

WIMA

28-30 April 2008

Grimaldi Forum, MONACO



▶ MARKET

CONFERENCES

ROUND TABLES

www.wima-nfc.com

2nd European NFC Developers Summit

"Touching the Future" NFC Forum Competition Awards Ceremony: Europe



Association sponsor

The 2nd European Near Field Communication Developers Summit is the focus of **WIMA 2008** and will present the latest developments in this rapidly evolving **technology**, its **applications and services** and the European event and meeting place for **developers, systems integrators, device manufacturers and service providers** to meet, learn, exchange and do business.

Affordable sponsor packages presenting the ideal platform for professionals, institutions and students from the **NFC developer community** to showcase their latest applications and services within the **NFC Village Exhibition & Demo area**. The perfect environment to meet future clients and partners with a guaranteed return on investment.

Low conference registration fees offering professionals and institutions the opportunity to meet, learn and exchange with fellow **NFC application developers and service providers during a highly focused conference summit**. The **Participant Conference Package Fee** includes: conference summit (plus pdf presentations after the event), exhibition floor access, lunch, cocktails, pre and post event networking contact access, FREE WiFi access...

New for 2008

Access to the exhibition floor and demo space will be **FREE** of charge to all industry professionals & students offering the ideal occasion for those interested in discovering NFC technology its applications and services. (This access excludes all additional Participant Conference Package privileges).

The Summit will benefit from an excellent focused media coverage
(Internet, Print Press, TV...)



H.S.H Prince Albert II of Monaco & Gerhard Romen, Head of NFC Business Development, Nokia

WIMA is a member of the NFC Forum enabling us to keep informed on the latest developments in NFC technology, and to present an event that will be a veritable platform for NFC Forum members, the NFC community, and those interested by NFC technology from within the NFC ecosystem.

WIMA 2008 will be attended by application developers, technology integrators and service providers from the following sectors in the NFC Ecosystem:

- Access Control
- Associations / Government Bodies
- Consumer Electronics Manufacturers
- Content Providers
- Finance / Banks
- Health Care
- Media (Print Press, Internet, TV...)
- Mobile Device OEM
- Mobile Operators
- R&D
- Reader Manufacturers
- Retail
- Retail Vendors
- Schools & Universities
- Security
- Semiconductor Manufacturers
- Smart Card / RFID Manufacturers
- Telematics
- Tourism
- Transport

New contacts and business opportunities will be offered in the form of pre and post event networking with contact details of sponsors, exhibitors and conference participants available via our website using a login and password plus further **networking opportunities** for sponsors and participants during the event (lunch, cocktails etc...).

European NFC Developers Summit



Presentations and exhibits will explore some of the top NFC application areas including smart transactions using card emulation for payment and ticketing, accessing digital content and peer-to-peer communication between NFC devices. The Summit will present what the devices can do today and will do in the future, the importance of NFC technology within the ecosystem and how to develop NFC applications from a business and a technical standpoint.



OPENING: AN NFC OVERVIEW (NFC Forum)

BUSINESS DEVELOPERS CYCLE

NFC AND CITY LIFE (Applications)

- Transportation
- Payment
- Advertising
- Ticketing
- Travel & Tourism
- Health Care
- Access Control
- Simple Pairing

An overview of NFC applications

NFC AND BUSINESS (Business Models)

- Retail Products
- Mobile Operators
- Service Providers (MVNE)

NFC business models for open loop products, mobile operators and service providers (credit card companies, banks...)

NFC AND HYPE (Standards and Market Development)

- Standardisation Status

How far are we from volume products?

- Interoperability and coexistence with RFID, SmartCards, Bluetooth, WiFi, 2G, 3G, WiMAX

Which barriers exist for mass deployment? How far does NFC profit from the existing RFID/SmartCard/Bluetooth infrastructure

- Product Availability

which NFC products will be available in 2008?

- Forecasts

Market figures for 2008 – 2010

An overview of the NFC standardisation in respect to the market development

TECHNICAL DEVELOPERS CYCLE

TUTORIAL & WORKSHOP

- NFC Development Platform on Mobile Phones (SDK) Sharing experiences of developing NFC applications

The tutorial will give practical hints on how to develop an NFC application on the Nokia 6131

TUTORIAL

- NFC Technology Standards, RF-Technology, Chipsets, Protocol Stacks, APIs

A technical overview of NFC technology assisting attendees in the "make or buy" decision, i.e. whether they are an implementer who could benefit by joining the NFC Forum or an integrator who could work with an NFC Forum member

INTEGRATING NFC

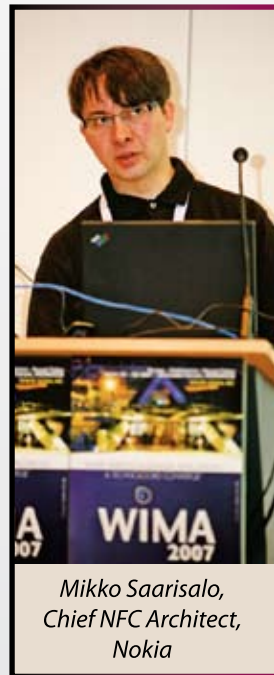
- Standardisation Status
- Chipsets and Modules
- Protocol Stacks and APIs
- System Architectures
- Qualification and Regulation
- Interoperability and Coexistence

How to integrate NFC into a product, covering all the required stages

APPLICATION DEVELOPMENT

- On Mobile Phones
- On PCs
- On SIM Cards
- On Embedded Devices
- Combining NFC with Bluetooth, WiFi, 3G
- Joint Applications for NFC, RFID and SmartCards

How to write applications for NFC on different platforms



*Mikko Saarisalo,
Chief NFC Architect,
Nokia*



*Dominique Brulé, Director of Marketing Business Line Services,
NXP Semiconductors*



> **Head Office**

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"Touching the Future" NFC Forum Competition: Europe

For more information and to enter please contact:
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www.nfc-forum.org/competition



*WIMA 2007: Winners, finalists & Jury members from the
1st European NFC Competition "TOUCHING THE FUTURE"*

Monaco offers international visibility in an attractive and prestigious environment with a state of the art conference centre (the Grimaldi Forum), excellent international airport access (Nice Cote d'Azur), and is easily accessible by road and rail.

**WIMA benefits from negotiated hotel rates within the Principality
(ranging from approx. 60 euros to just under 200 euros per room per night).**

We look forward to welcoming you to Monaco!