

MOBILE NFC

ANALYSIS, STRATEGIES AND PREDICTIONS FOR THE MOBILE FUTURE OF NEAR-FIELD COMMUNICATIONS

2ND - 3RD SEPTEMBER 2008, RADISSON SAS PORTMAN HOTEL, LONDON

Two days covering the most pressing topics affecting the advancement of Mobile NFC:

- Building and Maintaining a Healthy, Enthusiastic Mobile NFC Ecosystem
- Mobile NFC Trial Case Studies: What Prior Experience Does the Industry Have to Work With?
- Beyond Payments: What is the True Potential Scope for Mobile NFC?
- Improving the Reach of Marketing Campaigns with Mobile Loyalty Schemes and Coupons
- Mobile NFC and Advertising: Will the Smart Poster Phenomenon Spread Westwards?
- NFC-Enabled Mobile Device Focus: What Do the Manufacturers Think?
- Mobile NFC Consumer Traction and User-Experience
- What are Consumers' Security Concerns and How Should They Be Dealt With?
- Mobile NFC Technology Forum

Hear case studies, criticism and predictions from these international industry experts:

Keynote Speakers:

- Chua Thian Yee**, CEO, **CASSIS International Pte Ltd**
- Altug Acar**, Division Head of Business Development, **Turkcell**
- Mary Carol Harris**, Head of Mobile, **Visa Europe**
- Jim McMullin**, Director, Business Development EMEA, **Motorola**
- Jeremy Belostock**, Head of Near Field Communications, **Nokia Devices**

Christian Séré-Annichini, Head of New Business Development, **SFR**

Dion F. Lisle, Senior Vice President, Growth Ventures and Innovation, **Citibank**

Oliver Kelly, Group Strategy Executive, **Vodafone Group**

Claire Maslen, Head of NFC Programmes, **O2 UK**

Hugh Cockwill, Chief Operating Officer, **The Light Agency**

Mike Short, Chairman, Mobile Data Association and VP R&D, **O2**

Alex Rolfe, Editor, **Mobile Payments World**

Tommy Jensen, CEO, **adeye**

Stephanie Manning, Chief Engineer, Research and Development, **Vodafone Group**

Vincent Berge, Co-Founder and General Manager, **Mobile Distillery**

Michel Bayings, Contactless NFC (Payment) Specialist, Sr. Management Consultant – Business Innovation, **Logica Management Consulting**

Dominique Descolas, Advisor Research-Innovation and Sustainable Development, **Veolia Transport**

David Brendl, m-Commerce & NFC Product Development Manager, **Telefonica O2 Czech Republic**

Saadi Hussain, Head of Commercial Propositions, **BT**

Dr Janko Mrcic-Flogel, Head of Mobile Innovation, **Transport for London**

Francesco Iarlori, Business Development – Marketing & Sales Strategies, **ICT Advisor – Journalist**

Geoff Barker, Strategic Propositions Manager, Mobile Payments, **CPP Group Plc**

Martin Gruber, Marketing Director MST AFC, **NXP Semiconductors**

Pre-Conference Workshop: 1st September
FROM TODAY'S APPLICATIONS TO FUTURE PERSPECTIVES

led by NFC Research Lab Hagenberg

FURTHER LEARNING

Post-Conference Training: 4th September
NFC TECHNOLOGIES

led by Gemalto and Informa Telecoms Academy

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WEDNESDAY 3RD SEPTEMBER 2008

NFC-Enabled Mobile Device Focus: What Do the Manufacturers Think?

08.30 Speed Networking 

08.55 Chairman's Opening Comments

Alex Rolfe, Editor, **Mobile Payments World**

09.00 **The Elephant in the Room: Where are the NFC-Enabled Mobile Devices?**

HANDESET
MANUFACTURER

- The absence of handset availability is a massive issue for the mobile NFC industry. What is the device manufacturers' NFC roadmap?
- Is the problem of the chicken-and-egg genre? Are handset manufacturers waiting for commercially viable NFC opportunities before taking definite action?
- "One NFC-enabled phone model does not an NFC-enabled market create" How many NFC-enabled models will manufacturers need to deploy for the recipients of subsidised phones to reach critical mass?
- Will a range of NFC-enabled devices be available for the mass market before the end of Q1 2009?

Jim McMullin, Director, Business Development, EMEA, **Motorola**

09.30 **What Do Handset Manufacturers Think of NFC and the Current Situation?**

HANDESET
MANUFACTURER

- Have the Standards Agreements affected the manufacturers' NFC plans to their advantage or disadvantage?
- Before users can participate in a commercial launch they will need an enabled handset: Are operators prepared to subsidise these?
- Will only specific handsets be NFC-enabled or will, like cameras, the capability become widespread over a short time in the developed markets?

Jeremy Belostock, Head of Near Field Communications, **Nokia Devices**

10.00 **NFC Mobile Devices and NFC Acceptation Points – Market Penetration Strategy**

OPERATOR

- NFC devices and SIM cards (SMX vs. SWP)
- Applying the right pressure in the right areas
- Proprietary vs. Open NFC solutions
- How to overcome the Chicken & Egg syndrome

David Brendl, m-Commerce & NFC Product Development Manager,
Telefonica O2 Czech Republic

Mobile NFC Consumer Traction and User-Experience

10.30 **Why are Consumers Interested in NFC and How Can the Industry Meet their Expectations?**

PANEL
DISCUSSION

- NFC trial press coverage has excited consumers but do they still have concerns and reservations?
- Amongst the consumers who are interested in NFC, which aspects do they find the most attractive?
- Are the consumers' interests in parallel with those of the NFC industry? Are there any anomalies which need to be addressed?
- Consumers and/or Prosumers: Which groups are the most interested and how should this be approached?
- Who are consumers looking to as providers of NFC services: Service providers or operators?

Francesco Iarlori, Business Development, Marketing & Sales Strategies,
ICT Advisor – Journalist

Claire Maslen, Head of NFC Programmes, **O2 UK**

Dominique Descolas, Advisor Research-Innovation and Sustainable
Development, **Veolia Transport**

Michel Bayings, Contactless NFC (Payment) Specialist, Sr. Management
Consultant – Business Innovation, **Logica Management Consulting**

11.15 **Networking and Coffee Break**

12.00 **Preparing the Market for Mobile NFC: Educating Users to Manage Expectations**

OPERATOR

- Infra-red and Bluetooth failed owing to lack of consumer education. How can the market be prepared to prevent Mobile NFC joining the ranks of mobile service dead ducks?
- Addressing usability concerns:
 - Will there be preference settings e.g. in the case of a user having two credit cards enabled?
 - How easy will applications be to download and, more importantly, control?
- Should user interfaces be standardised to simplify the user experience to encourage mainstream acceptance or are consumers more techno-savvy than we think?
- How will NFC phones behave and how will people with NFC phones behave? How can the two be combined for successful commercial launches?

Christian Séré-Annichini, Head of New Business Development, **SFR**

What are Consumers' Security Concerns and How Should They Be Dealt With?

12.30 **Addressing Consumer Fears and Reassurances for Security Concerns**

- How many bank cards are lost per annum versus how many phones are lost per annum?
- In the event of losing a "mobile wallet" consumers will contact their operators, and then their bank/credit card companies. Are the operators/banks etc. prepared for this?
- How easily will operators/banks be able to disable NFC payment capabilities? Will this vary according to the number and range of payment accounts/applications on the phone?
- Will consumers stand to lose money and/or privacy in the event of losing a "mobile wallet"? Is this risk manageable or insurable?

Geoff Barker, Strategic Propositions Manager, Mobile Payments, **CPP Group Plc**

13.00 **Avoiding the Scenario Where Mobile NFC Security Concerns Outweigh the Benefits**

- Are mPayments and identity applications on the mobile device or UICC secure enough?
- Are fears of signal amplification and encryption unscrambling exaggerated? "Wireless brute force" may be profitable for a car... but a phone?
- Mobile devices can never be tamper resistant so will they always be the weak link?
- Is the industry preparing to provoke a fresh storm of criminality or are security fears relatively unfounded?

David Rogers, Industry Relations Manager, **OMTP Ltd**

13.30 **10 MINUTE AUDIENCE DISCUSSION: NFC-Enabled Mobile Phones and Their Practical Implications**

- How will users' ineptitude at maintaining a full battery affect the success of mobile NFC?
- Who will users contact if e.g. an NFC train ticket fails to work at the train station? Who *should* users contact?
- "I'd be terrified in case I lost my phone" Is a mobile wallet just too much responsibility for most people?

13.40 **Networking Lunch**

Mobile NFC Technology Forum

14.40 **How Can NFC Services be Improved by Refining the Technology?**

- How to distribute and manage contactless (NFC) services over the air, remotely?
- How to manage multiple applications in the handset in a secure, still user friendly manner?

Peter Parkanyi, Project Coordinator, **StoLPan**

15.00 **Choice of the Secure Element?**

- What are use cases for different kinds of secure elements and who is in the "driver seat" of selected use cases
- The beauty of NFC phones comes from the secure element, but which parties have to be involved to enable applications on the secure element?

Speaker tbc, **Giesecke & Devrient**

15.20 **Why is There a Need to Define Open and Interoperable Standardised Technology Using Non-Proprietary Technology?**

- To what extent are proprietary solutions a barrier to uptake?
- Would standardisation and one common platform enable consumers to download all the NFC applications simply?
- Should Mifare applications be universally supported?

Martin Gruber, Marketing Director MST AFC, **NXP Semiconductors**

15.40 **Networking and Coffee Break**

16.00 **Round Table Discussions**

- What is the most pressing issue which needs to be addressed affecting mobile NFC technology?
- How can the ecosystem help developers with the advancements required?
- What are delegates' ideas for new mobile NFC applications? How would these work and could they realistically be implemented?

16.45 **Chairman's Closing Remarks**

16.50 **Display and Play NFC Demo Session**

DEMO
SESSION

17.30 **End of Conference**