



Advancing NFC Technology in the Connected World

www.nfc-forum.org
tapintonfc.org
[@nfcforum](https://twitter.com/nfcforum)



About the NFC Forum

The NFC Forum is the industry's leading member organization dedicated to the advancement of Near Field Communication (NFC). Since 2004, the world's mobile communications, semiconductor, and consumer electronics companies have relied on the NFC Forum to set technology and interoperability standards. Today, the adoption and promise of NFC is rapidly expanding, and the mission of the NFC Forum is more important than ever. As a non-profit organization, we provide a global forum where our member companies share development, application, and marketing ideas that help advance NFC technology, standards, and education, in order to enhance the lives of consumers worldwide.

2 billion

NFC-enabled devices will be in the global market by 2016

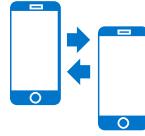
1000%

growth is predicted in the number of mobile payment transactions made on NFC phones this year

1.5 billion

boarding passes are estimated to be issued via a smartphone by 2019

How NFC Works



Peer-to-peer mode

Connects devices through physical proximity to exchange information or files



Tag/Card reader/writer mode

Connects the world of apps with the physical world via an embedded tag



Card emulation mode

Enables devices to act like smart cards for access and payment

Special Interest Groups



NFC Forum Special Interest Groups (SIGs) collaborate with industry stakeholders to determine the most pressing needs and promising directions across business sectors. Together, the SIGs ensure that new technology solutions built around NFC are future-safe and that investments are protected.

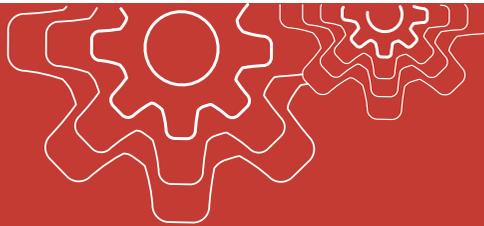
Our SIGs are currently focused on the following market sectors:

- Air Transport
- Connected Car
- Consumer Electronics
- Health Care
- Payment
- Public Transport
- Retail



Technical Specifications

The NFC Forum specifications harmonize and extend existing contactless standards and unlock the full capabilities of NFC for contactless operating modes. Specifications developed by the Forum bridge gaps between existing technologies and devices to enable new applications and services.



Compliance Program

The NFC Forum Compliance Program establishes a strong foundation for NFC implementations and fosters a gold standard of confidence and credibility to advance NFC technology. The goal of the NFC Forum is to provide members with a valuable means of ensuring their products are at the highest level of interoperability.

Become a Member

Sponsor \$50,000 USD

Influence the future of the NFC Forum and its work. An opportunity to sit on our board of directors, serve as officer, and drive our strategic direction.

Principal \$25,000 USD

Participate strategically by appointing voting representatives to committees and working groups. Propose initiatives and contribute to deliverables.

Associate \$10,000 USD

Monitor activities and participate as a non-voting representative in working groups.

Implementer \$5,000 USD

Participate in marketing events and special interest groups, gain access to member resources, get discounts, provide input and review specifications.

Nonprofit \$1,500 USD

Same as Associate above.

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Why Join the NFC Forum?

- ✓ Gain an in-depth understanding of NFC technology
- ✓ Influence new technical specifications
- ✓ Create new business alliances and opportunities
- ✓ Contribute to the growth of NFC across consumer and B2B markets
- ✓ Collaborate with leading companies in wireless technology



NFC and the Connected World

NFC lets you connect to a world of convenience, information, and enhanced experiences with just one tap. Revolutionizing our everyday activities, NFC offers companies and developers the opportunity to innovate in many exciting directions. Some of the areas where NFC Forum members are collaborating and making an impact in the connected world include:

- Mobile payment
- Smart media & marketing
- Connected car
- Transport & eTicketing
- Enhanced wearables
- Health care
- Access control
- Loyalty programs
- Information & data exchange
- Event management
- Gaming
- Social media

The N-Mark

The N-Mark is the official consumer-facing trademark for NFC technology. Use of the N-Mark helps advance the recognition and acceptance of NFC technology and improve the end-user experience.

The N-Mark is used across multiple industries in many applications, including:

- Device touchpoint
- NFC tag touchpoint
- Transaction or access touchpoint
- Technology mark in software
- Product packaging and materials

The N-Mark is available for download at no charge after completing the N-Mark Trademark License Agreement on the NFC Forum website.

