



Contact iGR

Iain Gillott

(512) 263-5682

iain@iGR-inc.com

FOR IMMEDIATE RELEASE

New iGR study discusses the potential impact of Near Field Communications

NFC presents opportunities for new revenue streams for many businesses

AUSTIN, Texas, September 7th, 2012 – Near Field Communications (NFC) is a promising technology that provides access to many new applications for smartphones. In the short term, smartphones 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. In the long-term, NFC may well provide the mobile conduit to a vast array of new systems and applications that may significantly add to the life experience of the mobile end-user.

NFC is a wireless technology that enables the two-way transfer of data (text, numbers, photos, etc.) between two NFC-enabled devices. NFC tags can be located in posters, menus, brochures, or in a designated public place. These tags contain small microchips that store small amounts of information that can be transmitted to an NFC equipped smartphone, on request, by simply touching or being in close proximity to the NFC tag or receiver.

NFC will greatly impact the relationship between the smartphone user and the personal and financial information that is important to the productivity of that individual.

“Aside from improving the quality of life of the individual, NFC also presents opportunities for a wide array of business and service organizations to improve their personal and business relationship with their constituents while building a new revenue stream,” said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. “iGR believes that NFC provides significant business opportunities for merchants, smart card manufacturers, financial institutions and many other firms, particularly with regards to payments.”

iGR’s new market research report, *NFC: Opportunity Taps*, provides an overview of NFC, including both the wireless technology used and its potential impact on the U.S. cellular market.

The following key questions are addressed in the new research study:

- 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 outlook for NFC adoption?

The information in this report will be valuable for:

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

The new report can be purchased and downloaded directly from *iGR*'s website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at iain@iGR-inc.com for additional details.

About iGR

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now entering its twelfth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.