



ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY



NFC Forum 2009

Koichi Tagawa
SONY

Chairman, NFC Forum

April 2009

Welcome to the NFC Forum Track at WIMA

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

- Developing standards-based specifications that ensure interoperability between devices and services (*Technical Update*)
- Ensuring that products claiming NFC capabilities comply with NFC Forum specifications (*Compliance Update*)
- Educating the market globally about NFC technology (*Marketing Update*)
- Encouraging the development of products using NFC Forum specifications (*All*)

Our Vision

The vision of the NFC Forum is to enable users to access content and services in an intuitive way, leading to...

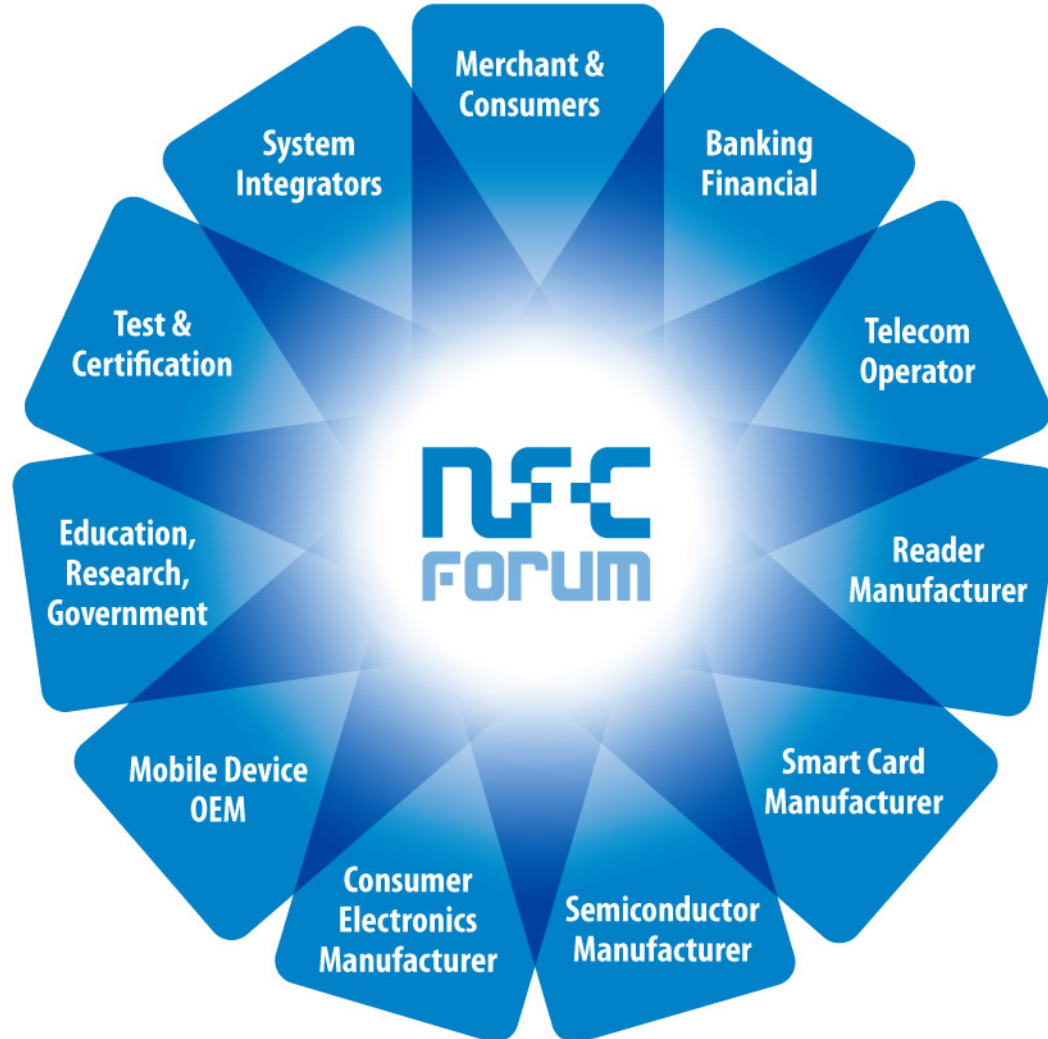
a world of secure universal commerce and connectivity

in which consumers can access and pay for physical and digital services

anywhere, at any time, using any device



The NFC Ecosystem is Broad and Complex



Cooperation is Key to Success

- NFC is an ecosystem – new services, new opportunities, intersection of multiple industries
- NFC deployment will be service driven, not a technology push
- Payment, access and ticketing are the first applications; others will follow
- Building the NFC ecosystem requires cooperation among the stakeholders

History and Membership

- Established in 2004
- Philips, Nokia and Sony were founding members
- Membership grew 20% last year

Now **150** members from all areas of NFC ecosystem

SPONSOR MEMBERS



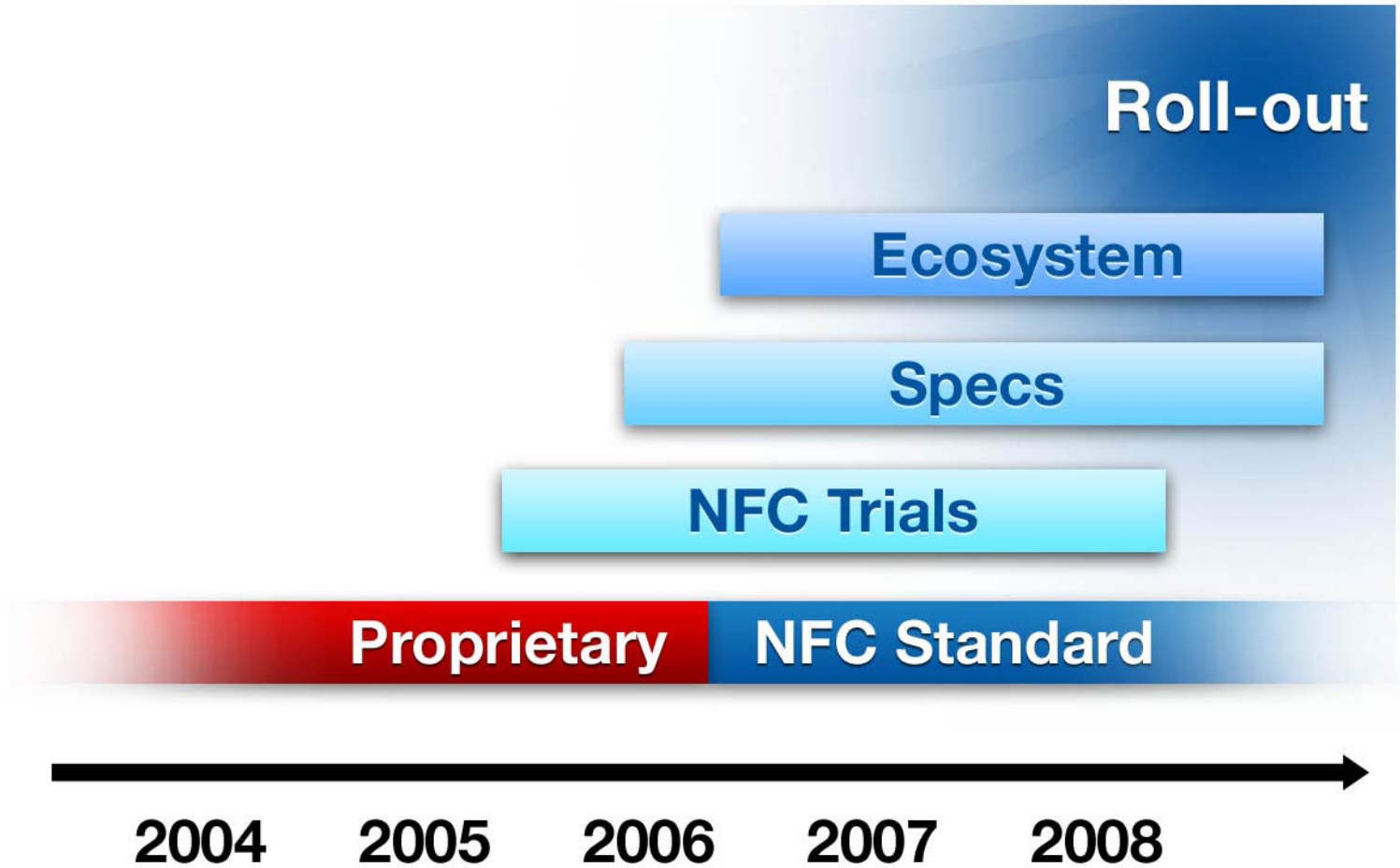
Members

PRINCIPAL MEMBERS

NON-PROFIT MEMBERS

ASSOCIATE MEMBERS

We Are Well into the Journey



ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY

NFC:

So what is it
going to take to
make it real?

Step #1: Stable Specs

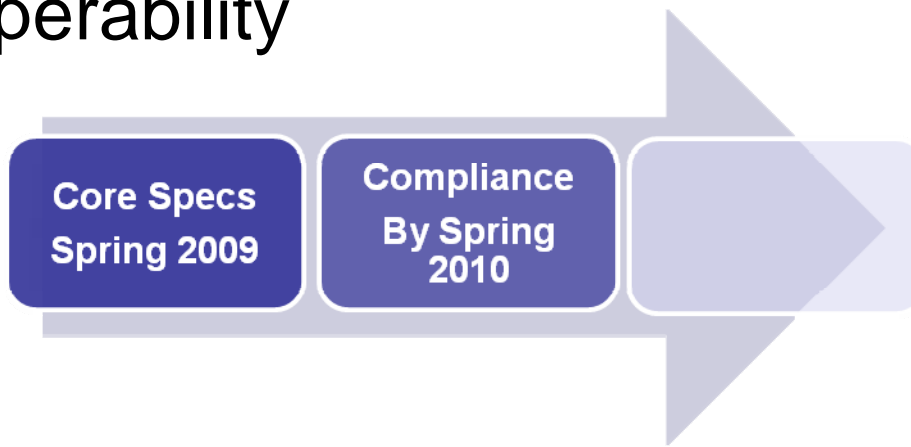
- The Forum has finalized 11 specifications, with 2 candidate specifications pending
- These will enable a basic level of interoperability
- Members are already using them in over 65 projects around the world



Core Specs
Spring 2009

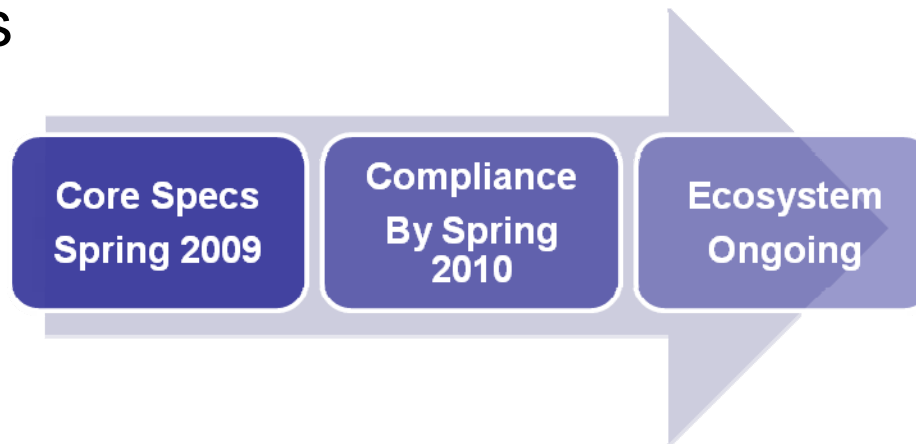
Step #2: Certification Program

- Regular Plug-Fests with interoperability testing are held regularly
- The Forum has priority work to introduce a Compliance Program, with testing tools, a certification mark, and mechanisms to establish product and service interoperability



Step #3: Build the Ecosystem

- The Forum announced its ETSI liaison; many more, including GSMA, Mobey Forum, and others are in progress
 - Liaisons are key to building out the ecosystem and ensuring interoperability
- The Forum is considering new levels of membership and associated outreach programs to attract business interests and vertical market players



Step #4: Go Public

The Forum will be launching its Target Mark next month for initial use in smart posters



Farsighted Scope of the NFC Forum

- Extends to consumer electronic devices
 - Personal computers
 - TVs
 - Other household appliances
- Many transaction enabled applications do not require the high level of security seen in projects with payment and transport, and these too are areas of interest for the NFC Forum
- Members of the Forum are responding to market demands to work together to enable new applications on new devices

Beyond POS Payment



Interoperability based on NFC Forum specs

Join Us!!

NFC Forum

<http://www.nfc-forum.org>

Questions?

info@nfc-forum.org