



ADVANCING NEAR
FIELD COMMUNICATION
TECHNOLOGY



Announcing the NFC Forum Target N-Mark

2 June 2009

Moderator



Paula Berger
Executive Director
NFC Forum

Audio Tips

All audio comes through your computer

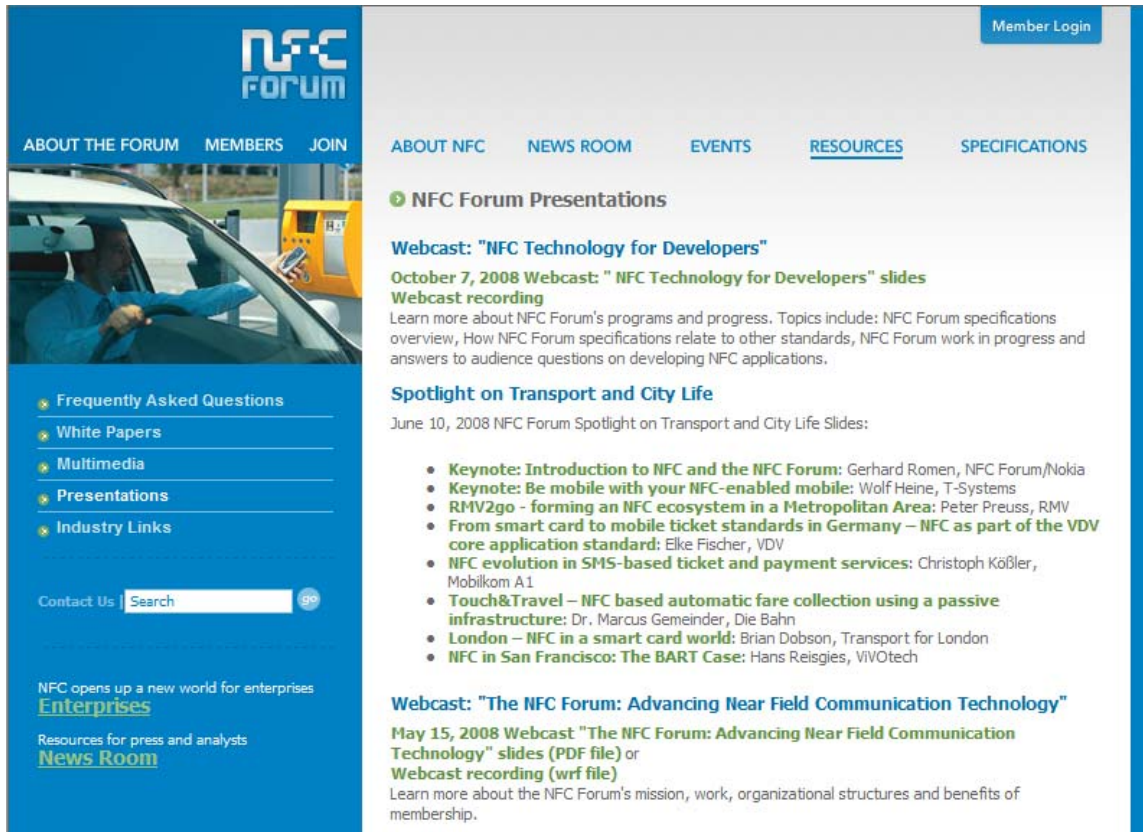
- Use your computer mixer to adjust master volume
- Use Webcast audio slider to fine tune volume

Send questions at any time here

Click here for technical help

Get Slides and Recording

Get NFC Forum Webcast slides and recording at:
www.nfc-forum.org/resources/presentations/



The screenshot shows the NFC Forum website's 'Resources' page. The header includes the NFC Forum logo and navigation links: ABOUT THE FORUM, MEMBERS, JOIN, ABOUT NFC, NEWS ROOM, EVENTS, RESOURCES (underlined), and SPECIFICATIONS. A 'Member Login' button is in the top right. The main content area is titled 'NFC Forum Presentations' and features a section for 'Webcast: "NFC Technology for Developers"'. This section includes the date 'October 7, 2008', a link to 'Webcast recording', and a paragraph describing the content: '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 answers to audience questions on developing NFC applications.' Below this is a 'Spotlight on Transport and City Life' section with the date 'June 10, 2008' and a list of keynotes:

- **Keynote: Introduction to NFC and the NFC Forum:** Gerhard Romen, NFC Forum/Nokia
- **Keynote: Be mobile with your NFC-enabled mobile:** Wolf Heine, T-Systems
- **RMV2go - forming an NFC ecosystem in a Metropolitan Area:** Peter Preuss, RMV
- **From smart card to mobile ticket standards in Germany – NFC as part of the VDV core application standard:** Elke Fischer, VDV
- **NFC evolution in SMS-based ticket and payment services:** Christoph Kößler, Mobilkom A1
- **Touch&Travel – NFC based automatic fare collection using a passive infrastructure:** Dr. Marcus Gemeinder, Die Bahn
- **London – NFC in a smart card world:** Brian Dobson, Transport for London
- **NFC in San Francisco: The BART Case:** Hans Reisglies, VIVOTech

 At the bottom of the page, there is another section for 'Webcast: "The NFC Forum: Advancing Near Field Communication Technology"' dated 'May 15, 2008', with links to 'slides (PDF file)' and 'Webcast recording (wrf file)'. A final paragraph states: 'Learn more about the NFC Forum's mission, work, organizational structures and benefits of membership.' On the left side of the screenshot, there is a sidebar with a navigation menu: 'Frequently Asked Questions', 'White Papers', 'Multimedia', 'Presentations', and 'Industry Links'. Below the menu is a search bar with the text 'Contact Us' and a 'GO' button. At the bottom of the sidebar, there is a link to 'Enterprises' and 'News Room'.

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Today's Speakers



Julia Charnock

NFC Forum Marketing Communications
Working Group Chair

Senior Marketing Communications Manager
Innovision

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Dino Bekis

NFC Forum Compliance Committee Co-Chair

Director, New Business Initiatives
Broadcom

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Agenda

- Introducing the NFC Forum Target N-Mark (“N-Mark”)
- How the N-Mark Will Be Used
- NFC Forum Specifications
- Usage Guidelines
- How to Obtain the N-Mark
- NFC Forum Compliance Program
- Questions & Answers
- About the NFC Forum

Now Available!



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NFC Has Multiple Uses

Get information by touching smart posters



Use your NFC phone as an event ticket

Set up your wireless home office with a touch



NFC Consumer Device



Print from your camera by holding it close to the printer



Share business cards with a touch

Get on the bus by waving your NFC phone



Pay for goods with a tap of your NFC phone

N-Mark Uses

- Initially only on tags
 - Smart posters
 - Labels
 - Cards
 - etc.



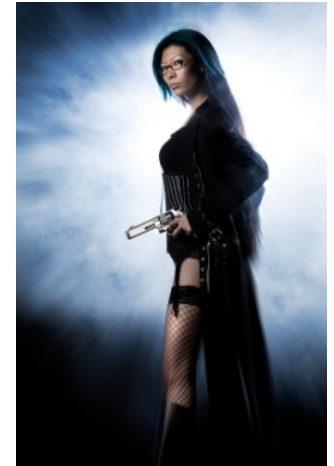
Examples

- Transit
 - Schedules read from smart poster to NFC phone
 - Download maps from smart poster to NFC phone
 - Order a taxi or bus via tag
- Retail
 - Download coupons from smart poster to NFC phone
 - Product history / warnings read from smart tag to NFC phone
 - Tags to collect shopping list
 - Touch a tag and opt-in to get SMS store/ mall offers (tracks customer entry as well)
- Health Care
 - Prescription information read from smart tag to NFC phone
 - Checking authenticity of drugs by reading tags with NFC device
 - Reading dosage information from tags with NFC phone



More Fun Examples!

- User-generated tags (“Honey, I’m home”)
- Games and contests via network of smart posters and NFC phones
- Order food with “tagged” menu
- Read food ingredients, get wine detail
- See movie/ show schedules
- Download upcoming movie trailers
- Learn tourism information (historical background, maps, etc)
- Find updates on your favorite sports team



Required NFC Forum Specifications

- Tags using the N-Mark **MUST**:
 - Comply with the [NFC Data Exchange Format \(NDEF\) Specification](#), which specifies a common data format for NFC Forum-compliant devices and NFC Forum-compliant tags
 - Be readable by NFC-enabled devices implementing any of the [NFC Forum Type 1-4 Tag Operation Specifications](#)
- Specifications are available free at:

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

Optional NFC Forum Specifications

- To support tag usage and deployment, the NFC Forum has created several Record Type Definition (RTD) Technical Specifications
- These specifications may be used for applications that include specific record types
 - [NFC Text RTD Technical Specification](#) (for records containing plain text)
 - [NFC Uniform Resource Identifier \(URI\) RTD Technical Specification](#) (for records containing a URI)
 - [NFC Smart Poster RTD Technical Specification](#) (for records with text, audio or other data)
- Specifications are available free at:

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

User-Defined Record Types

- The NFC Forum created a specification for developing Record Type Definitions (RTD)
 - NFC Record Type Definition (RTD) Technical Specification
- Organizations may create their own RTDs for other record types
- User-defined RTDs **MUST** conform to the RTD structure defined by the NFC RTD Technical Specification
- Specifications are available free at:

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

Usage Guidelines

- The N-Mark is a registered trademark of the NFC Forum that indicates that a tag meets NFC Forum Specifications
- You must execute an NFC Forum Trademark License Agreement in order to use the N-Mark
- Only materials using tags that implement the NFC Forum specifications are authorized to display the N-Mark
- The NFC Forum N-Mark may only be used to identify the position on the tag where the consumer can align the N-Mark with an information-delivering device (such as a mobile phone) to enable an NFC interaction

Detailed Usage Guidelines, including placement, color and other treatments, can be found at www.nfc-forum.org/n-mark

Best Practices

- The N-Mark should be placed in an easily accessible area to ensure that consumers can readily interact with the device
- Purchasers of tags may feel more confident in their authenticity if the N-Mark is placed on any sales materials or packaging

How to Obtain the Mark

- Click-through license available at:

www.nfc-forum.org/n-mark





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NFC Forum Compliance Program

Dino Bekis
Co-Chairman, NFC Forum
Compliance Committee

Status of Compliance Work

- Over 100 representatives of 30 member companies within the Forum have worked for the past 2-3 years on:
 - Defining minimum levels of interoperability
 - Developing a certification program
 - Defining and developing test procedures, tools, and test laboratory relationships
- “First Wave Certification Program” should be ready within a year

Certification Mark – Coming Soon!

- The NFC Forum will have a new (different) certification mark that can be added to all devices that pass testing to show they have met NFC Forum specifications
- After a device passes certification testing, the existing NFC Forum N-Mark may also be added to consumer-facing areas of the device to indicate a touchpoint
- Details on the use of both marks will be available when the program is finalized

Q&A Session

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

The screenshot shows a web interface for a Q&A session. On the left is the NFC Forum logo. To its right are input fields for 'Name' and 'Email'. Below these is a text area with the prompt 'Ask a question here, or click help for technical support.' and 'SEND' and 'HELP' buttons. A play button icon is visible in the top right corner of the interface. Below the dialog box is a presentation slide titled 'The NFC Forum NFC Technology for Developers' dated 'October 2008'. The slide features the NFC Forum logo and a banner that reads 'ADVANCING NEAR FIELD COMMUNICATION TECHNOLOGY'. The slide image shows a hand holding a mobile phone near a computer monitor. At the bottom of the slide, there are navigation buttons: 'HELP', 'WebcastGroup', and 'RESET'.

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Q&A Session



Dino Bekis
NFC Forum
Compliance
Committee Co-Chair

Director, New Business
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Frank Dawidowsky

NFC Forum
Secretary

Sony Corporation,
Senior Engineer



Julia Charnock
NFC Forum Marketing
Communications
Working Group Chair

Senior Marketing
Communications Manager
Innovision



Paula Berger

NFC Forum
Executive Director

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!

Why Join?

- Gain an in-depth understanding of how NFC works and its many applications
- Influence how the technical specifications are written and get an advance look at how the technology will evolve
- Meet other organizations that are working with NFC and jointly find new uses for the technology to create new business opportunities
- Contribute your knowledge to build the infrastructure faster and more profitably
- Highlight your company as “tech savvy” and consumer friendly
- Create a platform to be represented at global trade shows, have speaking opportunities, and participate in meetings

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

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- Download Specifications
www.nfc-forum.org/specs
- Send questions to info@nfc-forum.org
- NFC Industry News and Events
www.nfc-forum.org/news/ and www.nfc-forum.org/events/
- Join the NFC Forum!
www.nfc-forum.org/join