



ADVANCING NEAR  
FIELD COMMUNICATION  
TECHNOLOGY

# NFC Smart Poster White Paper

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April 21, 2011




# White Paper Overview

- *“How to use NFC tags and readers to create interactive experiences that benefit both consumers and businesses”*
- Available for download at no charge from the NFC Forum website
- Creators represent all sectors of NFC ecosystem
- Objective: to empower and encourage participants in the NFC ecosystem to embrace and implement NFC Smart Posters



- Potential audience includes:
  - Marketing/advertising people
  - Business decision makers
  - Technical staff
  - Consumers
- High points of technology and business benefits covered
- Directions on where to obtain more details
- Emphasis on examples

# What Is an NFC Smart Poster?

- An object that has, affixed to or embedded in it, one or more readable NFC tags with NDEF messages stored in them
- Each tag is read when an NFC device is held close to it
- “N-Mark” shows touchpoint 
- Not only a paper poster on the wall
  - Billboard, garment tag, magazine page, even a three-dimensional object

# What's in the White Paper

- Definitions
- Business cases for NFC Smart Posters
- Consumer motivations for use
- Creating an NFC Smart Poster
- Use cases
- Appendices

- NFC Smart Posters have been deployed in many countries, for many purposes
- Early examples here in Monaco
- Many mobile payment applications
  - Locations from Bangalore to Taiwan to New York City and beyond
- Educational applications
- Shopping, of course!



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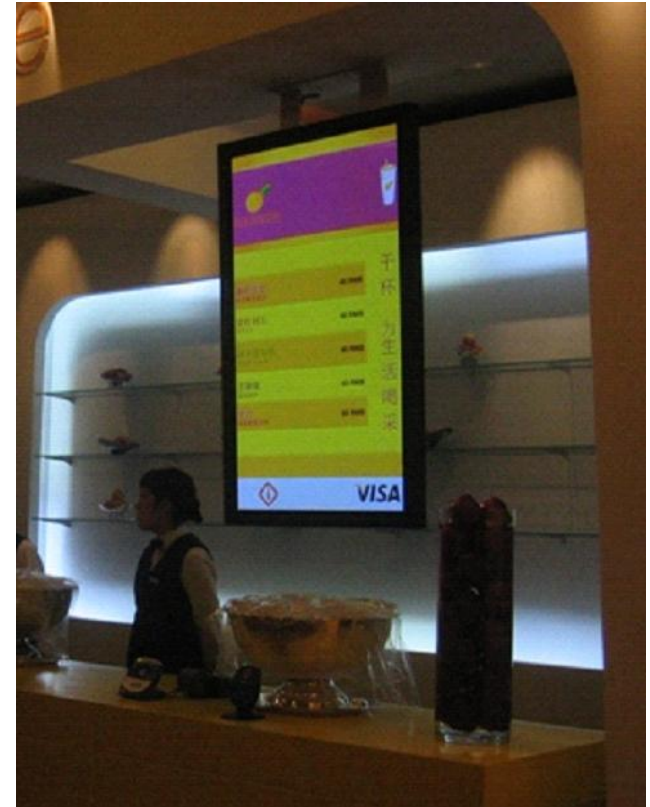
- NFC Smart Posters not just for mass production by corporations
- Ingredients readily available
- Consumer uses include elderly assistance, household updates, frequently used phone numbers, etc.



# NFC Smart Digital Signage

- High-impact extension of NFC Smart Poster concept
- Contactless reader and back-end system used with app on consumer's NFC device
- Content tailored to individual is delivered to LCD display and/or consumer's NFC device
- Broad range of content possible
- Vivid, compelling display

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## Questions?

Download the NFC Smart Poster White Paper from  
[http://www.nfc-forum.org/resources/white\\_papers/](http://www.nfc-forum.org/resources/white_papers/)