

The Next Generation of NFC Applications

NFC Forum Press Event, CARTES 2008

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Personal & Object ID

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Never stop thinking

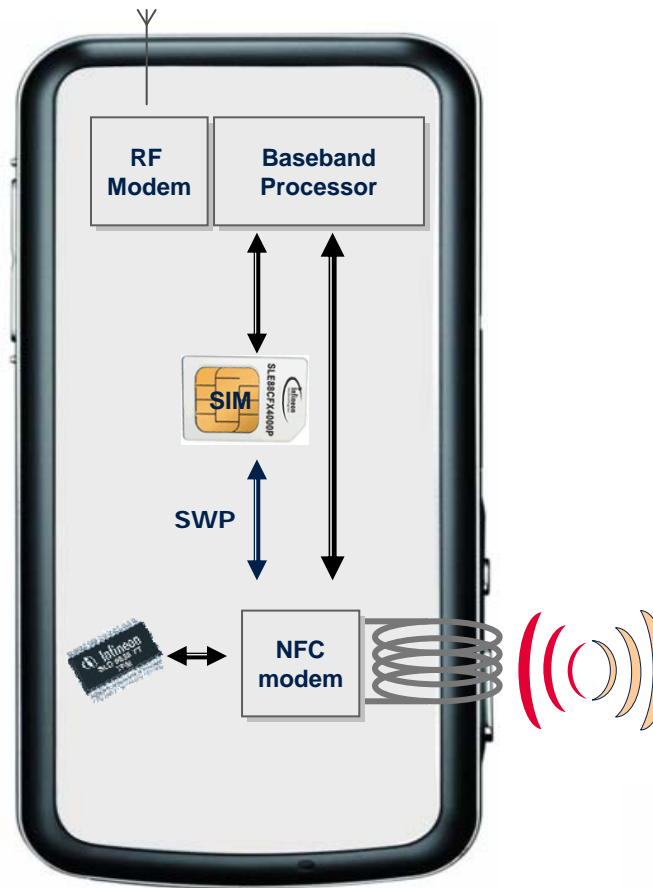
Infineon offers Superior Products for NFC Multi-application Secure Controllers & NFC Object ID



Multi application
Secure Controllers
using SWP SIM
Solutions



Secure Element
solutions for
high flexibility



NFC Object ID
powered by
IFX-RFID Chips



Cooperation with
NFC modem
provider

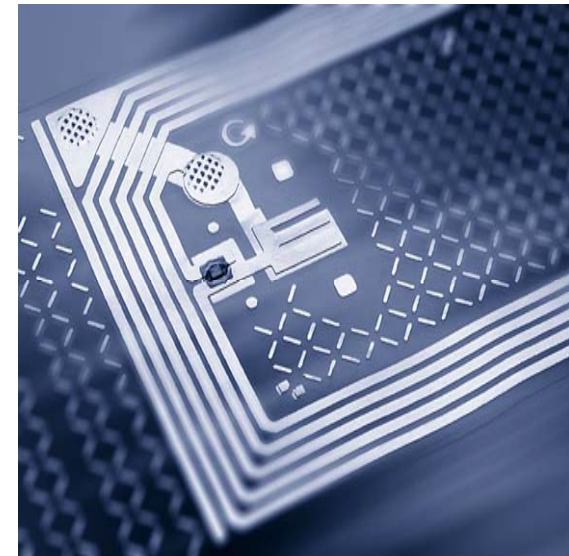


my-d™ NFC (SLE 66RxxP) The Choice of Large Memory for NFC Tags



Key Features

- ❑ Plain memory suited for application demanding higher memory sizes up to 4 Kbytes
- ❑ Compliant to NFC Type 2 Tag Operation
- ❑ Designed for the demanding high memory NFC market
- ❑ Member of the my-d™ family
- ❑ Fast communication speed and high robustness



Applications

- Smart Posters
- Consumer Good Information
- Public Transport
- Event Ticketing
- ... and many more

Simply swipe your NFC Phone ...

NFC Tag
powered by
my-d™ NFC



*... and my-d™ NFC
will bring you great information
without mobile phone charges*

Smart Maps will lead you to the right point with just a swipe of your phone



- “Smart” NFC Touch points on maps provide fast information
 - Info of Sight Seeing object
 - Travel guide, ticketing booking, etc...

Theresienwiese:
The famous Oktoberfest is taking place every year end of September.

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We commit.

We innovate.

We partner.

We create value.



Never stop thinking