



ADVANCING NEAR  
FIELD COMMUNICATION  
TECHNOLOGY

# Business Benefits of the NFC Forum Certification Program

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# NFC Forum Certification is Good for Business

1. Brings together a set of addressable markets whose combined size is greater than the sum of its parts.
2. Clarifies the basis upon which innovation, partnerships, and the NFC Ecosystem will flourish.
3. Establishes confidence and credibility in the technology, for everyone in the value chain.



# Certification Starts a Market Expansion Spiral

1. The certification program increases the addressable market
  - Makes global markets available to those who certify
  - Enables many market segments to leverage the same underlying technology
2. The increased addressable market attracts more investment
  - Larger more ambitious projects will now have a positive return on investment
  - New entrants will emerge, increasing competition and the quality of products.
3. New market segments and product categories will adopt NFC
  - More competitive products means wider adoption
  - More competitive products means greater innovation
4. Go to #2....



# Certification Enables Alliances to be Built

- Reduces risk and investment associated with adopting a new technology from a new vendor
- Removes initial technical barriers, through certified compliance to a common set of standards.
- Organizations will be drawn to those companies with a similar standards-centric strategy
- Partners can focus resources on higher-level integration, functionality and meeting customer needs



# Certification Clarifies and Instills Confidence

Stakeholder	Specifications	Certification	N-Mark	Certification Mark
<b>Technology Provider:</b> - Implement to market requirements	☑			
<b>OEM:</b> -Validate market requirements are met -Convey product conformance -Educate user		☑	☑	☑
<b>System Integrator:</b> - Ensure product conformance - Convey systems capabilities		☑	☑	☑
<b>Retail Channel:</b> - Educate User - Ensure product quality			☑	☑
<b>End-User:</b> - Learn new behavior - Ensure use case is achievable			☑	☑

# NFC Forum N-Mark



N-Mark

- Consumer-facing mark
- Shows where to touch to trigger NFC activity

#### For Tags and Media

- For use TODAY on smart posters, cards, labels, etc. using NFC Forum tags
- No cost to use; free license, available to everyone

#### For Devices

- Devices that have passed certification may use this to designate the NFC touchpoint

## A Certified Device



# NFC Forum Certification Mark



- Industry-facing mark
- Granted to products that complete NFC Forum certification
- Suggested use for supporting materials (warranties, etc.)
- Available only for NFC Forum members TODAY

**NFC Forum Certification Mark**

**For Supporting Materials, Packaging,  
& Documentation**

Thank you!

Questions?