentation at Cartes 2008 slides:

- **Agenda With List of Speakers** (PDF File)
- **Christophe Duverne, Outgoing NFC Forum Chairman – NFC Forum 2004-2008: Creating the Vision and Making it Happen**, (PDF File)
- **Koichi Tagawa, New NFC Forum Chairman, NFC 2009 – What's Ahead** (PDF File)
- **Peter Coster of Toppan Forms** (PDF File)
- **Stephanie Ericksen of Visa, Inc.** (PDF File)
- **Kurt Schmid of NEXPERTS** (PDF File)
- **Ramona Mache of Infineon** (PDF File)
- **András Vilmos of StoLPaN** (PDF File)
- **All presentations at Cartes 08** (ZIP file)

Webcast: "NFC Technology for Developers"
October 7, 2008 Webcast: "NFC Technology for Developers" slides
Webcast recording
 Learn more about NFC Forum's programs and progress. Topics include: NFC Forum specifications overview, how NFC Forum specifications relate to other standards, NFC Forum work in progress, and

Frequently Asked Questions

- White Papers
- Multimedia
- Presentations
- Industry Links

Contact Us | Search

NFC opens up a new world for enterprises
[Enterprises](#)

Resources for press and analysts
[News Room](#)

Today's Speakers



Julia Charnock

NFC Forum Marketing Communications
Working Group Chair

Senior Marketing Communications Manager,
Innovision

juliac@innovision-group.com



Michael Elliott

NFC Forum Implementer Member

Managing Director, Over-C

michael_elliott@over-c.com

Today's Agenda

- About the NFC Forum Global Competition
- Why Should You Enter the Competition?
- The Keys to a Winning Entry
- Final Judging at WIMA
- Winning: Fame, Prizes, Money!
- Competition Logistics
- Q&A



ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY



About the NFC Forum Global Competition

NFC Forum Global Competition: Commercial Track

- Open to anyone
- The honor: “Best NFC Service of the Year 2010”
- Requirements
 - Business case
 - Prototype
 - Uses NFC Forum specifications
- Entry fee
 - €200 (+VAT@19,6%) for members
 - €350 (+VAT@19,6%) for non-members
- Evaluation criteria
 - Business case
 - Commercial viability
 - Innovation

NFC Forum Global Competition: Research Track

- Open to academic community (students, professors, researchers)
- The honor: “Most Innovative NFC Project of the Year 2010”
- Requirements
 - Abstract
 - Prototype preferred (not required)
 - Entry has not been commercially piloted previously
 - Uses NFC Forum specifications
- Entry fee: €50 (+VAT@19,6%)
- Evaluation criteria
 - Quality of design
 - Creativity
 - Innovation

How to Enter

- Submit your entry at:
www.nfc-forum.org/events/2010_competition
- Entries should include:
 - Business case (Commercial track)
 - Abstract (Research track)
 - Prototype description (required for commercial track, preferred for research track)
- Request equipment if you need it
- Send questions to competition@nfc-forum.org

Equipment Sponsors

- Thank you to the companies have donated items to be used to develop competition entries
 - Topaz Type 1 Tag Evaluation Sample Kits
Equipment Sponsor: Innovision Research & Technology
 - NFC Tag Master Software, a tool to manage NFC Forum-compliant tags. An NFC reader/writer is needed.
Equipment Sponsor: NEXPERTS
 - SCL3711 Contactless reader & NFC enabling accessory or SCL010 Multi-protocol contactless desktop reader
Equipment Sponsor: SCM Microsystems

(Note: Equipment from NEXPERTS & SCM Microsystems must be requested together)
 - NFC Dynamic Tags (RC-S801/802)
Equipment Sponsor: Sony
 - Contactless payment reader and OTA provisioning service
Equipment Sponsor: ViVOtech

How Equipment Requests Work

- All items are available while supplies last.
- You must pay your entry fee before requesting equipment.
- Entrants may request up to 2 items.
- Submit the equipment request to competition@nfc-forum.org.
- Upon confirmation of your request, you will be contacted by the Equipment Sponsor to arrange shipping.



ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY



**Why Should You Enter
the Competition?**

Media Coverage

Finalists receive global media coverage



Increased Awareness

Gain increased awareness among industry leaders and venture capitalists



Visibility at WIMA

Benefit from prominent visibility in the Competition Demo Space at WIMA



Networking

**Pursue opportunities to forge partnerships,
network and share ideas**



Feedback

Entrants receive feedback from NFC experts

- Detailed evaluations from 3 NFC experts are sent to entrants after winners are announced
- Discussions with jury members at WIMA



Visibility for Finalists

Finalists spotlighted

- Opportunity to showcase solutions through presentations and demonstrations
- Prominent mention in media and press releases
- Visibility on WIMA and NFC Forum websites





ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY



The Keys to a Winning Entry

Who Evaluates the Entries?

- Over 50 NFC experts participate as reviewers
 - Half from academia, half from industry
 - Reviewers are all very knowledgeable about NFC
- Each entry is evaluated by at least 3 reviewers
 - All reviews are done independently
 - All receive identical entries and instructions
 - Careful screening for conflicts
- Reviewers only evaluate 4-8 entries each
 - Permits them to give adequate time to reviewing each entry

What Are the Reviewers Looking For?

- **Commercial Track Entries**
 - Must address a specific want or need
 - Must successfully fulfill need
 - Business plan must demonstrate commercial viability
 - Should be innovative
 - Use of NFC Forum specifications
- **Research Track Entries**
 - Must show quality of design
 - Must be innovative
 - Must demonstrate creative use of NFC technology
 - Must successfully fulfill a want or need
 - Use of NFC Forum specifications

What's on the Evaluation Forms?

- Evaluation forms are posted on the NFC Forum website
 - [Commercial evaluation form](#)
 - [Research evaluation form](#)
- Reviewers award points based on the questions on the evaluation forms
- Use the evaluation forms as a guide to prepare your entry!
 - Include everything that is requested
 - Reviewers will not come back to you for more information
- Completed evaluation forms are returned to the entrants after the final awards ceremony
 - All reviewer comments are provided
 - Valuable feedback on strengths and weaknesses of the entry

When Are the Results Announced?

- Review period: February 19 – March 12
- Finalists announced: March 16
- Top 10 in each track are named as finalists
 - Listed in NFC Forum press release
 - Posted on NFC Forum website
 - Posted on WIMA website and announced to WIMA contact list
- Move on to the final judging!



ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY



Final Judging at WIMA

Finalists Prepare for Final Judging

- Prepare a presentation for the jury
 - Commercial track must include prototype or product
 - Prototype is optional for research track, but preferred
- Plan your demo space for the WIMA conference
 - Finalists can exhibit for two full days
- Register for the WIMA Conference
 - Finalists receive one exhibition-only pass
 - Special discounts on conference registration for finalists
- Plan your travel to beautiful Monaco
 - Students can apply for travel support
- Prepare a description of your entry for the press in case you win!

Final Judging

- April 21-22 at the WIMA conference
- Distinguished jury of sponsors and past winners
 - One jury for each track
- Presentations to jury by all 20 finalists
 - 10 minutes to present
 - Show prototype and demo or working version
- Make an impression!
 - Crowds of attendees also listen to the presentations!
- Finalists meet NFC Forum Chairman

Awards Ceremony

- April 21 at WIMA Conference
- Judges name top 3 in each track, who then present their entry to all attendees
- Winners are announced
- Press interviews follow the ceremony





**ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY**



**Winning:
Fame, Prizes, Money!**

Fame!

- Global media coverage
- Recognition from peers and industry leaders
- New partnership and business opportunities
- Strengthened perception as a technology leader



Media Coverage of Winners



EE Times europe
Global news for the creators of technology



Competition winners highlight NFC's breadth

John Walko
[EE Times Europe](#)
05/05/2009 9:34 AM

Print
 Email
 Reprints
 SHARE

LONDON — A real-time patient tracking and referral system for use in developing countries won the commercial track in the NFC Forum-organized global competition at the summit. The system, developed by Interactive Research and Development of Pakistan, is currently being used for a pneumonia surveillance study for young children in Karachi, Pakistan.



Prizes!

Receive a beautiful award to display



Cash prizes!

1st Place: €5000

2nd Place: €1500

3rd Place: €1000



All finalists receive a certificate of honorable mention

2007 Winners

Commercial Track

1st Place: Nedap NV Healthcare (Netherlands)

2nd Place: Top Tunniste Oy (Finland)

2nd Place: Over-C UK, Ltd. (UK)

2nd Place: Rhein-Main Verkehrsverbund (Germany)

2nd Place: Gemalto (France)

Research Track

1st Place: Technical Research Center of Finland (Finland)

2nd Place: MIS MDBS (France)

2nd Place: Project Bureau AK, Ltd. (UK)

2nd Place: Institute of Electronic Business, e.V. (Germany)

2nd Place: Nedap NV Healthcare (Netherlands)

2008 Winners

Commercial Track

1st Place: VingCard Elsafe (Norway)

2nd Place: Hansaprint (Finland)

3rd Place: Teliasonera (Sweden)

Research Track

1st Place: University of Lancaster, UK (UK)

2nd Place: University of Nice Sophia-Antipolis MBDS (France)

3rd Place: University of Applied Sciences, Austria (Austria)

2009 Winners

Commercial Track

1st Place: Interactive Research and Development (Pakistan)

2nd Place: Servtag GmbH (Germany)

3rd Place: Nordea (Finland)

Research Track

1st Place: VTT Technical Research Centre (Finland)

2nd Place: University of Ljubljana (Slovenia)

3rd Place: ETH Zurich (Switzerland)



ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY



Competition Logistics

Important Dates

February 19 → Deadline to enter

March 16 → Finalists announced

April 21 → Final competition at WIMA

Thank You to the Competition Sponsors

PLATINUM SPONSOR



GOLD SPONSORS



Adamsoft

NOKIA

over-c
safe in the knowledge

SILVER SPONSOR



Q&A Session

Q&A Dialog Box - Enter your name and question here

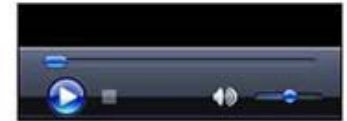


Name Email

Ask a question here, or click help for technical support.

SEND

HELP



The slide features the NFC Forum logo at the top left. Below it is a banner that reads "ADVANCING NEAR FIELD COMMUNICATION TECHNOLOGY" with an image of a hand holding a mobile device. To the right, the text reads "The NFC Forum" and "NFC Technology for Developers". At the bottom right, it says "October 2008".

HELP WebcastGroup RESET

Get Webcast slides and recording at:

www.nfc-forum.org/resources/webcasts

Questions?



Michael Elliott

NFC Forum Implementer Member
Managing Director, Over-C



Julia Charnock

Marketing Communications Working Group Chair
Senior Marketing Communications Manager,
Innovision Research & Technology



Peter Coster

Ecosystem Development Working Group Chair
Product Planning and Marketing Leader,
Toppan Forms

The NFC Forum

The mission of the NFC Forum is to advance the use of NFC technology by:

- Developing standards-based specifications that ensure interoperability among devices and services
- Encouraging the development of products using NFC Forum specifications
- Educating the market globally about NFC technology
- Ensuring that products claiming NFC capabilities comply with NFC Forum specifications

We do NOT sell NFC services or products!

Upcoming NFC Forum Events

- NFC Forum Members Meeting – Shanghai, China
 - March 8-12, 2010
- WIMA NFC Developers Summit, Monaco
 - April 20-22, 2010, www.wima-nfc.com
- NFC Forum Members Meeting – Karlshamn, Sweden
 - June 21-25, 2010

Want More Information? Visit www.nfc-forum.org

- Get Webcast slides and recording
www.nfc-forum.org/resources/presentations/
- Download Specifications
www.nfc-forum.org/specs
- Send questions to developers@nfc-forum.org
- NFC Industry News and Events
www.nfc-forum.org/news/ and www.nfc-forum.org/events/
- Join the NFC Forum!
www.nfc-forum.org/join