



**ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY**



NFC Forum: Mobile and Contactless Applications

**CARTES & IDentification
2007 Launching Conference**

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NFC Forum

**Christophe Duverne
Chairman**

**Senior Vice President
NXP Semiconductors**

Today's Topics

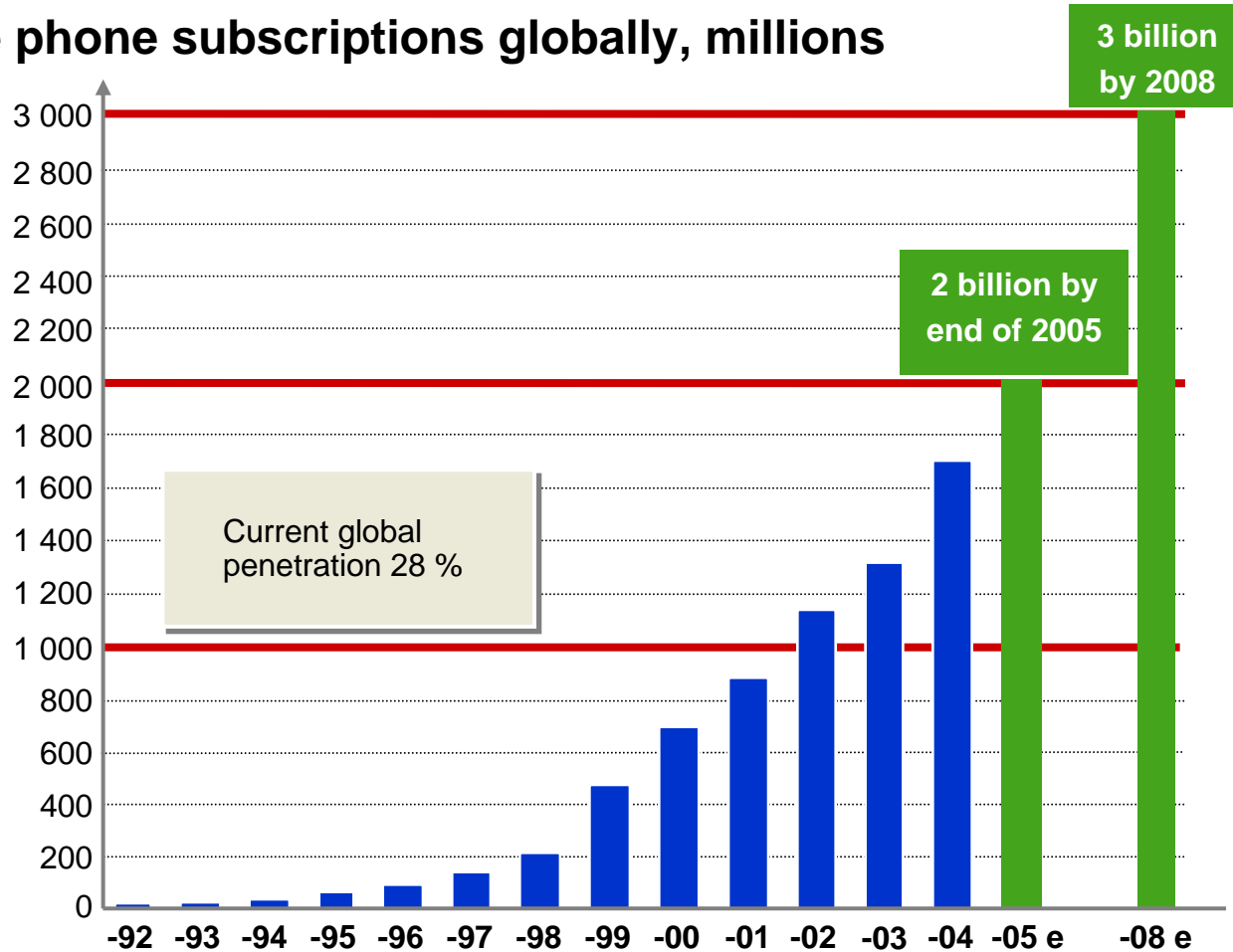
- NFC Technology
- Mobile Phones are Consumer Essentials
- The Key NFC Applications
- The Many Uses of NFC
- What Analysts are Saying
- Our Vision
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- Our Mission
- The Forum's Goals and Activities
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NFC Technology

Near Field Communication (NFC) is a standards-based, short-range wireless connectivity technology that enables simple and safe two-way interactions among electronic devices with the simplicity of a single touch.

Mobile Phones are Consumer Essentials

Mobile phone subscriptions globally, millions



Source: Nokia

The Key NFC Applications



Connect Electronic Devices



Access Digital Content



Make Contactless Transactions

The Many Uses of NFC

Get information by touching smart posters

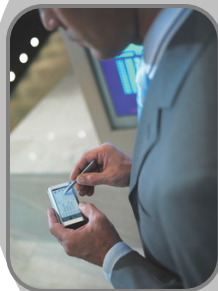


Use your NFC phone to enter an arena



Print pictures from your NFC camera by holding it close to the printer

NFC Consumer Device



Set up wireless home office peripherals by holding them together



Share business cards with a touch



Get on the bus by waving your NFC phone



Pay for goods with a tap of your NFC phone

Major (public) NFC Projects globally



Trial cities

- Atlanta, USA
- New York City, USA
- Dallas, USA
- Berlin, Germany
- Amsterdam, Netherlands
- Caen, France
- Hanau, Germany
- Manchester, UK
- Seoul, S. Korea
- Shanghai, China
- Bangkok, Thailand
- Taipei, Taiwan

- Over 30 NFC trials world-wide to date have shown strong adoption and positive feedback from users about ease-of-use.
- Key focus areas: payment, automatic fare collection and service discovery

What Analysts are Saying

- Strategy Analytics forecasts mobile phone-based contactless payments will facilitate over \$36 billion of worldwide consumer spending by 2011.
- According to research firm Frost & Sullivan, one third of all mobile phones will be NFC-equipped in a span of three to five years.

Our Vision

The vision of the NFC Forum is to enable users to access content and services in an intuitive way, leading to...

- a world of secure universal commerce and connectivity...
- in which consumers can access and pay for physical and digital services...
- anywhere, at any time, using any device



More than 110 Members Today

Our Board Members Include These World Leaders:

*MasterCard
International*



NEC

RENESAS

Panasonic

NOKIA



Microsoft



SONY



i n v e n t

VISA

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Our Mission

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

- Developing specifications
- Ensuring interoperability among devices and services
- Educating the market about NFC technology

The Forum's Goals and Activities

- Develop standards-based specifications that define a modular architecture for interoperability
- Encourage technology providers to develop and deploy NFC-enabled products based on NFC Forum specifications
- Establish a certification program that ensures compliant products function according to NFC Forum specifications
- Promote global use of NFC technology by educating enterprise users and consumers

NFC Forum Organization



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NFC FORUM

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