



ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY

Global Competition Briefing

27 January 2009





Paula Berger
NFC Forum
Today's Moderator

Audio Tips

- All audio comes through your computer**
- Use your computer mixer to adjust master volume
- Use Webcast audio slider to fine tune volume

Send questions at any time here

Click here for technical help

The screenshot shows the NFC Forum webcast interface. At the top left is the NFC Forum logo. To its right are input fields for 'Name' and 'Email', followed by a text area with the prompt 'Ask a question here, or click help for technical support.' and 'SEND' and 'HELP' buttons. On the far right is a video player with a volume slider. A callout box points to the 'HELP' button. Below the question form is a banner for 'The NFC Forum NFC Technology for Developers' dated 'October 2008'. At the bottom left of the banner is a 'HELP WebcastGroup RESET' link. A callout box points to this link. A blue banner at the bottom left of the page reads 'ADVANCING NEAR FIELD COMMUNICATION TECHNOLOGY'.

Get Slides and Recording

Get NFC Forum Webcast slides and recording at:

www.nfc-forum.org/resources/presentations/

NFC FORUM Member Login

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NFC Forum Presentations

Webcast: "NFC Use Cases"
November 17, 2008 Webcast: "NFC Use Cases" slides
Webcast recording
 This Webcast introduces many exciting ways that NFC can be used. Speaker Hans Reisgies of VIVOtech and the NFC Forum presented:

- An overview of some of the applications that have been deployed using NFC devices
- A review of how NFC technology is being used in device pairing, reading smart posters, sharing electronic data between devices, and much more
- A preview of some interesting NFC uses under development today

NFC Forum Event at Cartes 2008
 November 4, 2008 NFC Forum Presentation at Cartes 2008 slides:

- **Agenda With List of Speakers** (PDF File)
- **Christophe Duverne, Outgoing NFC Forum Chairman – NFC Forum 2004-2008: Creating the Vision and Making it Happen**, (PDF File)
- **Koichi Tagawa, New NFC Forum Chairman, NFC 2009 – What's Ahead** (PDF File)
- **Peter Coster of Toppan Forms** (PDF File)
- **Stephanie Ericksen of Visa, Inc.** (PDF File)
- **Kurt Schmid of NEXPERTS** (PDF File)
- **Ramona Mache of Infineon** (PDF File)
- **András Vilmos of StoLPaN** (PDF File)
- **All presentations at Cartes 08** (ZIP file)

Webcast: "NFC Technology for Developers"
October 7, 2008 Webcast: "NFC Technology for Developers" slides
Webcast recording
 Learn more about NFC Forum's programs and progress. Topics include: NFC Forum specifications overview, how NFC Forum specifications relate to other standards, NFC Forum work in progress, and

Frequently Asked Questions

- White Papers
- Multimedia
- Presentations
- Industry Links

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ADVANCING NEAR FIELD COMMUNICATION TECHNOLOGY

Today's Speakers



Peter Preuss

NFC Forum Marketing Committee Chair

Senior Manager, Nokia

Responsible for NFC Business Development in
Central and Eastern Europe

marcom_chair@nfc-forum.org



Michael Elliott

NFC Forum Associate Member

Managing Director, Over-C

michael_elliott@over-c.com

Today's Agenda

- Description of the Competition
- Why Enter?
- The Pre-selection Process
- Final Judging at WIMA
- Winning!
- Logistics
- Q&A

The NFC Forum Global Competition: Commercial Track

- Open to commercial developers
- The honor: “Best NFC Product of the Year 2009”
- Requirements: business case + prototype
- Entry fee
 - €200 for members
 - €350 for non-members
- Evaluation criteria: commercial viability/innovation

The NFC Forum Global Competition: Research Track

- Open to academic community
- The honor: “Most Innovative NFC Project of the Year 2009”
- Requirements: abstract (preferably with prototype)
- Entry fee: €50
- Evaluation criteria: quality of design, creativity, innovation

How to Enter

- Submit your entry at:
www.nfc-forum.org/competition
- Entries should include:
 - Business case (Commercial track)
 - Abstract (Research track)
 - Prototype description (preferred for both tracks)
- While supplies last, you can request:
 - An NFC-enabled Nokia phone provided by Over-C
 - Stollmann NFCStack+Dev Development Kit with a USB Reader
- Send questions to competition@nfc-forum.org

Why Enter?

**Benefit from prominent visibility in the
Competition Demo Space at WIMA**



Why Enter?

Gain increased awareness among industry leaders and venture capitalists



Why Enter?

**Pursue opportunities to forge partnerships,
network and share ideas**



Why Enter?

Receive global media coverage



ContactlessNews

Why Enter?

Finalists spotlighted at WIMA

- Opportunity to showcase solutions through presentations and demonstrations
- Prominent mention in media and press releases
- Visibility on WIMA and NFC Forum websites



The Pre-Selection Process

- 30+ Reviewers
 - NFC experts
 - Half from academia, half from industry
- February – March
 - Each entry is reviewed independently by 3 reviewers
- Late March
 - Top 10 in each track are announced as finalists

What Are the Reviewers Looking For?

- **Commercial Track Entries**
 - Must address a specific want or need
 - Must be commercially viable
 - Must successfully fulfill need
 - Must be innovative
- **Research Track Entries**
 - Must show quality of design
 - Must demonstrate creative and innovative use of NFC technology

Finalists Prepare for Final Judging

- Prepare a presentation for the jury
 - Commercial track must include prototype or product
 - Prototype is optional for research track, but preferred
- Plan your demo space for the WIMA conference
 - Finalists can exhibit for two full days
- Register for the WIMA Conference
 - Finalists receive one exhibition-only pass
 - Special discounts on conference registration for finalists
- Plan your travel to beautiful Monaco
 - Students can apply for travel support
- Prepare a description of your entry for the press in case you win!

Final Judging

- April 23-24 at the WIMA conference
- Distinguished jury of sponsors and past winners
 - One jury for each track
- Presentations to jury by all 20 finalists
 - 10 minutes to present
 - Show prototype and demo or working version
 - Make an impression!
 - Crowds of attendees also listen to the presentations!
- Finalists get demo space for 2 full days at the conference

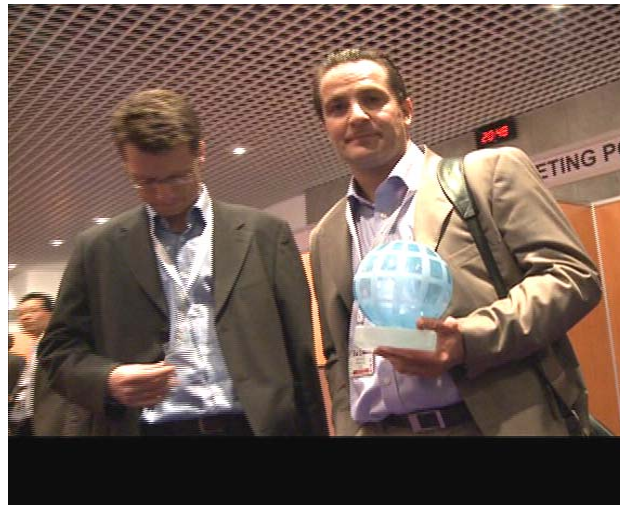
Awards Ceremony

- April 23 at WIMA Conference
- Top 3 in each track present their entry to all attendees
- Winners are announced
- Press interviews follow the ceremony



The Rewards of Winning

- Global media coverage
- Recognition from peers and industry leaders
- New partnership and business opportunities
- Strengthened perception as a technology leader



The Rewards of Winning

Receive a beautiful award to display



The Rewards of Winning

Cash prizes!

1st Place: €5000

2nd Place: €1500

3rd Place: €1000

All finalists receive a certificate
of honorable mention

Past Winners - 2007

Commercial Track

1st Place: Nedap NV Healthcare (Netherlands)

2nd Place: Top Tunniste Oy (Finland)

2nd Place: Over-C UK, Ltd. (UK)

2nd Place: Rhein-Main Verkehrsverbund (Germany)

2nd Place: Gemalto (France)

Past Winners - 2007

Research Track

1st Place: Technical Research Center of Finland (Finland)

2nd Place: MIS MDBS (France)

2nd Place: Project Bureau AK, Ltd. (UK)

2nd Place: Institute of Electronic Business, e.V. (Germany)

2nd Place: Nedap NV Healthcare (Netherlands)

Past Winners - 2008

Commercial Track

1st Place: VingCard Elsafe (Norway)

2nd Place: Hansaprint (Finland)

3rd Place: Teliasonera (Sweden)

Research Track

1st Place: University of Lancaster, UK (UK)

2nd Place: University of Nice Sophia-Antipolis MBDS (France)

3rd Place: University of Applied Sciences, Austria (Austria)

Important Dates

February 28 → Deadline to enter

March 23 → Finalists announced

April 23 → Final competition at WIMA

Thank You to the Competition Sponsors

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Q&A Session

Q&A Dialog Box – Enter your name and question here



The screenshot shows a web-based Q&A interface. On the left is the NFC Forum logo. To its right are two input fields labeled 'Name' and 'Email'. Below these is a text area with the prompt 'Ask a question here, or click help for technical support.' and two buttons: 'SEND' and 'HELP'. To the right of the text area is a video player control bar with a play button and volume controls. Below the dialog box is a promotional banner for 'The NFC Forum NFC Technology for Developers' dated October 2008. The banner features the NFC Forum logo, the text 'ADVANCING NEAR FIELD COMMUNICATION TECHNOLOGY', and an image of a person holding a mobile device. At the bottom of the banner are buttons for 'HELP', 'WebcastGroup', and 'RESET'.

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Questions?



Peter Preuss

NFC Forum Marketing Committee Chair
Senior Manager, Nokia



Michael Elliott

NFC Forum Associate Member
Managing Director, Over-C



Holger Kunkat

NFC Forum Devices Working Group Chair
VP, Product Management and Marketing
SCM Microsystems

The NFC Forum

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

- Developing standards-based specifications that ensure interoperability among 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!

Upcoming NFC Forum Events

- GSM Mobile World Congress, Barcelona
 - February 16-19, Stand 2 D93
- NFC Congress 2009, Hagenberg
 - February 24-26, <http://www.nfc-research.at/index.php?id=3>
 - Includes NFC Developer Day (with hands-on workshops)
- NFC Forum Members Meeting, Hawaii
 - March 30 – April 3
- WIMA NFC Developers Summit, Monaco
 - April 22-24, <http://2009.wima-nfc.com/>
 - Includes NFC Developer Day (with hands-on workshops), http://2009.wima-nfc.com/content/Pre-Conference-Workshop-/pre-conference_workshop_UK.php?menu=smenu

Want More Information? Visit www.nfc-forum.org

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