



**ADVANCING NEAR  
FIELD COMMUNICATION  
TECHNOLOGY**



# Near Field Communication: A Look at 2008

**Christophe Duverne  
Chairman, NFC Forum**

# Today: NFC in Action!

- The NFC Forum in 2008 –  
Christophe Duverne, NFC Forum Chair
- Member companies present recent and current trials



City of Oulu

- Q&A for all presenters
- Visit our demo room too!

# NFC Technology



Near Field Communication (NFC) is a standards-based, short-range wireless connectivity technology that enables simple and safe two-way interactions between electronic devices.

# NFC Has Multiple Uses

Get information by touching smart posters



Use your NFC phone as an event ticket



Print from your camera by holding it close to the printer

Set up your wireless home office with a touch



NFC Consumer Device



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

# Initial Roll-outs on Mobile

- Mobiles are portable, ubiquitous and can be personalized
- NFC Mobiles with a payment application are compatible with the infrastructure being deployed for contactless cards

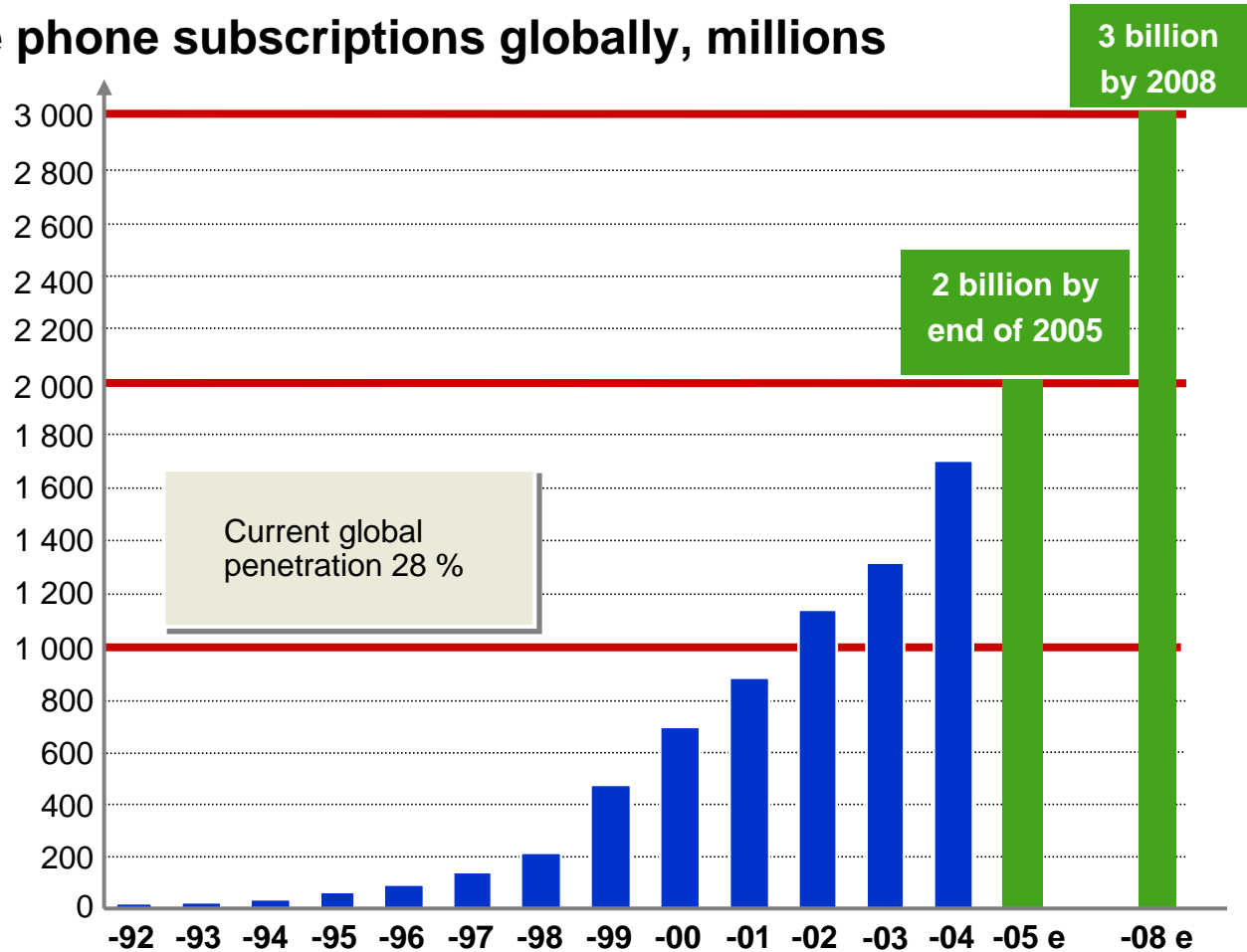


Mobiles can:

- Display data (pick up info from smart posters, show receipts and loyalty coupons)
- Store information (ticketing, access control)

# Mobile Phones are Consumer Essentials

Mobile phone subscriptions globally, millions



Source: Nokia

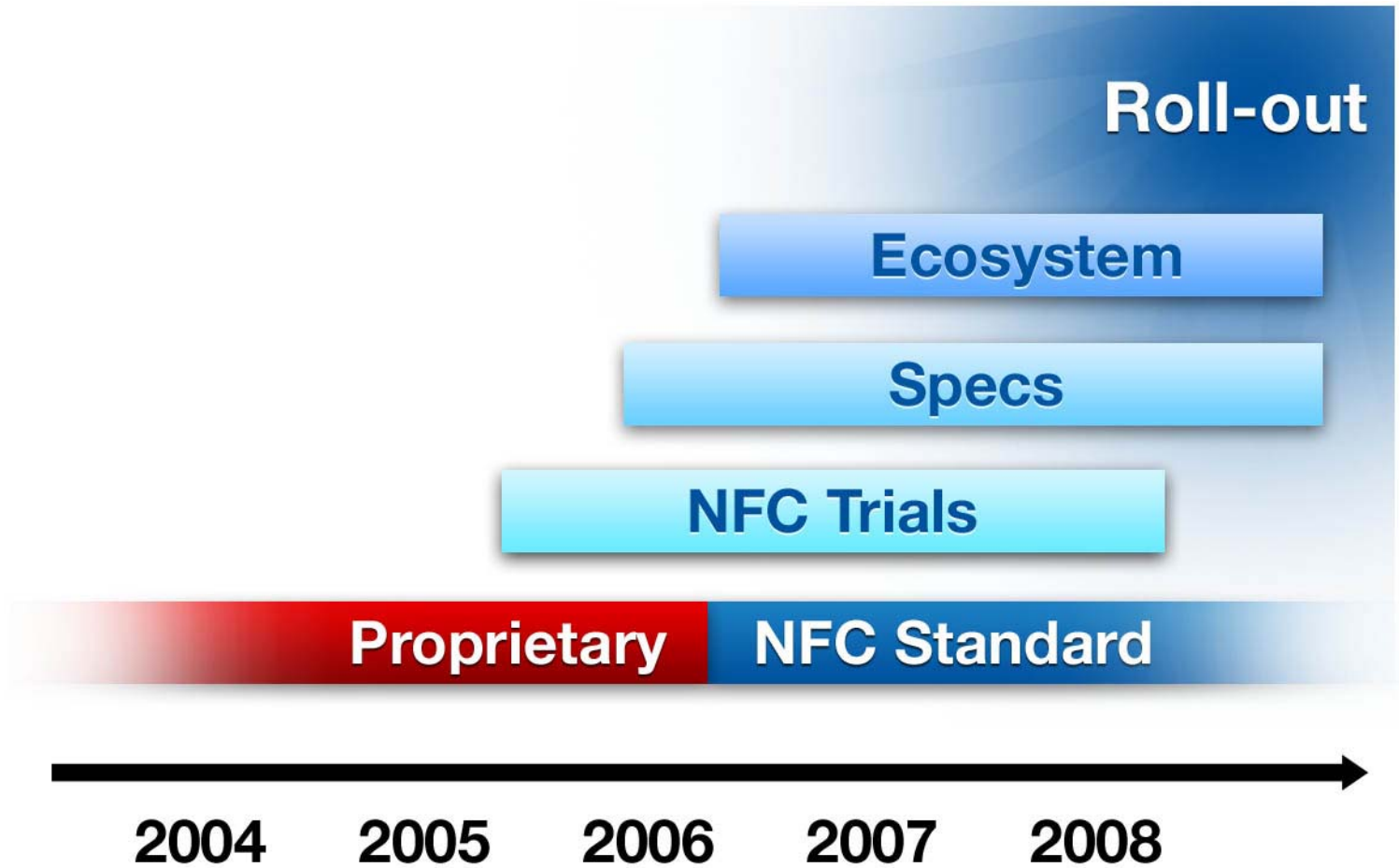
# The NFC Forum: What We Do

## **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!

# We've Made Significant Progress



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# NFC Forum Accomplishments

- Established technology architecture
- Released first nine technical specifications
  - Common data format for NFC Forum devices and tags
  - Standard record types used in NFC messages
  - Operation specifications for the four mandated tag types
- Started a series of NFC Forum plugfests
- Published *Security Use Cases and Threats* document

Now 150+ members from all areas of NFC ecosystem

# NFC Forum Accomplishments (continued)

- Created brand awareness of NFC technology
- Developed target mark and applied for registration globally



- Published marketing white paper
- Increased press, analyst and market awareness
  - NFC Zones at major shows
  - Sponsorship and endorsements of regional trade shows
  - Analyst and press briefings

# Work in Progress

- New specifications
  - Logical Link Control Protocol (Peer-to-Peer Specifications)
  - Mode Switch Specification
  - Additional Record Type Definition Specifications
  - NFC Controller Interface (NCI)
- Compliance Program, with testing tools and mechanisms to establish product and service interoperability

# Global Competition for Developers

- First NFC Forum-sponsored competition
- Awards Ceremony at the WIMA European NFC Developers Summit, Monaco, 29th April 2008
- Commercial and Research tracks
  - COMMERCIAL  
Most ambitious and successful commercial service
  - RESEARCH  
Most innovative and creative new service

# Major (Public) NFC Projects Globally



## Project cities, extract

- Atlanta, USA
- New York City, USA
- Dallas, USA
- Frankfurt, Germany
- Vienna, Austria
- Amsterdam, NL
- Tampere, Finland
- Madrid, Spain
- Manchester, UK
- Strasbourg, France
- Seoul, S. Korea
- Shanghai, Xiamen, Beijing China
- Singapore
- Taipei, Taiwan

- Dozens of NFC projects, both trials and commercial deployments, world-wide have shown strong adoption and positive feedback from users about ease-of-use
- Key focus areas: payment, contactless ticketing and service discovery

# Broad Commercial Roll-out Anticipated in 2009



Smart posters



Transit



Ticketing and  
Access



Payment

*“Mobile phone-based contactless payments will facilitate over \$36 billion of worldwide consumer spending by 2011”*

**- Strategy Analytics, 9/06**

*“One third of all mobile phones will be NFC-equipped in a span of three to five years”*

**- Frost & Sullivan, 3/07**

# NFC in Action!

- Some of our 150+ members are here today to talk to you about the results of the many trials underway



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# Questions & Answers

# Thank you for coming today!

## Questions?

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