

# **NFC: Opportunity Taps**

Market Brief  
Third Quarter, 2012





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# NFC: Opportunity Taps

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## A Market Brief

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## Abstract

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Near Field Communications (NFC) is a very promising technology that provides access to many new applications for smartphones. In the short term, a smartphone equipped with an NFC chip or an NFC SIM may become a streamlined alternative to the traditional wallet and its plethora of credit cards, debit cards, frequent flyer cards, and loyalty cards.

Key questions addressed:

- What is NFC?
- How did NFC originate?
- Why are mobile operators interested in NFC?
- What are the benefits of NFC?
- What are some of the challenges surrounding the implementation of NFC?
- Who are the major NFC players?
- What is the prognosis for NFC adoption?

Who should read this report?

- Mobile operators
- Device OEMs
- NFC solution vendors
- Content providers and distributors
- Financial analysts and investors.

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