



Successful deployment of NFC projects - status and experience from Austria

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GSM Mobile World Congress, February 2008

Agenda

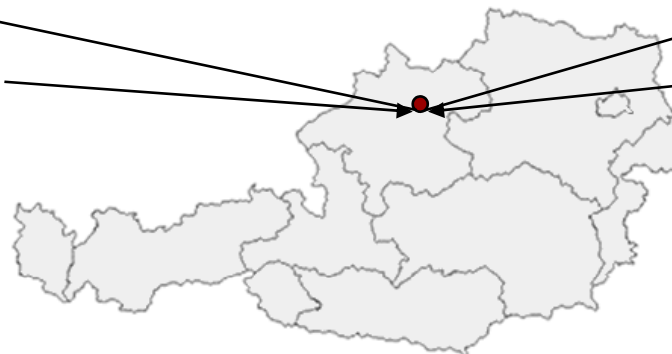
- ✕ The Hagenberg campus NFC trial
 - ✕ The Mobilkom NFC rollout
 - ✕ Tracing & tracking with NFC
 - ✕ Couponing with NFC
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The Hagenberg campus:

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NFC Research lab
Est. 2005
Cooperation with
NXP & mobilkom
NFC Forum member



NEXPERTS
Est. 2007
NFC solution provider
NFC Forum member

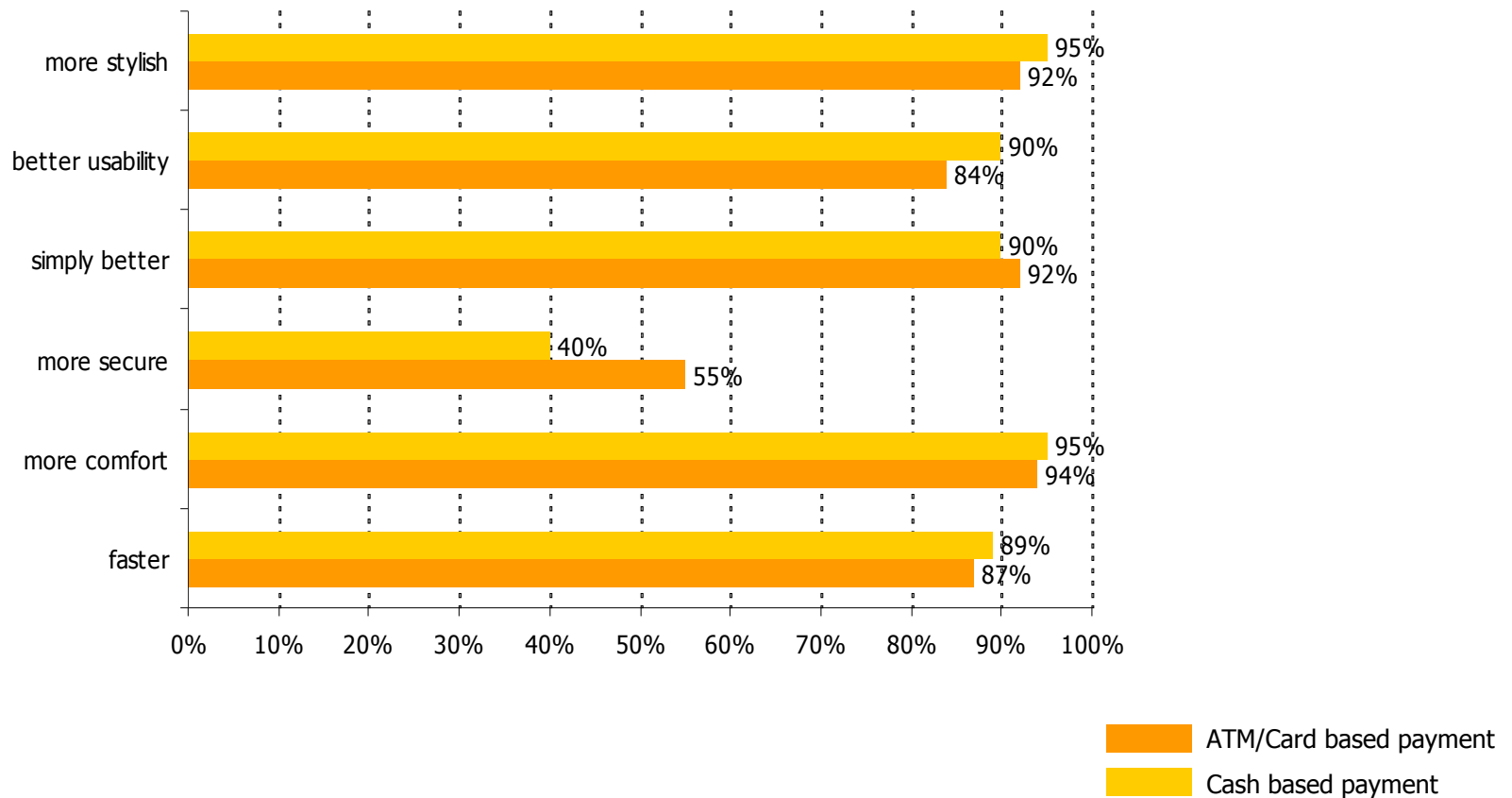
Hagenberg Trial (since 11/2006)

- >< Around 100 users
- >< Device: Samsung X700n (non commercial)
- >< Applications
 - Micro-Payment (prepaid)
 - Top up OTA with billing against MNO invoice
 - Payment at canteen, vending machines
 - Information service (P2P)
- >< Findings: good usability, well accepted by users



NFC & Micro Payment: Trial Hagenberg

✕ In comparison to other means of payment, NFC is



Statements from the Trial

- >< “NFC is unbeatable in speed and convenience when you are paying at the campus-coffee shop in comparison to any other method of payment.”
 - >< “as I often forget my money at home, paying with NFC at the canteen is best for me“
 - >< “when I forget my wallet or have no money with me NFC is great , but the main disadvantage is that I definitely spend more money that way!”
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✘ Infrastructure for m-commerce services

- SMS train ticket since 1999
- SMS m-parking since 2003
- Lottery & vending machines also SMS enabled
- Billing & payment platform well established (Paybox since 2001, A1-Bank since 2002)

✘ Concept: Use NFC as enabler for VAS

- Send SMS on touch
- Open website on touch



✘ Handset: Nokia 6131 NFC

✘ Public touch points

- 800 Touch points metro
- 120 Touch points train ticket (ÖBB)
- 400 Touch points vending/snack

✘ Handset + 6 services tags

- Lottery (custom & quick tip)
- Parking
- Free ring-tone
- Train ticket & 5 EUR voucher



✘ Positive Feedback

- Quick learning process
- good first impression
- Experiences overtopped the expectations
- Services are working at first use
- Quick access to information

✘ Optimization Potentials

- Model of interaction unknown
 - Security concerns
 - Orientation of the phone unclear
 - Actual costs of purchase not displayed
 - The “Beep”
-

Tracing & Tracking with NFC

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- ✘ Tracing of inspection of parking meters
- ✘ Closed user group – easy to roll-out
- ✘ Immediate information available at operator
- ✘ Low investment infrastructure



Coupons with NFC

- ✘ Coupons as NFC paper tag
- ✘ Activation and remittance by NFC enabled mobile phone at dealers
- ✘ No interaction with existing POS systems required
- ✘ Immediate information available at operator, flow of coupons, clearing



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