



4th Global NFC Business & Technical Developers Summit
20/22 April 2010 | Grimaldi Forum | Monaco

PRESS KIT



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GENERAL PROGRAMME

OVERVIEW PROGRAMME WIMA 2010



Subject to modification

	TUESDAY 20		WEDNESDAY 21		THURSDAY 22	
	HOBLEY FORUM	NFC2010 WORKSHOP	NFC2010 WORKSHOP	TECHNICAL	BUSINESS	TECHNICAL
9:00	PLENARY WORKSHOP (Closed)	APPLICATIONS & SERVICES	APPLICATIONS & SERVICES	KEYNOTE PLENARY SESSION	NFC FORUM TRACK	NFC FORUM TRACK
9:30		BREAK	BREAK		BREAK	BREAK
10:00	PLENARY WORKSHOP (Closed)	APPLICATIONS & SERVICES	APPLICATIONS & SERVICES	NEW APPLICATION FOR NEW BUSINESS & USE CASES	NFC FORUM TRACK	NFC FORUM TRACK
10:30		BREAK	BREAK			
11:00	PLENARY WORKSHOP (Closed)	HARDWARE & SECURITY	HARDWARE & SECURITY	INTEGRATING TECHNOLOGY	EXPO / COMPETITION DEMO SPACE	EXPO / COMPETITION DEMO SPACE
11:30		LUNCH	LUNCH			LUNCH
12:00	PLENARY WORKSHOP (Closed)	APPLICATIONS & SERVICES	APPLICATIONS & SERVICES	OPERATORS & SERVICES	TRANSPORT	HANDS ON WORKSHOP
12:30		LUNCH	LUNCH		BREAK	BREAK
13:00	PLENARY WORKSHOP (Closed)	APPLICATIONS & SERVICES	APPLICATIONS & SERVICES	PAYMENT with Mobey Forum	APPLICATIONS FOR LOYALTY / TOURISM / SOCIAL NETWORKING / HEALTHCARE	TRAINING WORKSHOP
13:30		LUNCH	LUNCH			
14:00	PLENARY WORKSHOP (Closed)	HARDWARE & SECURITY	HARDWARE & SECURITY	START UP'S		
14:30	BREAK			COCKTAIL		
15:00	PLENARY WORKSHOP (Closed)			NFC FORUM GLOBAL COMPETITION AWARDS		
15:30						
16:00						
16:30						
17:00						
17:30						
18:00						
18:30						
19:00						
19:30						
20:00						
20:30						
21:00						
21:30						
	PLENARY > Auric		BUSINESS > Van Dongen (Room 1)		TECHNICAL > Auric (Room 2)	



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NOT TO BE MISSED

Tuesday 20th April: WIMA is hosting **NFC2010 Workshop:** The workshop will bring together researchers and practitioners in the area of RF & hardware related topics, smartcards & security, applications & services and usability & user experience.

The **Conference Programme** will continue its highly successful format of Business and Technical tracks.

Business sessions and panel discussions will provide an essential insight into the emerging business models and strategies, challenges ahead and opportunities to be seized for business with an eye on the consumer as the technology is rolling out. Don't miss the sessions for: New Applications for New Business Case Keynotes, Operators & Services, Transportation, New Applications for Tourism, Social Networking & Healthcare

Technical sessions will present and debate open source platforms, how to develop applications, integrate the technology into devices, programming tags, testing, compliance & certification plus a hands on workshop training "*NFC in the wild - the whole picture across the platforms*"

Wednesday 21st April: PLENARY KEYNOTES (Auric Room)

Brigitte Bourgoïn, Chairman, AFSCM ; Executive Vice President, Head of Domestic Wholesale and Partnership for France - France Telecom-Orange

Dominique Descolas, Project Director & Advisor, Veolia Transport

Jerome Nadel EVP Marketing & User Experience - Sagem Wireless

Suvi Lindén, Minister of Communications, Finland

NFC Forum Track:

Keynote: Chairman, **Koichi Tagawa**, Sony, plus senior members of the NFC Forum will be giving an update on current work activities. New information will be presented on the important upcoming certification program, and the NFC Forum N-Mark will be discussed in detail. Join their panel of experts who will share their hands-on experience and information about their NFC projects.

Mobey Forum: Keynote: Vice-Chairman, **Bent Bentsen**, DnB NOR Bank ASA, plus presentations from member banks and first industry discussion on the white paper "Alternatives for Banks to Offer Secure Mobile Payments"

NFC Village Exhibition Floor presenting over 40 exhibiting companies demonstrating the latest most innovative NFC products, applications and services.

Platinum Sponsor the AFSCM: presentations and exhibits on the on the Commercial trials being launched in the springtime in Nice, France.

NFC Forum Global Competition Finals & Awards Ceremony: meet the 20 finalists the Competition Demo Space.

Take advantage of this great FREE offer for the duration of the event even if you already have your own NFC device!

As the official mobile sponsor of the "**WIMA NFC Experience**", ITN International will loan, one **NOKIA 6212 classic NFC with data enabled SIM card** provided by Monaco Telecom to each attendee who signs up for it. The phone will demonstrate how NFC can be used within an event to create valuable information exchange and experience the power of NFC. Use the phone to :

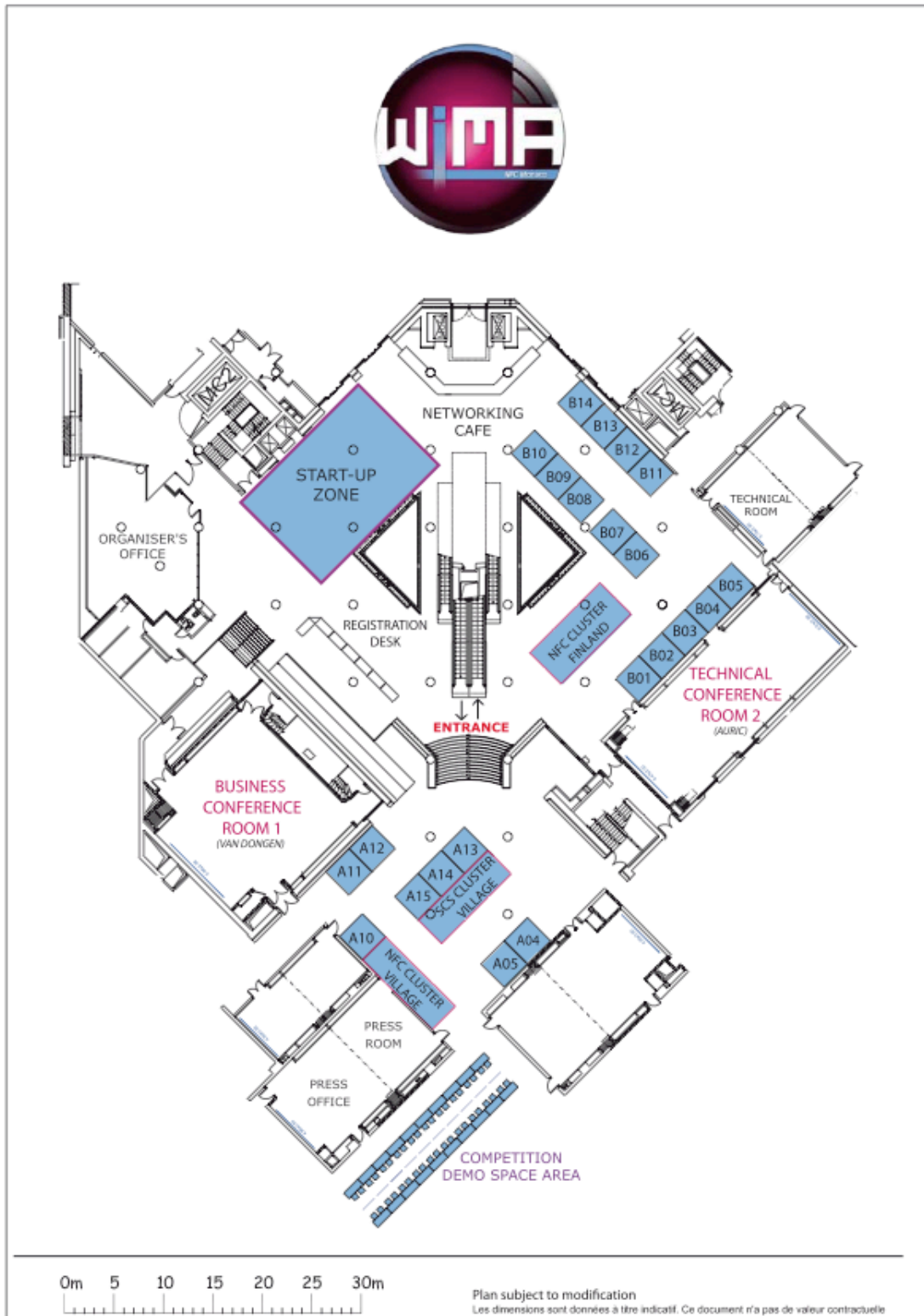
- Download detailed information from a multitude of Smart Posters with tags provided by Innovision Research & Technology presenting the conference agenda, speakers, exhibitors, the NFC Forum Competition Demo Space finalists, plus applications from the WIMA NFC Experience Smart Poster

- Discover the "NFC Parcours Princesse Grace" tourist information trail around Monaco



EXHIBITION FLOOR

Floor Plan





EXHIBITION FLOOR

Exhibitors list

AFSCM (A11 A12) - France - **Platinum Sponsor**

The AFSCM (Association for Mobile Contactless in France) is a non-profit association established in April 2008 by three MNOs: Bouygues Telecom, Orange France, and SFR. AFSCM mission is to facilitate the technical development of mobile NFC applications and to promote their benefits for end users and service providers. AFSCM members comprise MNOs, service providers and technology vendors.



Sagem Wireless (A13 A14) - France **Gold Sponsor**

THE COSYPHONE – AN ULTRA-SIMPLE CONNECTED LIFESTYLE DEVICE FOR THE OVER 50'S MARKET. Cosyphone is designed to be ultra simple and elegant, with an ergonomic form factor and user interface to simplify users to access the features users want quickly and easily. Cosyphone uses contactless NFC technology to enable users to access the features of the device without scrolling through menus on the handset.

AFSCM	A11-A12	France	PLATINUM SPONSOR
SAGEM WIRELESS	A13-A14	France	GOLD SPONSOR
PAYMENTS CARDS & MOBILE	B07	United Kingdom	GOLD SPONSOR (MEDIA)
GEMALTO	A10	France	
INNOVISION R&T PLC	B06	United Kingdom	SILVER SPONSOR
OVER-C	B02	United Kingdom	
SONY CORPORATION	B01	Japan	
CLEAR2PAY	B12	Belgium	
COMPRION	B11	Germany	
FIME	B13	France	
MAROC TRAITEMENT DE TRANSACTIONS - M2T	B10	Morocco	
MBDS / UNIV DE NICE SOPHIA ANTIPOLIS	B03	France	NFC VILLAGE SPONSOR
MICROPROSS	B05	France	
MOBEY FORUM	A15	Finland	
NFC FORUM	A05	USA	
OYAK TECHNOLOGY (OYTEK)	A04	Turkey	
SOLIATIS	B14	France	
THE HUMAN CHAIN	B04	United Kingdom	
CITY OF OULU			
FORUM VIRIUM HELSINKI			
MSG SOFTWARE LTD.			
OULU UNIVERSITY OF APPLIED SCIENCES		Finland	NFC CLUSTER FINLAND
TAGAGE BY HANSAPRINT			
UPM RAFLATAC RFID			
VTT TECHNICAL RESEARCH CENTRE OF FINLAND			
CONNECTHINGS		France	
MONETECH		France	
NOVABASE		Portugal	NFC CLUSTER VILLAGE
VEOLIA ENVIRONNEMENT RECHERCHE & INNOVATION		France	
CASSIS INTERNATIONAL			
EXTELIA			
GFI INFORMATIQUE		France	SCS CLUSTER VILLAGE
SCS CLUSTER "SECURED COMMUNICATING SOLUTIONS"			
BUZY.BE BVBA		Belgium	
HEALTHY SWEET MARKETING (KEYME)		The Netherlands	
NFC VISION		Poland	START-UP ZONE
TAZTAG		France	
THINK&GO NFC		France	



NFC Forum Competition finalists

Research track finalists

Company	Title -Description
<u>Belgium:</u> ARTESIS UNIVERSITY COLLEGE ANTWERP	<u>NFC learning environment</u> This application brings the advantages of NFC technology into the world of education to create an interactive and highly intuitive learning environment. Many schools are looking for new, more efficient teaching methods that enable another way of learning based on experience, interaction and individual learning processes. This product creates an intelligent environment that facilitates such teaching methods and much more. The key feature of this environment is that tangible objects are converted to 'smart objects' by tagging them. Information is linked to these objects using their NFC tag codes, letting them 'tell their story' by means of a simple touch. Students are stimulated to investigate and explore these stories and process them together, in small groups or one by one. The system offers exercises that make use of the same smart objects. It registers students' achievements and evolution, keeping the teacher up to date on their strengths, weaknesses and learning problems.
<u>France:</u> UNIVERSITE JOSEPH FOURIER - POLYTECH'GR ENOBLE	<u>TouchKey : a home and building access management platform to open NFC doorlocks</u> Security and flexibility for buildings access are more and more privileged concerns for enterprises and individuals. Nowadays, it is difficult to grant access to people you trust wherever and whenever you want. More than just opening a door with a NFC enabled device, TouchKey is a brand new access manager service platform based on NFC Forum standards. It has to deal with many actors, from Mr. X to the local delivery service, your best friend or your favorite craftsman. Depending on your rights, it allows you to manage, monitor, trigger services (Web services, home automation services), and access locks that belong to you or not with a secured, easy-to-use platform. By combining highly value added end-user services with NFC technologies, TouchKey could give people incentive to use NFC technology for everyday life.
<u>France:</u> LABRI, UNIVERSITY BORDEAUX I	<u>ZeKmpop : Zero Knowledge mobile phone</u> ZeKmpop is an application which makes it easy to take advantage of the features of a cellular phone. It uses a board (possibly user designed) showing symbols (icons, photos, etc.) to which actions (call, sending of a text message, etc.) are associated. An action is engaged in a very intuitive manner by taping the corresponding symbol with a NFC provisioned cellular phone. ZeKmpop is therefore a nice tool for persons (kids, seniors, etc.) who are still reluctant or unable to use cellular phones, because of the required learning period or of the difficulty to achieve complex operations. In more sophisticated settings, ZeKmpop can also facilitate complex tasks such as group communication (messaging, etc.).
<u>Germany:</u> TECHNISCHE UNIVERSITÄT MÜNCHEN, CHAIR FOR INFORMA- TION SYSTEMS	<u>DropTheBeat - making online music playlists touchable</u> Music streaming platforms constitute a recent transformation step in the dematerialization of the sound recording medium. In recent years multiple music streaming platforms emerged and drew an immense audience of users. The DropTheBeat prototype system enables users of music streaming platforms to listen to their favourite songs by placing objects on an NFC-reading device which is connected to the streaming platform via the Internet. This makes music playlists touchable as a physical experience for the users. A software application reads the URL playlist information stored on NFC-tags which are integrate in the objects and processes the information to the music streaming platform. The removal of the object enables the user to stop the music. The proposed system can be seen as a conceptual prototype for novel hardware that integrates loudspeakers, an NFC-reader and a WiFi-module in one device. It could be marketed as a product-service-system by commercial music streaming platforms.
<u>Germany:</u> BADEN- WUERTTEMBERG COOPERATIVE STATE UNIVERSITY	<u>localice - a corporate location-based infrastructure built on NFC and WiFi</u> "Where's my colleague? Is she available at the moment?" - these questions make people running behind their co-workers or looking for a contact person in the company's showroom to serve a customer. localice manages to overcome such trouble by providing an infrastructure to process location and status information in an enterprise setting. Combining NFC with WiFi, the localice infrastructure supports a multitude of devices and services while allowing a progressive, cost-effective migration. Sample modules include the colleague finder, resource reservation, showroom contact finder, time registration, or a building surveillance application. See www.localice.net for further information.
<u>Germany:</u> TECHNISCHE UNIVERSITÄT MÜNCHEN, CHAIR FOR INFORMATION SYSTEMS	<u>Touch´n´Document - a nutrition management system on an NFC-tagged TFT display</u> Touch screen displays are becoming more common in handheld and stationary devices. However touch screen displays do suffer certain disadvantages when not used in conjunction with a keyboard, for example as a stationary terminal device. Textual input is cumbersome with a virtual keyboard on an upright touch screen display. This motivates the prototype system Touch´n´Document, consisting of a regular TFT-display that was outfitted with an array of NFC-tags on the backside of the display and the electronic components, necessary to operate the display. Touch´n´Document enables the usage of the NFC-tags with an NFC-enabled handheld device directly through the display without distorting or compromising the image. That allows the NFC-enabled mobile phone to be used as an input device to any software system, running on the TFT-display, either through Bluetooth or a mobile Internet



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	<p>connection. The software application Touch 'n Document implements a web-based nutrition management on the NFC-tagged TFT-display for patients with impaired motor functions. The patients simply have to touch the display with their NFC-enabled mobile device to log into the system and report on or analyze their current nutrition.</p>
<p><u>Japan:</u> NTTPC COMMUNICATIONS, INC.</p>	<p><u>The digital contents distribution system with NFC P2P</u> This system enables digital contents owners to easily distribute contents objects with proprietary right by cell phone with NFC P2P function and also enables those contents to be distributed with PKI authentication. It is also applicable for any kind of digital contents such as digital photo, video, and coupon. The digital contents owners are able to configure several parameters in those objects such as distribution term, members and times. The development and operation of this system have been conducted by Yokosuka Telecom Research Park, Inc. and NTTPC Communications, Inc. under the support of "Special Ubiquitous Zone Project" of the Ministry of Internal Affairs and Communications, Japan.</p>
<p><u>Pakistan:</u> INTERACTIVE RESEARCH AND DEVELOPMENT</p>	<p><u>Interactive Chart for Childhood Diseases</u> The Interactive Chart for Childhood Diseases uses RFID tags on a chart in conjunction with an RFID enabled J2ME phone to help health workers diagnose childhood diseases in low resource settings according to the WHO's Integrated Management of Childhood Illness (IMCI) guidelines. The chart uses visual cues to guide health workers through the steps of the diagnosis. When examining the child, the health worker uses the phone to read tags off the chart and the phone provides decision support based on the tags scanned. During the process the phone provides both visual and auditory feedback to prompt the health worker in case the disease is serious and requires immediate attention, or if the health worker has skipped a step or scanned an invalid value. At the end of the process, the phone provides a diagnosis and can also transmit the data over GPRS to a central server for storage.</p>
<p><u>Spain:</u> UNIVERSIDAD PONTIFICIA DE SALAMANCA CLUB DE INNOVACION</p>	<p><u>PharmaFabula - NFC mobile technology and RFID for identification of medicines for blind people</u> PharmaFabula is an innovative solution that recognizes medicament boxes and reports of the patient information leaflet and other useful data in audio format. It only requires an NFC mobile and to incorporate an RFID tag inside the medicament box. In addition, it can give personal information like dosage or treatment duration of each patient. We have focused this project to be useful for blind people because it is very useful for them. It can improve their quality of life and increase their independency. To make sure that we develop a real and practical solution for them we are working with ONCE (www.once.es), the prestigious Spanish organization of blind people with more than 70.000 members. They have already tested this application and they are very satisfied and interested in its evolution. This software is perfect for them and it could solve many other problems related with object identification for blind people.</p>
<p><u>UK:</u> LANCASTER UNIVERSITY</p>	<p><u>MyState: Allowing users to describe themselves and their environment using NFC and Facebook</u> MyState provides a way for users to make their environment interactive and use physical objects as gateways to the virtual world. We allow users to place NFC tags on objects and within environments of their own choice as to create individual and personalized applications. We have seen MyState used for personal use, such as retracing steps and activity history, and social use, such as synchronizing activities, expressing emotional state, games and tracking shared items. We also allow more interactive features, such as touching multiple tags to contribute to a message and personalization of messages after tags have been read. Technically, MyState enables a user to write messages to NFC tags acting as shortcuts and consists of NFC phones, NFC tags, and a viewing application. As an example for the latter, we implemented a Facebook application. Simply by touching a tag, the stored message is sent to the MyState Facebook application for viewing by the user's MyState friends.</p>



NFC Forum Competition finalists

Commercial track finalists

Company	Title
<p><u>Austria</u></p> <p>NEXPERTS GMBH</p>	<p><u>Touch & Pay</u></p> <p>Touch & Pay: Innovation and tradition for mobile shoppers at farmer's grocery stores Self Service Shopping is a future way for retailers but moreover for manufactures of consumables like food, beverage etc. to sell their products directly to consumers. The use of NFC technology makes a huge step forward for improving the end-user experience. The customer's NFC phone gets the central role: It is an access token to the shop, a virtual shopping basket and last but not least the payment terminal. Touch & Pay makes shopping as easy as possible and has an enormous potential for the future. The principle can be extended to rural areas or countries, where there is no POS payment infrastructure. The project has been initiated by NEXPERTS GmbH from Hagenberg, Austria together with e24 AG from Zurich, Switzerland.</p>
<p><u>Belgium</u></p> <p>CLEAR2PAY (INTEGR)</p>	<p><u>NFC Vouchers : next generation payments at your fingertips</u></p> <p>Many companies today are using paper-based vouchers such as meal vouchers, gift vouchers or coupons to reward their employees. These vouchers only exist in a paper version and have disadvantages: printing and processing (collection, reading, clearing) are time-consuming and thus quite costly. Moreover, there's the obvious ecological impact. A two-year research project investigated all aspects of replacing paper vouchers with NFC Vouchers residing on the handset: usability, security, legal aspects, applications, business model, and more. The results of this study enabled the development of the proposed NFC Voucher solution: an end-to-end, user-friendly prototype providing a truthful simulation of a future NFC Voucher Ecosystem. The solution enables a consumer to pay at the cash desk with vouchers received via MMS on an NFC phone. The consumer benefits from a richer payment experience: easier and faster. Moreover, the NFC Vouchers can be forwarded to another NFC phone and the balance can be checked at any time. Merchants reduce queues at the cash register by the faster payments and the clearing of the NFC Vouchers is faster as well as it is all done online and fully automatically. The research project and NFC Voucher solution was finalized by Clear2Pay (Integri), in close collaboration with IBBT, a Belgian research institute gathering different university groups, and Belgian technology supplier Keyware.</p>
<p><u>Czech Republic</u></p> <p>MAUTILUS</p>	<p><u>The 3rd Eye Platform</u></p> <p>"The objective of the 3rd Eye Platform is to enhance the quality of shopping by providing a new dimension of information about products, marked by an NFC tag. Using a NFC-enabled mobile device, the end user can obtain any number of views on the selected product, such as a community view, an expert view, a view of additional product attributes, or a filtering view that sorts out products which do not fulfill a certain set of conditions. The 3rd Eye Platform combines the advantages of a brick-and-mortar business with the possibilities of e-commerce. On one hand, customers in a store can see and touch the real product; on the other hand, they can obtain a great deal of information about the product at hand, quickly and comfortably online. For some groups of users, the 3rd Eye Platform simply makes life easier. For other groups of users, the platform helps in making choices important to their health or even for a sustainable future of our planet. To particular groups of users, the system provides the only capability to shop in regular sales areas."</p>
<p><u>Finland</u></p> <p>VTT TECHNICAL CENTRE OF FINLAND</p>	<p><u>Worldcom</u></p> <p>Worldcom is a flexible and easy-to-use single sign-on service based on the new JavaCard 3.0 smart card platform and utilizing NFC for connection to different devices. Today, authentication in everyday real world and Internet services is far from easy, with memorizing of all PIN codes, account names and passwords a particular challenge. The input method for authentication information is also dependent on the situation or device. Worldcom addresses this problem by creating a layer between services and the user to enable uniform usage. These layers may be added for all services. The main business case is that companies can utilize Worldcom to grant employees easy and secure access to company services and third-party services, while giving the employee a personal space for handling authentication for non-work Internet services. <u>Worldcom turns your device into the ultimate authentication and payment device.</u></p>
<p><u>Japan</u></p> <p>NTT DOCOMO INC</p>	<p><u>Wellness Support : NFC Dynamic Tag enable new style data communication</u></p> <p>Personal Healthcare Devices are expected to become widely adopted in the near future and will provide the users with tools to track and monitor their personal health data. By constant accumulation, personal health data such as blood pressure, body weight and so on can be more useful information .for healthcare management. Even so, as everyday recoding is time-consuming, it requires high motivation for users. The NFC Dynamic Tag provides an easy-to-use solution for such data exchange. Embedded into personal healthcare devices, an NFC Dynamic Tag enables convenient and instant data exchange using Near Field Communication technology. The measured data can be transferred to other NFC-embedded devices by a simple touch. In combination with a NFC-embedded mobile phone, such personal healthcare devices enable 'Touch& Go Wellness Support' and pave the way for user-friendly remote healthcare services accessed through online networks.</p>



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<p><u>Slovenia</u></p> <p>ADAMSOFT D.O.O. PROGRAMSKA OPREMA</p>	<p><u>Smart Poster System</u></p> <p>Our "Smart Poster" solution enables businesses like yours to increase revenue and capture a meaningful market share of this growing industry. Using our solution a simple tap of the mobile phone within clearly designated advertising location users can automatically receive marketing and mobile content. We call this Touch and Go. One such use of Touch and Go is the transmission of a web URL directly to an end user's mobile device. By simply touching their mobile device to our Smart Poster, a person can immediately receive this URL displayed directly on the mobile phone screen. No SMS, no button pushing, no action is required by the end user other than tapping their device. The reality of our expectations is confirmed by our pilot projects with the mobile operators in Slovenia and around the world. The last but not the least development in our success story is called NFC Smart Poster. It will enable the growth, development and global presence of our infrastructure to support mobile content sales.</p>
<p><u>Spain</u></p> <p>BCNTOUCH</p>	<p><u>Chasing Clothes</u></p> <p>BCNTOUCH Chasing Clothes uses NFC to increase apparel brands' supply chain visibility to reduce counterfeiting, cross-channel leakages and delays in customs clearance of high-value goods while building deeper customer relationships through the creation of new shopping experiences. Tagged apparel become smart objects that are traceable in real-time throughout the supply chain.</p> <p>Inspections can be performed at any point, including the retail store, by touching the embedded tags with a mobile phone.</p> <p>Customers at retail may authenticate a product and obtain product related content with a simple touch of a mobile phone, increasing trust, enhancing the customers' brand perception and opening new communication channels with the brand.</p>
<p><u>USA</u></p> <p>OBJECS</p>	<p><u>Personal RosettaStone</u></p> <p>The Personal RosettaStone is the first technologically enhanced memorial product to serve as a headstone mounted genealogical artifact. The small stone tablet provides detailed information about the deceased both graphically and technologically. The graphical presentation is by way of ideographic engravings (modern hieroglyphics) called Life Symbols. The technological Touch-to-Stone™ wireless connection is made possible by internal microchip(s), antenna and NFC-RFID standards.</p>
<p><u>USA</u></p> <p>ITN INTERNATIONAL INC.</p>	<p><u>BCARD Reader - NFC Ecosystem for Events and Tradeshows</u></p> <p>The BCARD Reader is the first and only dedicated NFC ecosystem designed to manage and enhance the information exchange process at events, tradeshows and exhibitions. In operations since 2005, the BCARD Reader was originally deployed on PDA's with external NFC readers. With the advent of mobile smart phones, ITN enhanced its solution with a dedicated mobile network to instantly move information from any touch via a mobile phone to an account on the web. Today, the BCARD Reader runs on all existing commercially available NFC phones, including the NOKIA NFC 6212 and the Samsung NFC STAR. The BCARD Reader is provided as a service to exhibitors at events and tradeshows and is only available at events that have selected ITN, or any other BCARD licensee, for the issuance of BCARD badges. At events that it services, ITN brings large quantities of NFC phones pre-loaded with the BCARD Reader and issues them to exhibitors who have rented the solution from ITN. By using the BCARD Reader, stand staff can quickly read the data from an attendee BCARD badge and can qualify a lead by using the interface to record responses to a custom or standard questionnaire. The BCARD Reader also provides the ability to take notes via T9 texting or via a Bluetooth keyboard and allows for printing of a lead form via a Bluetooth printer. One can browse the list of leads and edit or update the content on the phone. Within seconds of a transaction, the content is saved and added to a web based BCARD Portal account setup for each company using the BCARD Reader.</p>
<p><u>USA</u></p> <p>MOLO REWARDS</p>	<p><u>MoLo Wallet</u></p> <p>MoLo Rewards facilitates the immediate redemption and use of loyalty rewards, gift cards and coupons in a mobile "green" environment utilizing Near Field Communication (NFC) and Radio Frequency Identification (RFID) technologies.</p> <p>MoLo Rewards' technology, protected by an already issued US patent, allows consumers to interact with the point of sale (POS) and redeem within seconds every valid and applicable coupon within their "mobile wallet" with a single tap of the device at a contactless reader installed at the POS. The MoLo Rewards system automatically determines based on the consumer, store, and purchases, what coupons are valid and pushes the relevant coupons to the retailer. Once the transaction is complete MoLo Rewards issues loyalty rewards which accrue allowing for the end user to obtain various goods and or services. Throughout the entire process MoLo Rewards is able to track consumers creating a database that provides targeted coupons and other incentives specific to each consumer based on their shopping habits and location.</p>



PRESS SERVICES

Pressroom

A pressroom equipped with Internet connexions is available on the Exhibition Floor area next to the Press Office

Photo platform access

You can have free access to the photo platform to download images to illustrate your articles on WIMA website www.wima.mc, media area.










For each image used, please include © WIMA. Failure in doing so may result in legal action.



PRESS PARTNERS

<p>Gold Partner</p> 	<p>Combines our extensive experience of reporting on the card payments industry as European Card Review together with seven years of covering the cutting edge technology of NFC, contactless and mobile financial services. Payments Cards & Mobile – more than just a magazine. If you need help evolving your product or business in the payments market, we can provide all the services you need. Our specialists can work with you to achieve your goals. Contact us now for more information.</p>
<p>Gold Partner</p> 	<p>Near Field Communications World (NFCW) is the international, independent and objective web-based news source and trade publication for executives in organisations that supply, buy, or use NFC-based products. NFCW also produces a readable and informative email newsletter which covers the key developments in the global NFC business and is sent free of charge to thousands of subscribers all over the world.</p>
	<p>FILRFID “Le fil Rouge de la RFID” www.FILRFID.org has been launched in 2005. FILRFID as a Blogg news provider is focussed and dedicated to RFID – NFC – RTLS – and Contactless Technologies as well as related business cases and industry. Until now, over 1 500 contributions have been published in French. The website has got from 500 to 1000 readers per day and 20 000 to 25 000 readers per month.</p>
	<p>globalsmart.com, the worlds leading online daily news services for chip technology, publishes global journals on Smart Card technologies including ID Credentials, Smart Card Payments and NFC. globalsmart.com is a division of: Global Projects Group</p>
	<p>IMS Research was founded in 1989 and is now one of the leading suppliers of detailed, quality market research to the global electronics industry. The company publishes close to 100 reports annually, and sells to more than 40 countries worldwide. IMS Research's initial success as a provider of market research was heavily influenced by its close ties to the semiconductor industry. Over the last ten years, however, the company has broadened its focus and now provides detailed information on a wide range of electronic markets, such as financial & ID, wireless communications, automotive, consumer, power, factory automation and security.</p>
	<p>InfoReview is a bilingual business magazine, supported by EEIG and SEFICT. After presenting most successful ICT companies for over 15 years, we redirected our orientation towards common business communications. It has 20.000 readers across Europe and SEE region. It is delivered to subscribers - companies, governmental and non-governmental institutions, EU trade chambers, embassies...</p>
	<p>IT Media is a key player in the IT trade press in France and Europe, IT Media produces high value added publication, such as Exchange Magazine focused on next generation of mobility and collaborative enterprise’s solution as well as themed edition on important trends, special supplements, both on paper and in electronic form, through magazines and web sites, providing recognized, sought-after IT expertise as well as unique technological know-how, to explore our valuable content, visit www.itpro.fr and www.itproeurope.com</p>
	<p>Juniper Research is a UK based analyst house specialising in the identification and appraisal of high growth opportunities across the telecoms and media sectors. We offer expertise in the areas of wireless and mobile as well as content, applications and device strategies, in the form of high quality analyst reports and bespoke projects. Recent studies include a mobile payments markets series, including reports on mobile money transfer and NFC & mobile retail marketing, mobile coupons, mobile ticketing and mobile banking. Other reports include mobile apps and apps stores, mobile advertising, mobile search and mobile Web 2.0, LBS, open source OS, green mobile handsets, smartphones and mobile content strategies.</p>
	<p>Since its beginning in 1978 in Paris, L’Atelier has been helping the executive committee of Compañie Bancaire then Paribas and now BNP Paribas in such fields as Innovation and Internet strategy. Atelier teams have been actively involved in technology for years, acquiring solid expertise and an impressive network of contacts. Strategic and</p>



	<p>operational insights from Atelier experts have earned a reputation for both vision and provocative thinking. Besides working closely with the Banking Group, teams at L'Atelier have been providing Executive Committees of French large companies with studies and consulting reports dealing with Internet in various markets such as Energy, Transportation, and Media.</p>
	<p>With a readership spanning all areas of business wireless communications – from PMR to cellular, from wireless, broadband and WiMAX to mobile computing and all points in between – Land Mobile has a uniquely definitive voice in today's market. Backed by more than 20 years of experience in this exciting and ever-changing field, our authoritative yet accessible editorial content and modern look make us the only place for advertisers wanting unrivalled reach and coverage. As a requested readership magazine, Land Mobile is sent only to people who want it. Your message is therefore seen by an engaged and receptive audience. The respect afforded the magazine is reflected in our keen readership among senior decision-makers throughout the industry.</p>
	<p>Austrian publisher, focused on mobile electronics: cellphones, mobile networks, notebooks, PDA, PND, digital cameras, mobile printers, etc. Founded in 1994 the first consumer-magazine worldwide solely dedicated to mobile communications. 1997 sister publication in Switzerland. 2001 Start of electronic edition. 2005 complete change to electronic magazine, now called "MOBILE TIMES Weekly".</p>
	<p>Montecarlonews.it is a new media in italian language about the Principality of Monaco and the Cote d'Azur, the region of south-east France that runs along the coast from Bandol, west of Toulon, to Menton and the Italian border in the east. Montecarlonews.it is aiming to become THE News of the Region, by offering business opportunities and suggesting both sightseeing tours and shopping destinations, always by bringing out talents and abilities of each person. We delight very much in our activity and we will live and always write by giving the usual proof of our courage and zeal and by having our Readers as our sole target.</p>
	<p>The premier source for news, analysis and commentary on Near Field Communication and all contactless technology.</p>
	<p>Radio-Electronics.com (www.radio-electronics.com) is a leading electronics industry Internet publication providing lively mix of expert technical tutorials and reference information along with informed analysis and case studies. There are additional areas for an events calendar, jobs area and a bookstore featuring the latest technical books.</p>
	<p>Smart Insights is the best information source on the smart card industry. Smart Insights is a weekly newsletter focusing on the smart card industry. Smart Insights covers smart card markets, major trends in the industry, worldwide business, standardization bodies, and industry analysts. Smart Insights: facts . intelligence . now</p>
	<p>"Transport Public", reference magazine of the area, contacts as much the operators of urban, departmental and regional networks as the elected representatives of these local authorities. Reports, inquiries, debates, all the actuality of the mobility is in "Transport Public".</p>
	<p>"Wireless- the cornerstone of success" Wireless, the bi-monthly magazine addressing the emerging needs of business enterprises and public services. Its brief is to help executives in all key sectors of business activity to stay up to date with the latest wireless solutions enabling rapid and reliable communication wherever and whenever they are, with immediate access to whatever back up information they need.</p>
	<p>The Local Transport Today Group is a UK based publisher and professional networking company which provides passenger management and customer service business connections across a multi-modal audience. Publications and online activities cover air, rail, urban transit, car parking, travel and leisure sectors. Copies of Smarter Travel, Living Spaces and other titles will be available at the congress.</p>



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