

# Near Field Communication (NFC): The RFID Revolution for your Mobile Phone--- e-Wallets and much more ---

**NOKIA**  
Connecting People



*A new Territory for Application Developers and Entrepreneurs.*

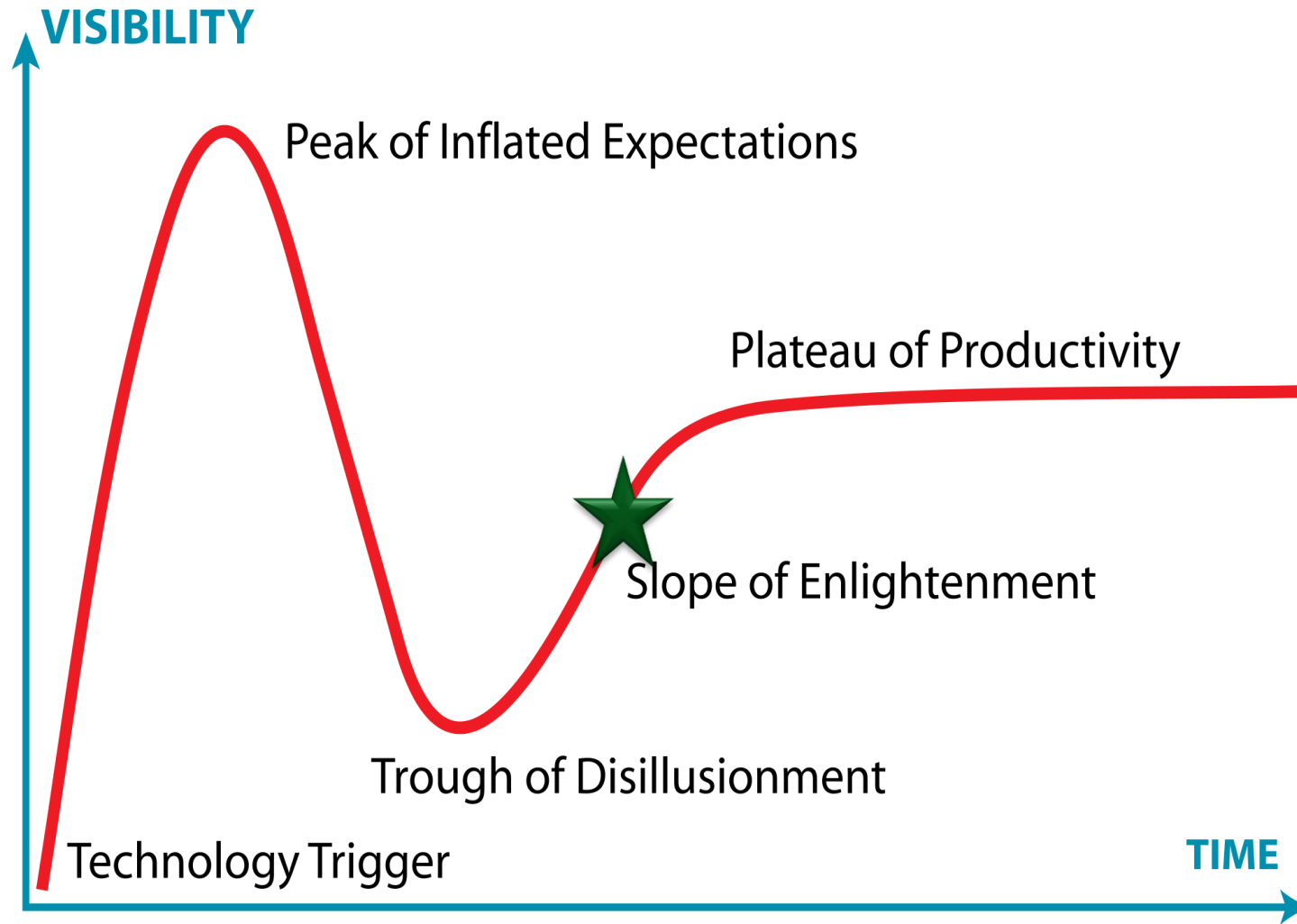
**ENTERPRISE FORUM**

*Dec 13th 2010*

# Over 100 NFC trials and commercial launches

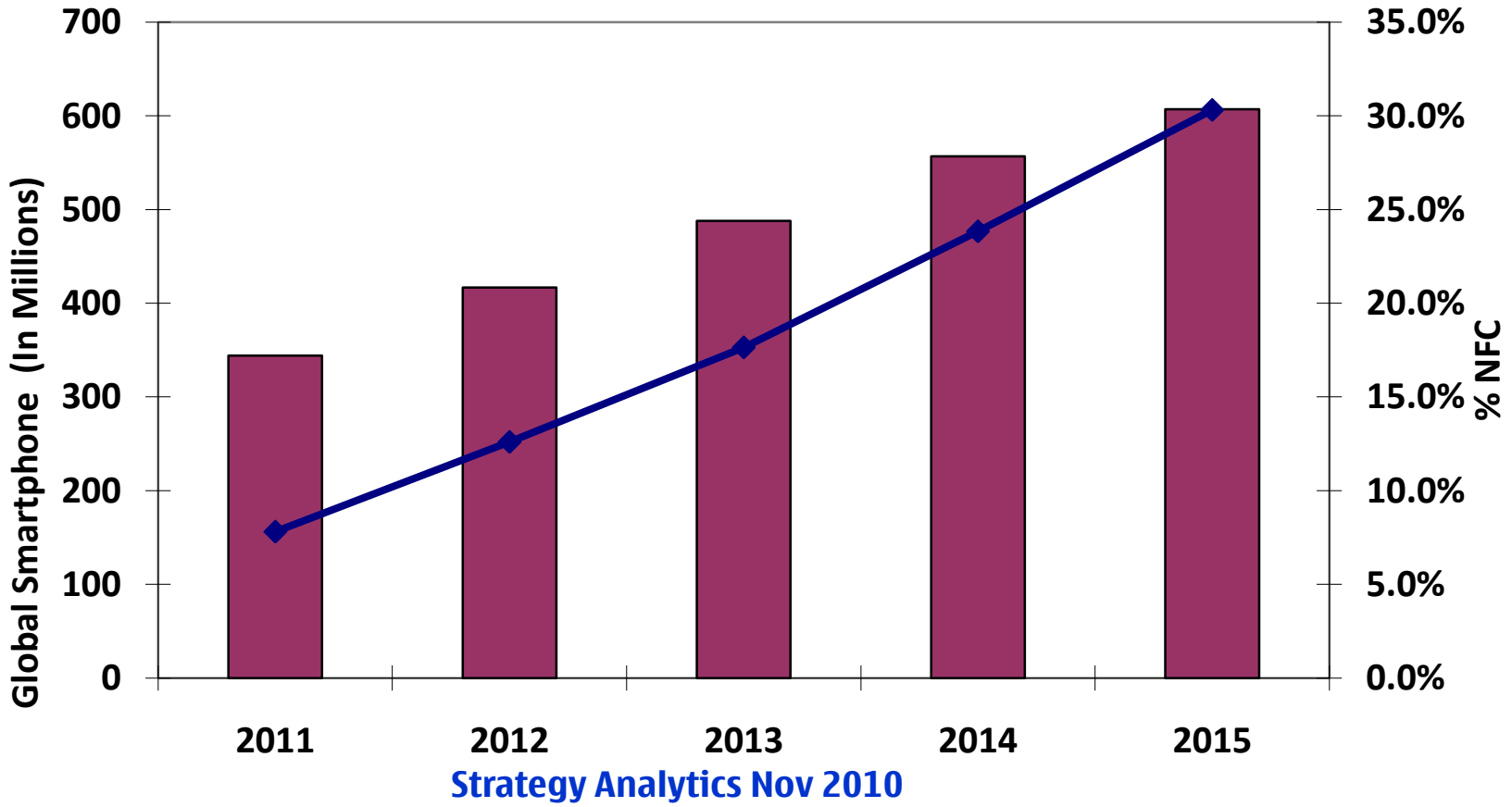


# NFC where are we with the technology and the hype



Source: wikipedia, [http://en.wikipedia.org/wiki/Hype\\_cycle](http://en.wikipedia.org/wiki/Hype_cycle)

# NFC is Become a Mass-Market Phenomenon,



Large scale commercial rollouts starting in 2011 accelerating in 2012



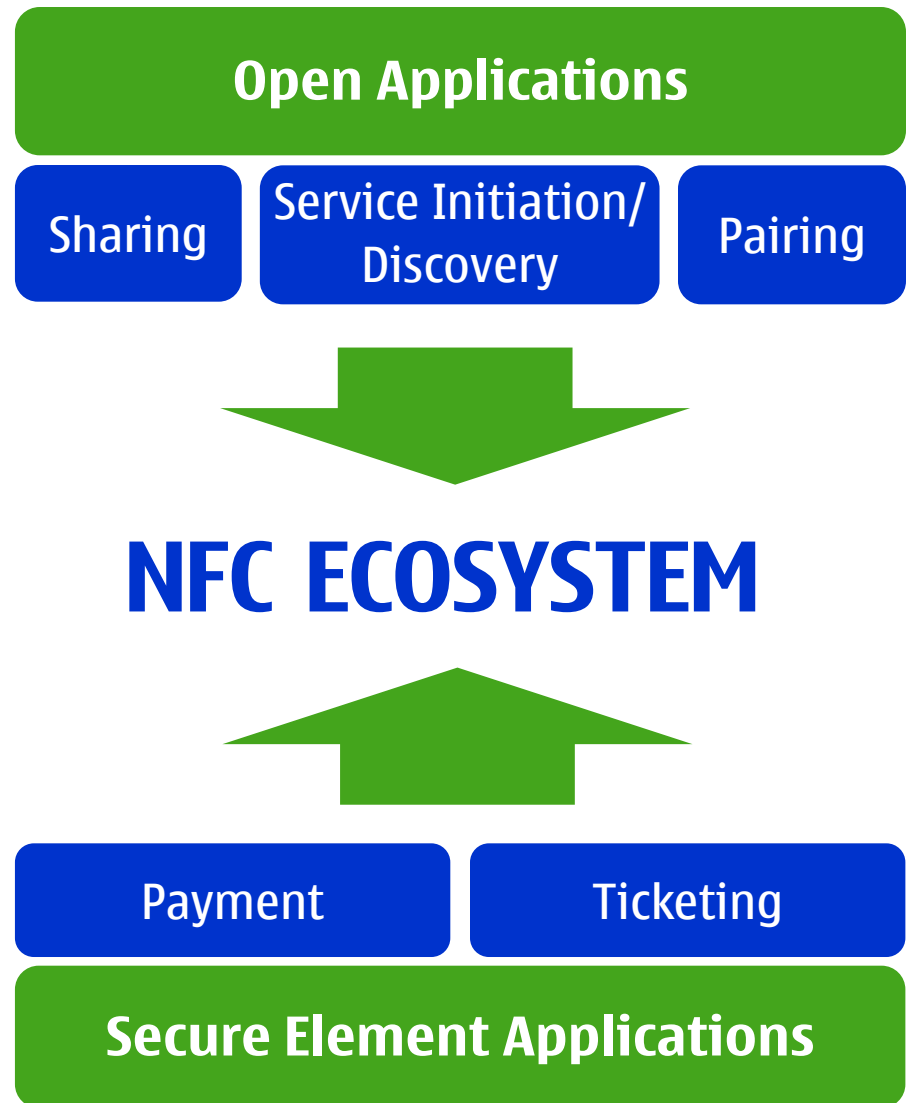
# Utilizing NFC only works in an open ecosystem

Ecosystems value grows as installed base grows

- Phones
- Consumer electronics
- Tags
- Applications

Awareness is raised as visibility grows

- NFC features will spread globally starting with deployments 2011
- Partners will feature NFC functionally with their users, e.g. operators, developers, CE
- Tags will be spread by local and global marketing partners



# Thank you

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# C7 Raffle

- Exclusive design. Extensive use of metal. Large 3.5" AMOLED display with glass window.
- Easy to use Social Networking. See easily what is happening with your best friends through top contacts on the homescreen
- Great imaging and sharing with 8MP camera and HD video. 8GB of storage. Web TV widgets.
- Free global drive and walk navigation



Nokia C7-00



# Nokia C7 Product specification



- Monoblock, full capacitive touch
- Series 60, SPR 9.2 on hardware 79
- Display: 3.5" nHD AMOLED display with glass window
- Memory: 2/8Gb (256/1024MB) internal user memory, microSD support up to 32GB
- Talk time: up to 4.9hrs/ 7.8hrs (3G/ 2G)
- Stand-by time: up to 532 / 632 hrs (3G/ 2G) 480 / 546 hrs (breathing)

## Bearers & transport

- Penta Band WCDMA 850/ 900/ 1700/ 1900/ 2100
- Quad Band GSM EDGE 850/900/1800/1900
- HSDPA 10.2 Mbps, HSUPA 2.0 Mbps

## Connectivity

- Bluetooth (version 2.1 + EDR); A2DP
- MicroSD slot (up to 32GB)
- 2 mm DC; 3,5mm AV, microUSB
- A-GPS receiver
- Integrated FM transmitter
- NFC (not supported at sales start)
- Wi-Fi: 802.11 b/g/n

## Contact management

- Full OMA Client provisioning
- Ovi Suite with USB/Bluetooth connectivity

## Voice and Audio

- Boosted Mono Speaker
- Active Noise Cancellation (uplink)

## Browsing

- Latest available S60 OSS Browser (Full Internet)
- Pinch zooming

## Messaging

- Push E-mail client with attachments
- SMS, MMS, Email, Push Email, IM, Nokia Chat

## Imaging

- 8 Mpix Full-focus camera with Dual LED Flash, x10 digital zoom
- 720p H.264 HD video recording & playback
- Geo-tagging, Red Eye, Face Detection

## Audio & Media Consumption

- Fusion Video Player
- FM stereo radio using headset
- Video streaming
- Java 2.1
- Flash Lite 3.1
- Document viewer

## Other features

- 8GB internal mass memory
- Internal compass
- Breathing light + Mute indicator
- Picture & Screen full auto-rotation
- Combined ALS & proximity detector
- Haptic feedback



## **SAVE THE DATE: APRIL 19-21 MONACO INTERNATIONAL INDUSTRY EVENT FOR NFC DEVELOPERS!**

- WIMA is the leading global conference & exhibition exclusively dedicated to NFC technology, applications, products and services
- WIMA 2011 will take place from 19 – 21 April at the Grimaldi Forum in Monaco
- Hands on trainings, workshops & animations for the developer community
- Research, Technical & Business Conference Tracks welcoming over 500 delegates
- An innovative exhibition floor with over 50 participating companies
- Excellent networking guaranteed
- Exciting updates soon to be announced!
- For more information: [www.wima-nfc.com](http://www.wima-nfc.com)
- Join our group WIMA NFC MONACO on LinkedIn
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