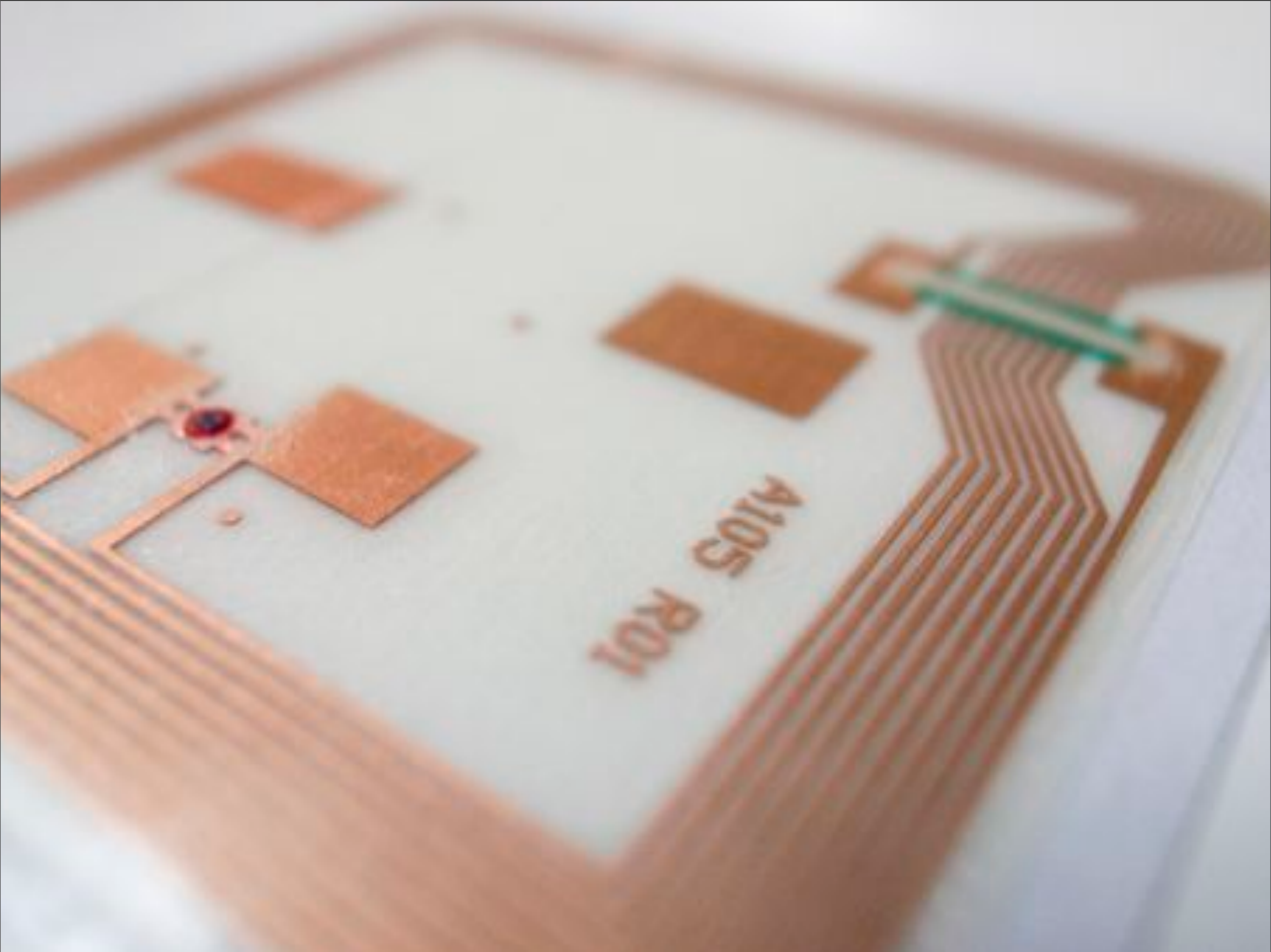


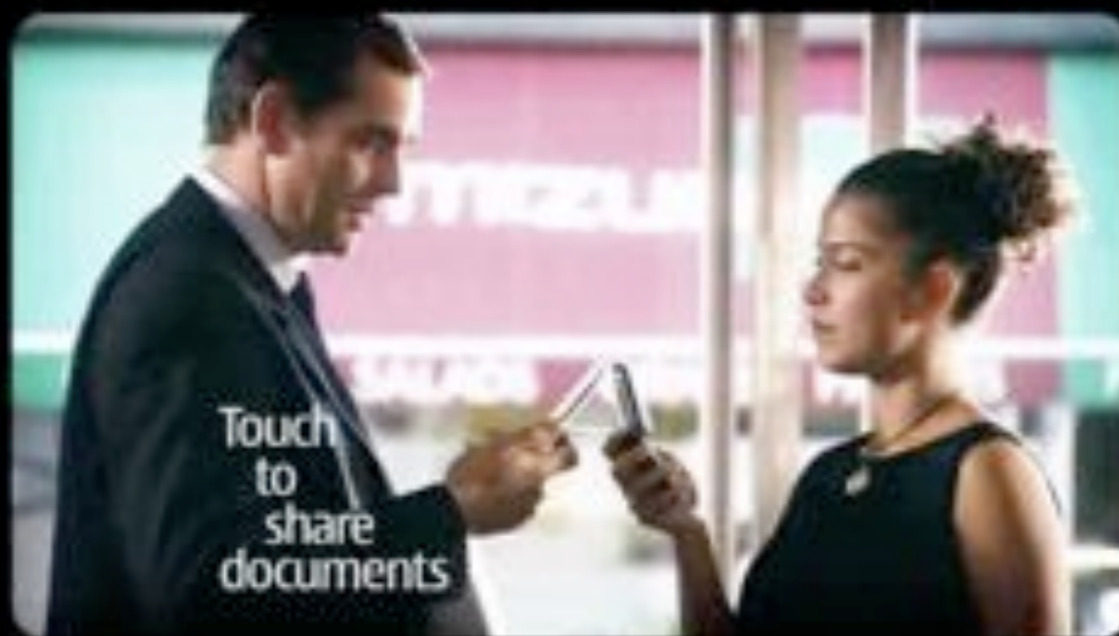
# Introduction to NFC mobile phones



RFID is a very simple technology; tiny, batteryless chips that can be embedded in just about anything. They contain small amounts of information, that can be read by a mobile phone.

They can only be read from about 10cm.

1K - 4K



Industry sees applications in payments, unlocking, printing, sharing and downloading in the physical world.

Phones come with a simple application that will send messages, open websites and make phonecalls.



The technology can be used to establish connections between devices with the action of touch. (Bluetooth, Wifi, GPRS, etc.)



Being used for payments in Japan and elsewhere in Asia. Trialled in Europe and US.



Image from Jan Chipchase

This is a poster from Tokyo showing a 'Suica' phone paying for a seat on a train. No ticketing or checkin required. This shows us some of the new ways in which interactions in public space can be configured.

A lot of it is moving towards 'frictionless commerce'.

Show Nokia video and NFC vending machine video.

Photo: Jan Chipchase: [http://www.janchipchase.com/blog/archives/2006/01/post\\_36.html](http://www.janchipchase.com/blog/archives/2006/01/post_36.html)

- 20 Million handsets in Japan
- ABI predicts that 30% of all handsets will have NFC by 2011.
- Compatible with most existing contactless payment systems