



# STOLPAN ... with NFC

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# What is StoLPaN?

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Consortium of European companies, universities and user groups

Co-funded by the EC's IST Programme

**StoLPan – Creating seamless NFC experience**

Theory – Proof of concept – Pre-commercial trial



# Objectives

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To define secure, interoperable operating environment for managing multiple 3<sup>rd</sup> party NFC services on mobile devices to enable mass deployment

The Mobile Phone Track

To demonstrate the use of the methodology in the high street

- Phones
- In-store support devices (smart trolley etc)

The Retail Track



# Dynamic application issuance

1<sup>st</sup> StoLPaN White Paper

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- **Dynamic remote post issuance personalisation process of secure elements**
  - establishment of a new Security Domain on the secure element
  - remote loading and personalisation process of the service applications
- **Open relationship between the Service Providers, Secure Element Issuers and Users**
- **Technical transparency for the service providers**
- **Service homogeneity for the users**
- **Establishment of a single logistical process**
  - loading, personalisation and life cycle management of applications for all types of secure elements



# Dynamic NFC Wallet – HOST

2<sup>nd</sup> StoLPaN White Paper

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- **Hiding handset and NFC platform specifics -single version application**
- **Adding and deleting new applications**
- **Providing resource management, work flow and communication APIs**
- **Establishing the necessary security framework**
  - authentication, security policy settings, cryptography
- **Homogenous user experience – UI**
- **Supporting value added functions**
- **Supporting multi level branding**



# Smart retail concept

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- **Better user experience and improved efficiency - individual check out**
- **Smart shopping cart or Personal Shopping Assistant communicating with NFC handset**
  - product reading,
  - product information
  - loyalty
  - e-coupon
  - payment
- **Gradual introduction of the new NFC technology into the barcode based environment**
  - no surprises
  - no major investments



# Planned trials

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- **First public trial of NFC interoperability in Italy**

- Dolomite skiing resorts of North East Italy
  - 1<sup>st</sup> phase> infotainment and loyalty services for tourists
  - 2<sup>nd</sup> phase> payment
- up-to-date ski and weather reports to phones using smart posters
- integration of NFC with SMS and barcode-based infrastructures in bars, restaurants and shops to offer customer loyalty schemes

- **Retail operation**

- merging of barcode based product information with new NFC services
  - personal shopping list
  - loyalty program
  - e-coupon (reception and redemption)
  - payment (loyalty, e-purse, mobile money transfer, card)



## Future plans

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- **3<sup>rd</sup> White Paper - StoLPaN Business Model for the NFC Value Chain**
- **4<sup>th</sup> White Paper – Legal Issues of the NFC Service Environment**
- **Demonstration of proof of concept solutions**
- **Participation in new trials**



# Thank you!

For more information please contact:  
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