

# The NFC Report

## Consumers love using NFC

But where's the business case, who is going to pay for it – and who is going to profit?

### A comprehensive and international research report on the current and future potential of near field communication

Dear Colleague,

All the indications are that consumers love using NFC and that the technology should now be set for rapid acceptance and explosive growth. But basic questions over the business case for NFC remain, there are concerns over whether NFC standard solutions are 'too much, too late', and there are sharp differences of opinion on how the market will develop.

*Who will pay for NFC? Which business models will succeed?  
How secure is NFC? And what will it take to turn NFC from  
a promising concept into a profitable new business?*

The NFC Report is an in-depth international research project led by Sarah Clark, editor of Near Field Communications World and an analyst with more than 20 years experience tracking developments in emerging banking, retail and mobile technologies.

The NFC Report will provide information on the market all around the world and across each of the business sectors that it impacts — from transport ticketing to customer loyalty, local government to advertising, retailing to healthcare and ID to education.

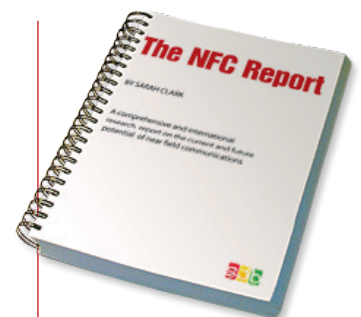
### A mine of practical information and ideas that will pay for itself many, many times over...

Every aspect of near field communication will be covered in detail — the business, the technology, the applications, the players, the alternatives and the future of the market. The NFC Report will identify what the latest technical developments are, how they work, what stage of development they are at, which suppliers are involved and what new products they have in the pipeline.

This 300+ page research report will include all the latest thinking, opinions and comments from industry thought leaders, in-depth case studies of early adopters from around the world, market data, trends and forecasts and a wealth of facts, figures, tables, charts and diagrams. Crucially, **full contact details will be provided for all those involved.**

*The information contained in The NFC Report will be of vital importance to anyone who has to make decisions about the use, design, marketing or development of NFC-based solutions.*

Over...



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##### **Executive Summary**

##### **NFC Technology**

**How NFC systems work** — NFC handsets, SIMs and UICCs, over-the-air provisioning, tags, trusted service managers, readers, the Single Wire Protocol, standards, smart stickers, NFC on a microSD, non-phone NFC, alternatives and competitors. All explained in plain, clear English.

##### **The Business Case for NFC**

**Case studies and analysis** of early adopters and innovators, including banks, retailers, mobile network operators, healthcare providers, transit operators, brands, service companies, local government, universities and more. Plus potential future applications of NFC.

**Current industry infrastructure** and its impact on the growth of NFC — status reports on the installed base of contactless terminals, mobile marketing, customer loyalty programme requirements, citizen ID and access control, transit ticketing schemes and more.

**The business case for NFC** for mobile operators and in banking, retailing, transit & ticketing, advertising, marketing and promotion, access control and computer security, healthcare, government, field services, connectivity, campus cards and more.

##### **Suppliers**

**Who supplies what in NFC** — Full profiles of the current market leaders and the most innovative new start-ups plus full details of under development and commercially available NFC handsets, SIMs, tags, readers, stickers, back

Over...



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office systems, OTA provisioning and systems solutions in each of the potential markets for NFC and details and backgrounders on key industry experts and independent consultants.

**The Market**

**Overview of the current state of play** and future prospects for NFC, from a global perspective, including analysis and forecasts from the leading market forecasters plus comment and opinion from NFC thought leaders around the world.

**The market for NFC in Asia**, including details of the current state of play and expected future developments in Japan, China, Taiwan, South Korea, India, Malaysia, The Philippines and elsewhere.

**The market for NFC in Europe**, including details of the current state of play and expected future developments in France, Turkey, Austria, the Netherlands, Germany, the UK, Italy, Scandinavia, eastern Europe and elsewhere.

**The market for NFC in the Americas**, including details of the current state of play and expected future developments in the USA, Canada and South America

**The market for NFC in the rest of the world**, including details of the current state of play and expected future developments in the Middle East, Africa and elsewhere

**Contact names and addresses**

**Who's who in NFC** — full contact details for everyone mentioned in The NFC Report

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Work on this major new study is now well under way and is expected to continue until the end of Q1 2010. *But you don't need to wait until the report is complete to start using and benefiting from the research team's findings.*

Sections of The NFC Report are being posted on a 'clients only' website as they develop. Order your copy now and you'll get access to this secure website as well as notification when new content is added, keeping you close to the research process and ensuring you're always one of the first to know about new data and findings.

The NFC Report has a list price of £1,297. However, if you place your order now, you'll get an 'early bird' discount of £200 — a saving of 15% — and start benefiting from access to the research findings straight away.

Yours faithfully,

Michael Clark  
PUBLISHER

P.S. The NFC Report will be the most comprehensive guide available to the technology, applications, suppliers and market potential of near field communication. And if you order today you'll get immediate access to the research and analysis as it is produced and save £200 on the usual price. Don't delay, order your copy of The NFC Report today!

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