NFC Forum:
The Evolution of a Consortium

Presented by
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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?

- It's 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

- Technical Specifications
- Marketing & Education
- Planning
- Compliance & Interoperability
- Solutions
- Staff
Adoption Arc

Start of Work

NFC little known

NFC name recognition grows

Some Tech Specs Completed

Launch of Certification program

Create structure to enable members to collaborate on solutions in specific industries and markets

NFC arrives

NFC is pervasive
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

www.virtualmgmt.com