



ANSI Open Forum  
Building Bridges across the  
Standards Ecosystem

October 9, 2012



# NFC Forum: The Evolution of a Consortium

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Part of the World Standards Week 2012 series of events

# About Me

- ❑ 15 years experience working with technology consortia
  - Involvement in more than 25 different organizations, many focused on specification development and promotion
  - Prior experience on staff of IEEE Standards Association
- ❑ Currently Vice President, Client Services for Virtual, Inc.
  - Virtual currently manages more than 30 associations

# What is NFC?

- ❑ Its an acronym for Near Field Communication
- ❑ NFC is a short-range wireless radio protocol that allows two devices within close proximity to exchange data
- ❑ Key applications include:
  - Access control
  - Consumer electronics
  - Healthcare
  - Information collection and exchange
  - Loyalty and coupons
  - Payments
  - Transport

# Goals of the NFC Forum

- ❑ Develop standards-based Near Field Communications specifications that define a modular architecture and interoperability parameters for NFC devices and protocols
- ❑ Encourage the development of products using NFC Forum specifications
- ❑ Work to ensure that products claiming NFC capabilities comply to NFC Forum specifications
- ❑ Educate consumers and enterprises globally about NFC

# NFC Forum Snapshot

- ❑ 185+ members from over 30 countries
- ❑ NFC Forum membership cuts across many market segments:
  - OEMs
  - Chip manufacturers
  - Mobile operators
  - Banks and card companies
  - System aggregators
  - Labs and test equipment providers

# Widespread Global Adoption

- ❑ Berg Insight : **100 million cell phones** using NFC technology predicted to be sold this year alone [2012]
- ❑ Deloitte: In 2013 there may be as many as **300 million** NFC smartphones, tablets and eReaders sold
- ❑ Frost & Sullivan: By 2015, NFC will be the **most-used solution for mobile payment**, enabling worldwide transactions totaling about \$151.7 billion
- ❑ Gartner Research: **50% of smartphones** will have NFC capability by 2015
- ❑ Juniper Research: By 2017, **1 in 4 US consumers will use NFC**-enabled devices to pay for goods in-store
- ❑ Yankee Group: Global mobile transactions predicted to grow to more than **\$1 Trillion** by 2015

# NFC service has spread across six continents

Australia | Austria | Azerbaijan | Belgium | Brazil | Bulgaria | Cambodia | Canada | Chile | China | Croatia | Czech Republic | Denmark | Dubai | Egypt | Estonia | Finland | France | Georgia | Germany | Hong Kong | Hungary | Iceland | India | Iran | Ireland/Eire | Israel | Italy | Japan | Jordan | Kenya | Korea | Kuwait | Latvia | Libya | Lithuania | Luxembourg | Malaysia | Moldova | Netherlands | New Zealand | Norway | Oman | Pakistan | Peru | Philippines | Poland | Portugal | Qatar | Romania | Russia | Serbia | Singapore | Slovakia | Slovenia | South Africa | Spain | Sri Lanka | Sweden | Switzerland | Taiwan | Tanzania | Thailand | Tonga | Turkey | UK | Ukraine | United Arab Emirates | United Kingdom | USA | Vietnam

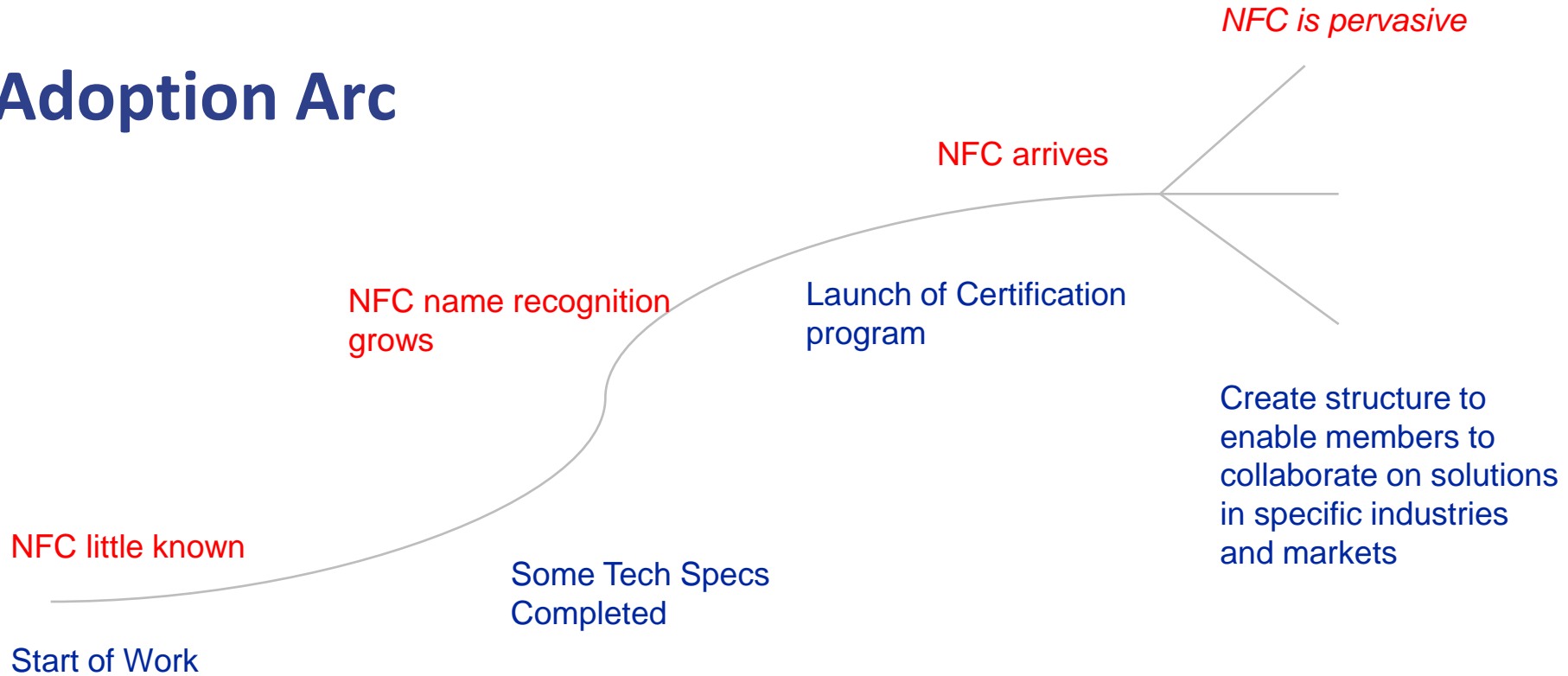
Source: NFC World

# Evolution of NFC Forum





# Adoption Arc



# Response to shifting currents

- ❑ Significant uptake in building/extending relationships with external organizations that intersect with NFC (i.e., liaisons)
- ❑ Gradual shift from a strong technical focus to a balanced technical and business focus
- ❑ Increase in memberships from end users of the technology (vs. primarily those that produced the technology)
- ❑ Shift away from basic education about NFC to industry-specific information about applications and solutions
- ❑ Change in approach in PR: Goal no longer to educate about NFC, but rather explain why NFC is the right technology for many solutions

# Summary

- ❑ For any consortium to be successful, it has to evolve
- ❑ The work of an technology association does not end when a specification is done
  - In many ways, that's where much of the work starts
- ❑ An organization does not change gears overnight – it can take years to adapt course changes
- ❑ Standards are of very limited value without strong business drivers behind them

# More information



[www.nfc-forum.org](http://www.nfc-forum.org)



[www.virtualmgmt.com](http://www.virtualmgmt.com)