Shaping the Global Market for NFC

From value Chain to Eco System

Felix Marx
General Manager
Market Sector NFC & New Programs
BU Automotive & Identification
NXP Semiconductors

Agenda

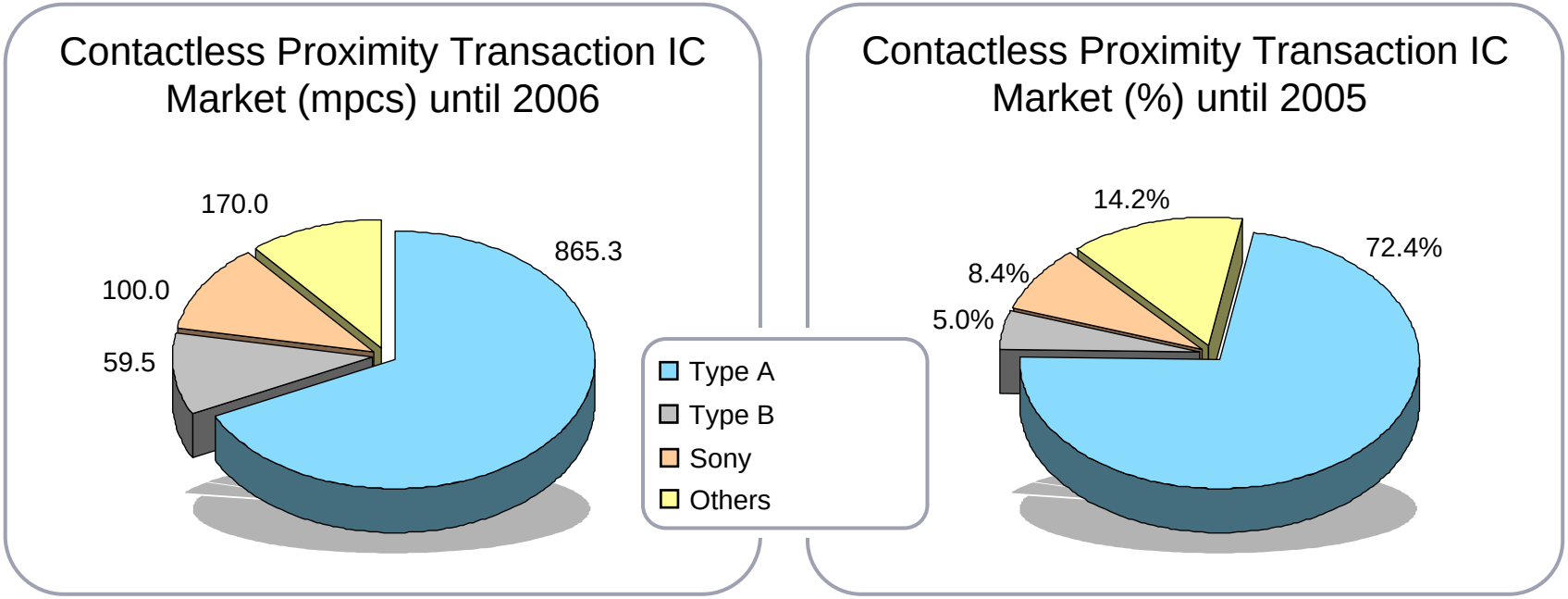
- Pre-Requisites for global success with NFC
- A community to drive adoption of NFC
- Alliances & Partnerships
- Where this will lead to for NFC

Pre-Requisites for global success with NFC

A large and global Infrastructure

Market Overview

Mifare in 2007: 1,5 billion IC's shipped
FeliCa in 2007: 200 milllion IC's shipped

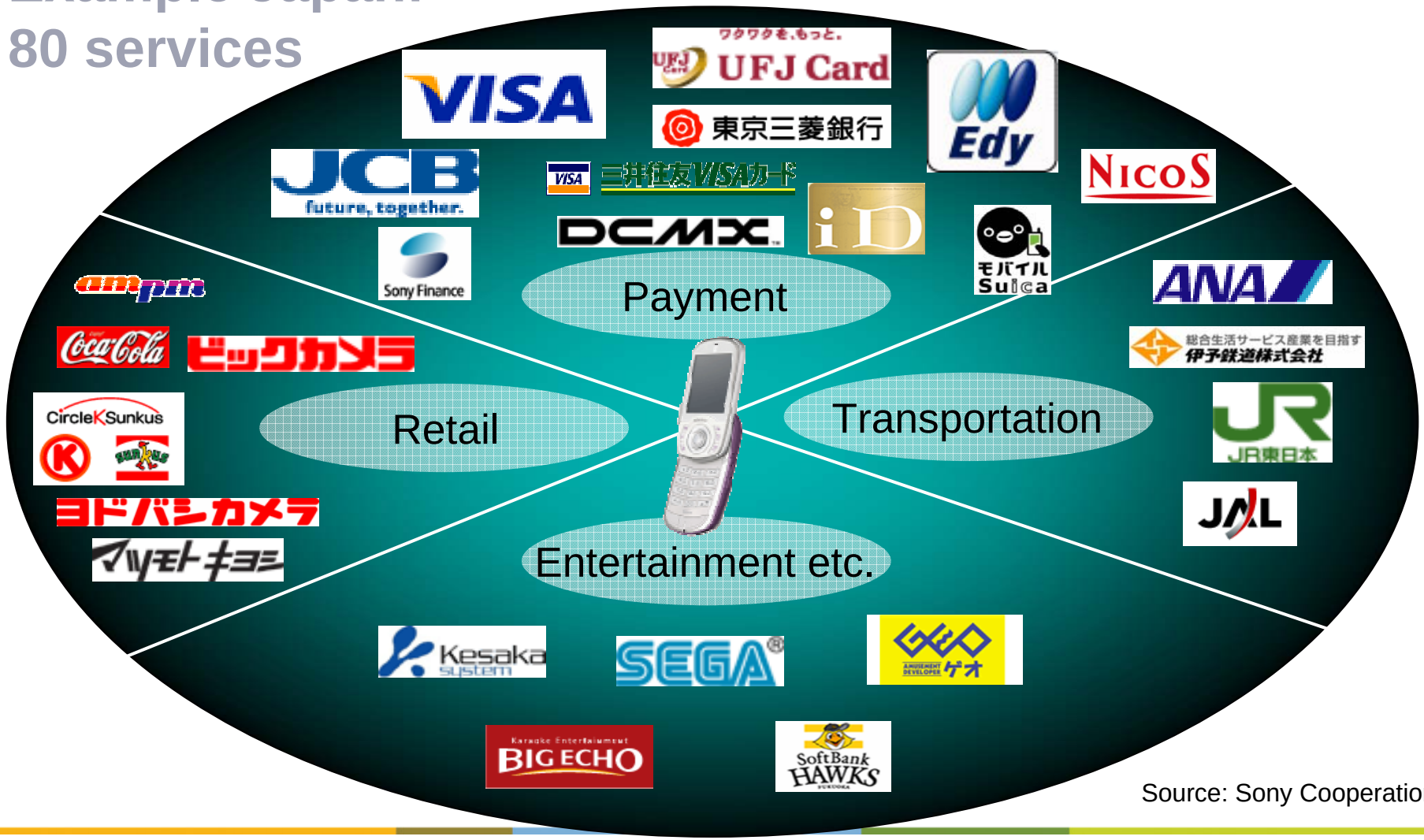


Boundless Possibilities of Use Cases

- Travel
  - eTicketing, check in hotel, key entry, ..
- Ticketing
  - Movies, concerts, public transportation,…
- Driving
  - Key entry, starting, parking subscription/payment, navigation
- Music
  - Song sampling, music referrals, bonus points, cross marketing
- Pay
  - Merchants, fast food, vending machines, …
- Authenticate
  - eCommerce, Acct Mgmt, Password Mgmt,..

The Ability to translate Use Case in Service's

Example Japan:
80 services



Source: Sony Cooperation

Consumer Acceptance

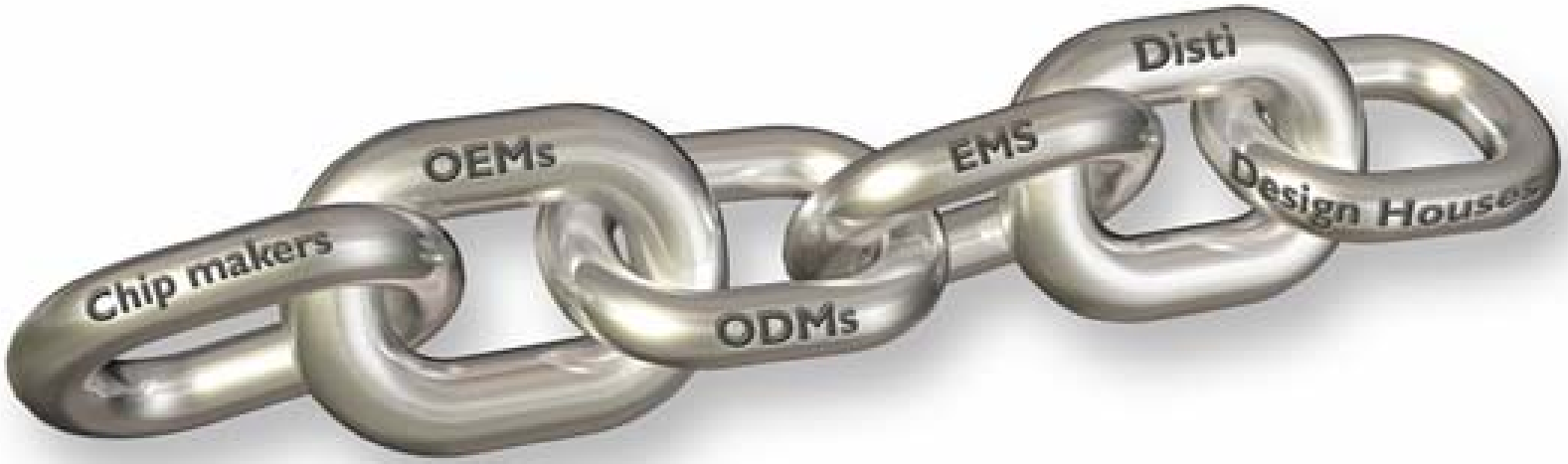
- The Wow factor!!!!
  - so easy, so cool…
  - will tell their friends and families about the technology
  - asking when NFC devices will be widely deployed
  - are willing to pay a premium for NFC feature
  - want to use their NFC device everywhere

A community to drive adoption of NFC

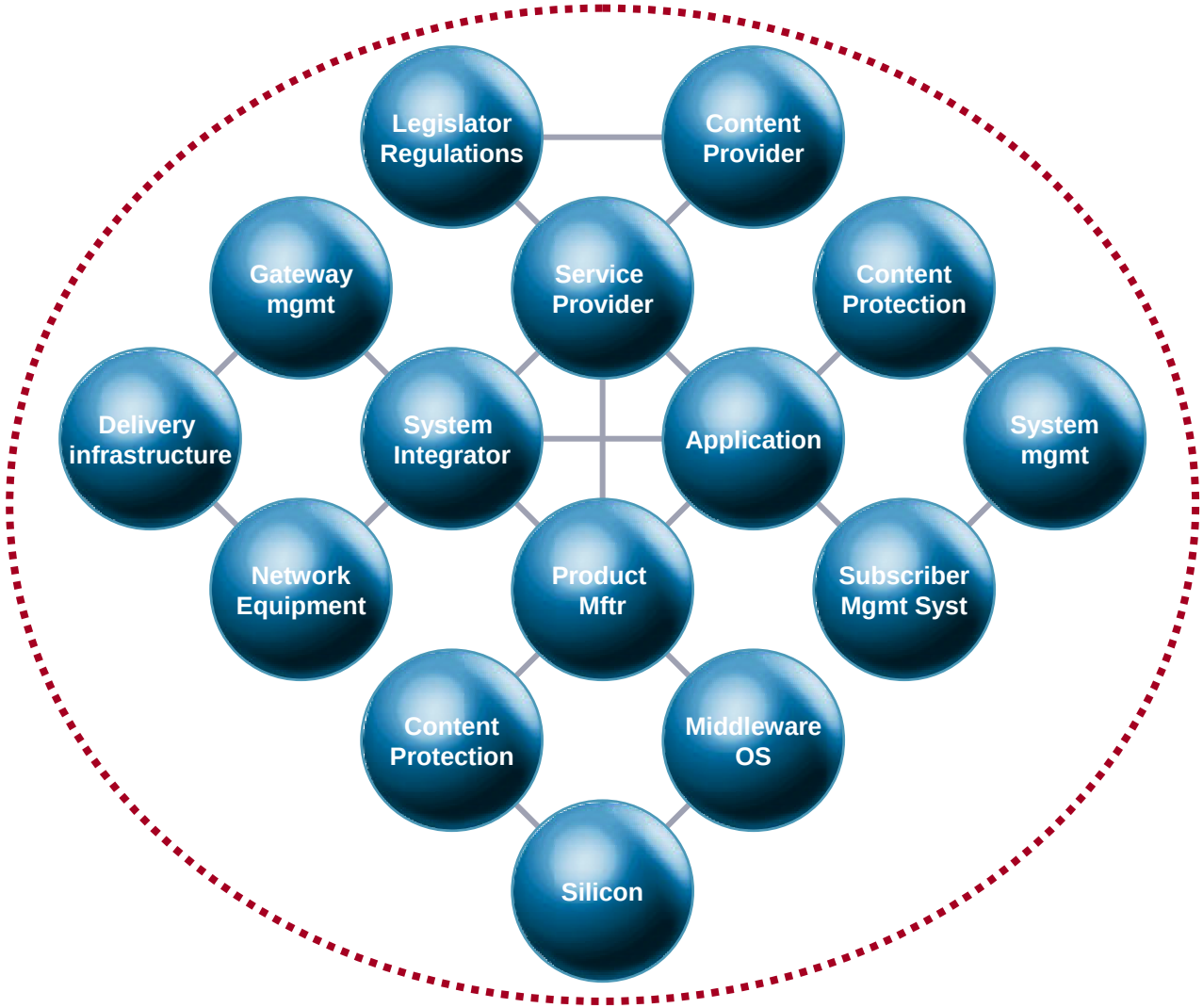
The NFC Forum community: 100+ members

Alliances & Partnerships

From value chain to eco-system



From value chain to eco-system



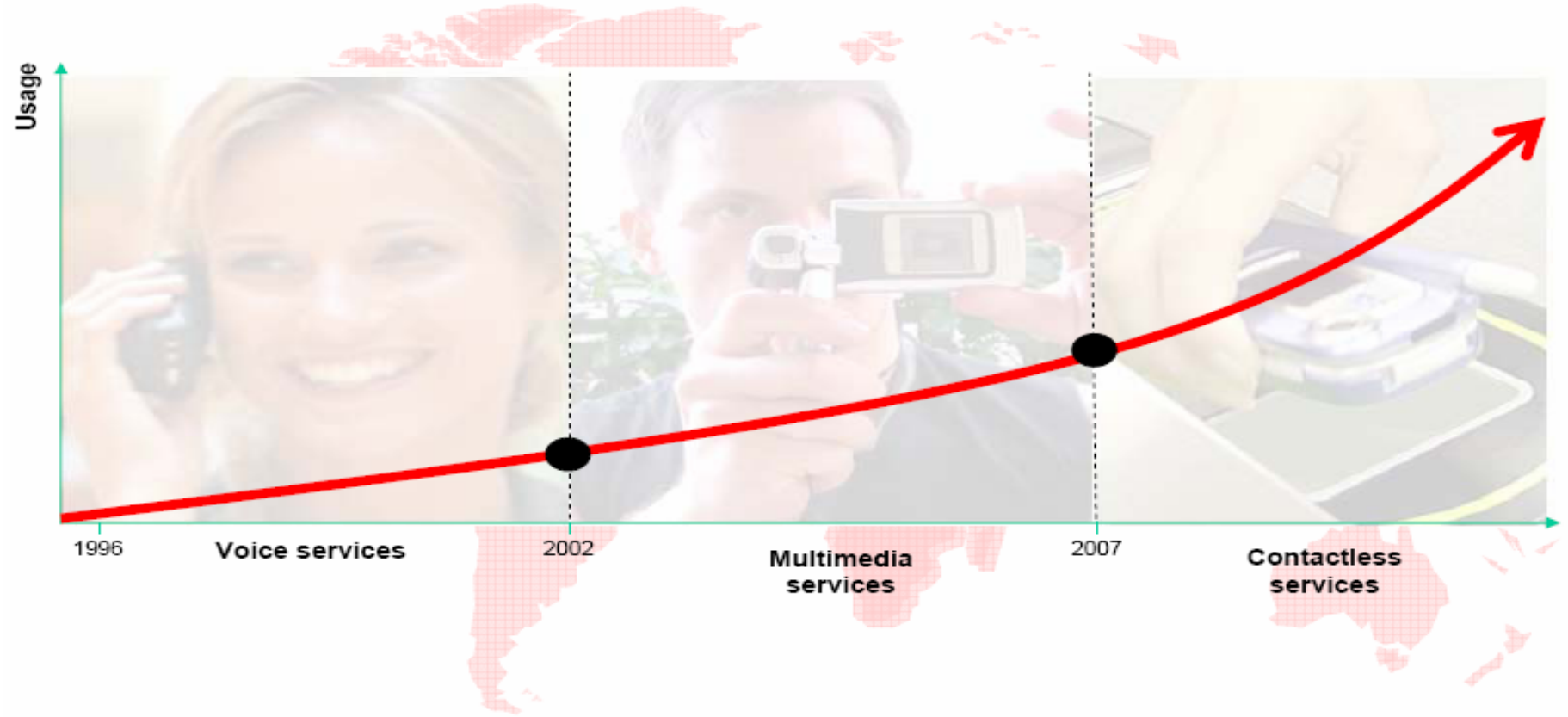
Where this will lead to for NFC

A Vision …???

No, it is reality and much more to come …

Commitment in the mobile world

MNO Vision Of Mobile NFC



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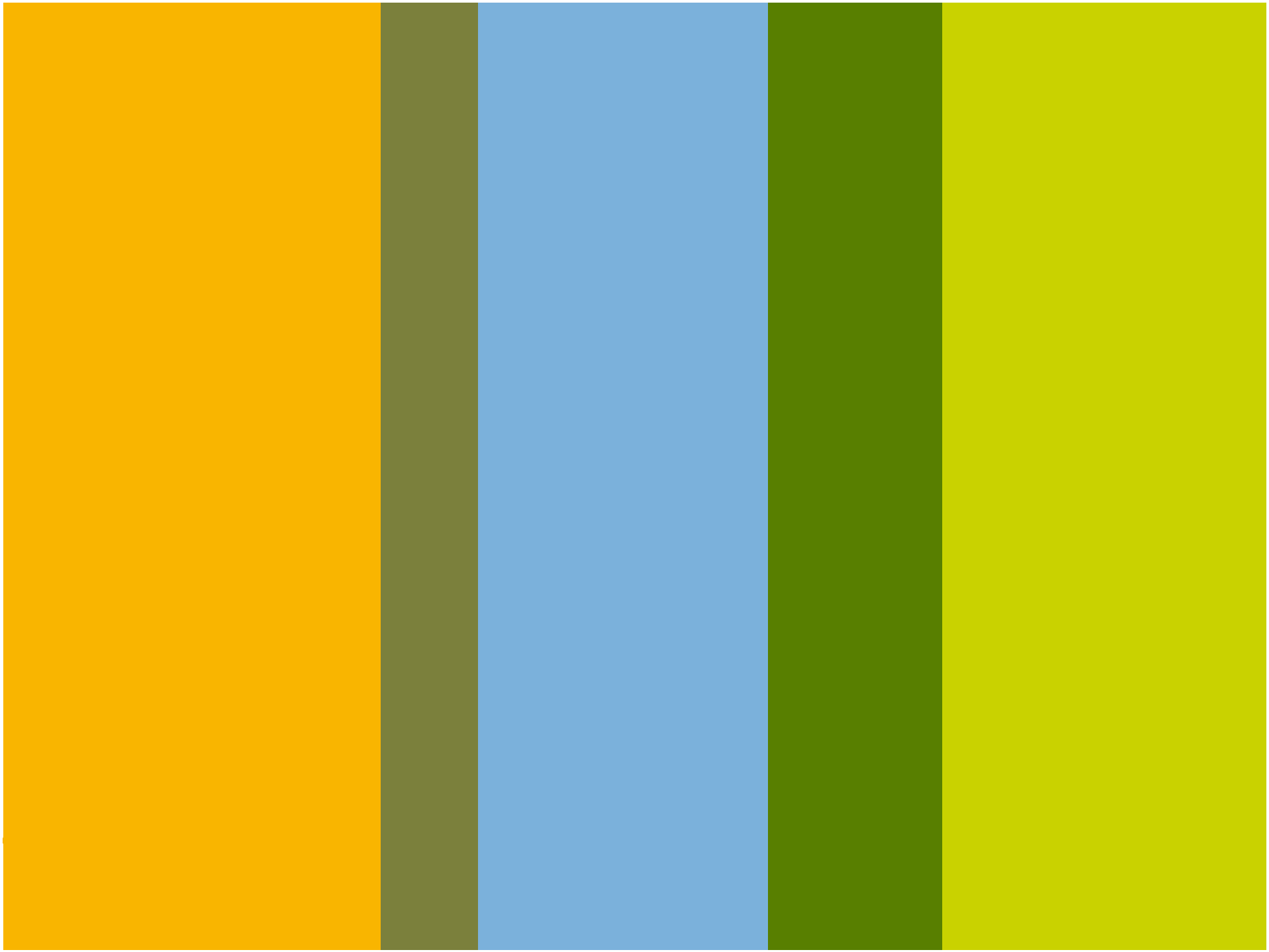
The adoption …

- First commercial roll-outs will happen in 2007
  - In all geographical regions, Americas, APAC & EU
  - Primarily in mobile communications, but also in CE & Computing
    - Sony publicly announced VAIO PC with NFC for 2007 (Japan)
- 2008 will be the year of mass deployment
- Analysts predict an attachment rate in mobile of approx. 35%-42% in 2010
- NXP expects that NFC will find adoption for all markets using different RF Standards:
  - Mifare, ISO 1443, FeliCa
- NFC will also be widely adopted for ease-of-use cases
  - NFC/BT
  - NFC/WLAN
  - NFC/WUSB