



ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY



NFC Forum 2004-2008

Creating the Vision and Making it Happen

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Outgoing Chairman

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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



History and Membership

- Established in 2004
- Philips, Nokia and Sony were founding members
- Membership grew 20% last year

Now **150** members from all areas of NFC ecosystem

SPONSOR MEMBERS



Members

PRINCIPAL MEMBERS

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NON-PROFIT MEMBERS

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ASSOCIATE MEMBERS

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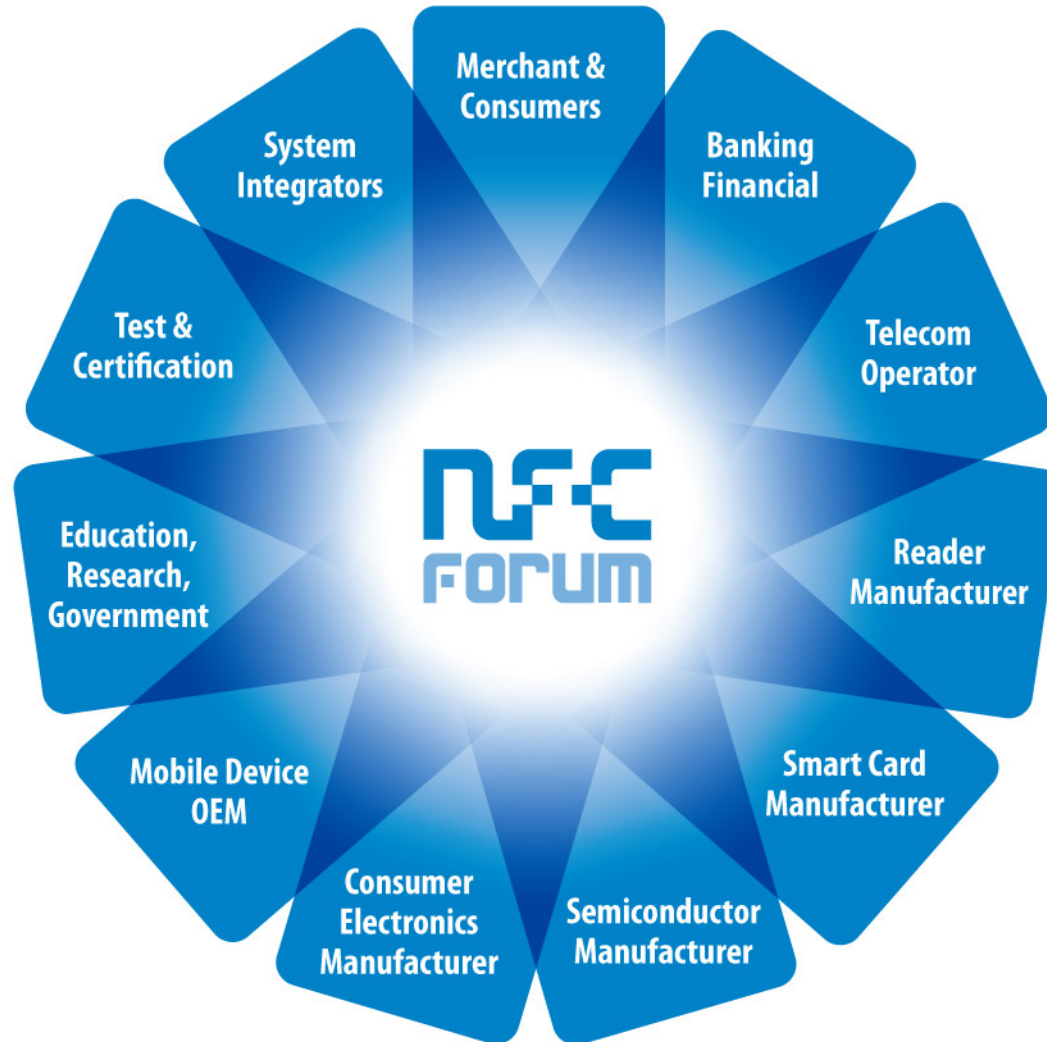
What We Do

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

- Developing standards-based specifications that ensure interoperability between 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!

The NFC Ecosystem is Broad and Complex

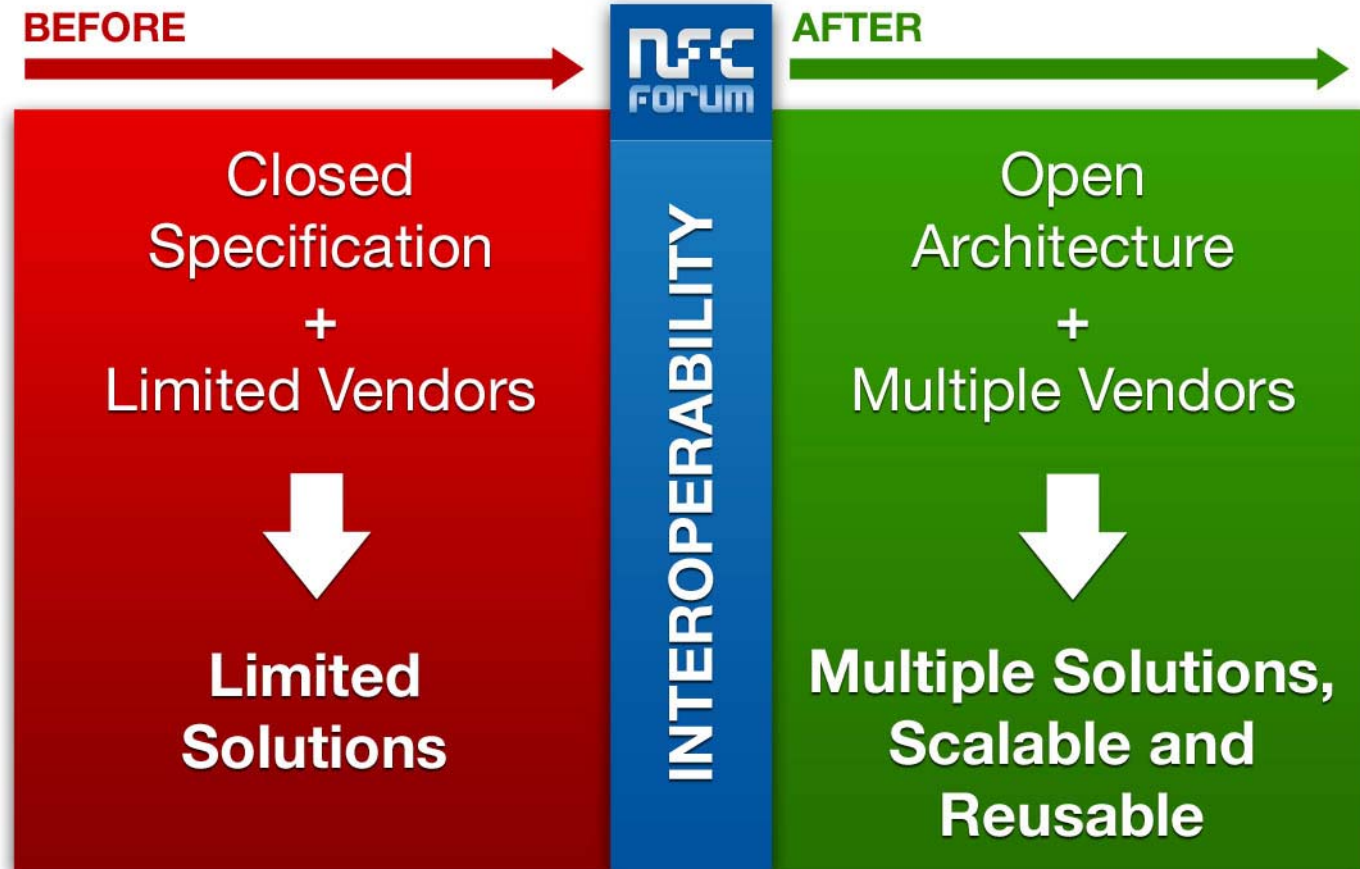


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Building the Ecosystem

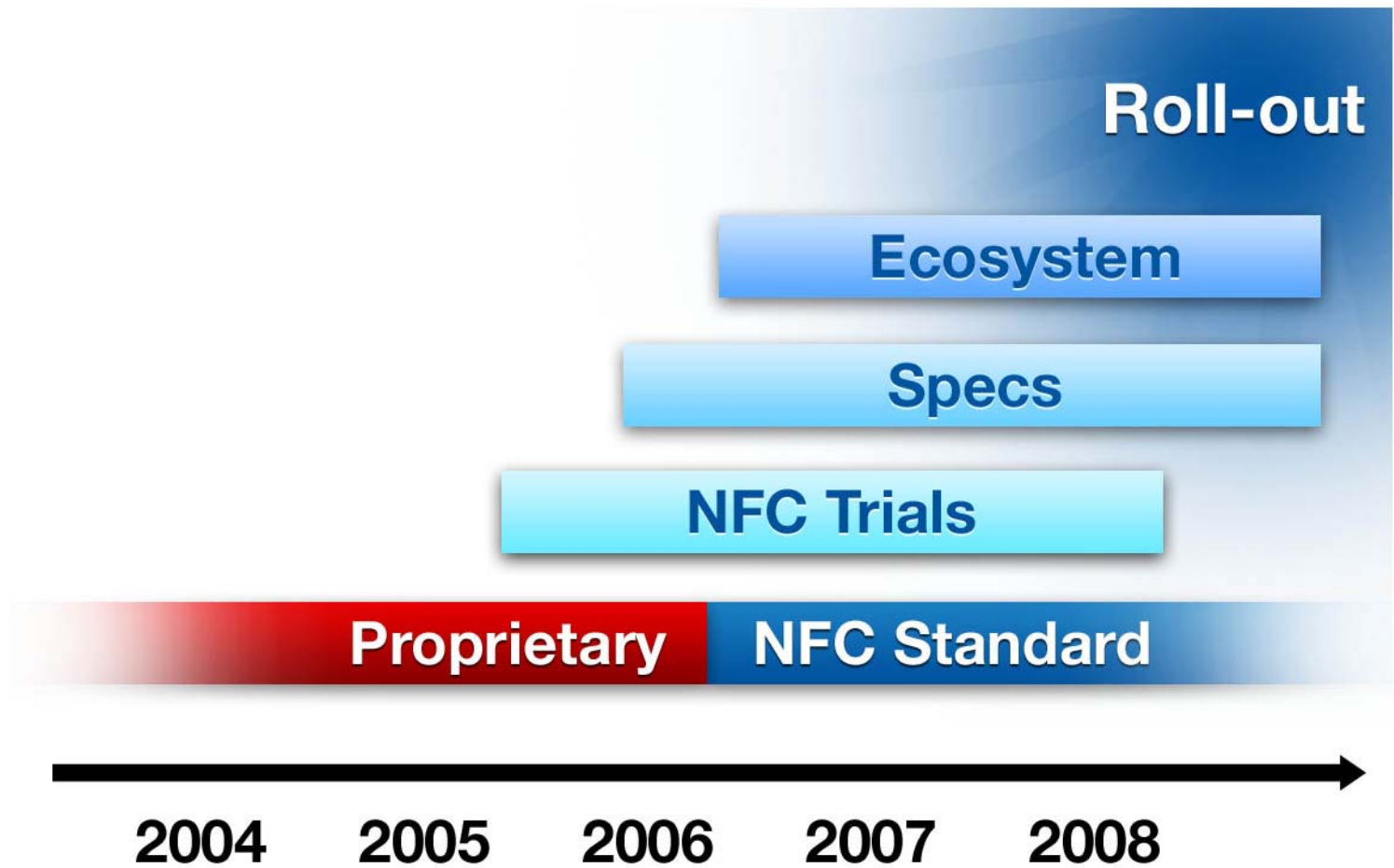
- NFC is an ecosystem – new services, new opportunities, intersection of multiple industries
- NFC deployment will be service driven, not a technology push
- Payment, access and ticketing are the first applications; others will follow
- Building the NFC ecosystem requires cooperation among the stakeholders

Now and Then



**Transition individual businesses
to industry ecosystem**

We Are Well into the Journey



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NFC Forum Accomplishments

- Established technology architecture
- Released first 11 technical specifications
 - Common data format for NFC Forum devices and tags
 - Standard record types used in NFC messages
 - Operation specifications for the NFC Forum tags
- Held webinars, published white papers
- Identified key partners and started building alliances
- Started outreach programs aimed at the developers community
 - NFC Forum Global Competition
 - Web content and support
 - Series of NFC Forum plugfests

NFC Forum Accomplishments (continued)

- Created brand awareness of NFC technology
- Developed target mark and registered it globally
- Increased press, analyst and market awareness
 - NFC Zones at Cartes & CES, presence at GSM Mobile World Congress, other major trade shows
 - Analyst and press briefings



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

- Over 65 NFC projects 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

Projects Test a Variety of Applications (examples)

| PLACE | Transit Ticketing | Payment | Access | Event Ticketing | Smart Tags/ Other |
|-------------------|-------------------|---------|--------|-----------------|-------------------|
| Austria | | x | x | | |
| China (Guangzhou) | x | x | | | |
| China (Xiamen) | x | x | | | |
| France (Caen) | | x | | | |
| Germany (Hanau) | x | | | | |
| Germany (Svlt) | | | | | x |
| Malaysia | | x | | | |
| Netherlands | | x | | x | |
| South Korea | x | x | | | x |
| Thailand | | x | | | |
| UK | | | | x | x |
| USA (Atlanta) | | x | | x | x |
| USA (New York) | x | x | | | |

Fast Start!

- Compared to similar organizations that develop and promote new technologies, we have accomplished a lot... and faster
- Established a diverse community with shared vision
- Work quality has been high; excellent feedback on our specifications
- We look forward to major developments in 2009 and beyond under the direction of my successor, Koichi Tagawa, to further accelerate the deployment

Thank you!

Especially to all the NFC Forum members with us today for all your support over the past four years