

1<sup>ST</sup> NFC USA APPLICATIONS  
PRODUCTS & SERVICES CONGRESS



November 30 | December 1, 2011  
San Francisco

wima  
NFC USA

[www.wima-nfc.com](http://www.wima-nfc.com)

## CONFERENCE PROGRAMME

Wednesday, November 30

8:00 am– 08:45 am

WELCOME BREAKFAST OFFERED BY WIMA



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### INTRODUCTION

08:45 am **Laurent Puons**, Managing Director, WIMA / **Joanna Merchie**, Executive Director, WIMA

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9:00 am– 11:10 am

NFC PLENARY KEYNOTE SESSION

**Jeff Miles**, Vice President Mobile Transactions Worldwide, **NXP Semiconductors**

*"NFC: Shifting focus to consumers & retailers"*

**Corey Wilson**, Sales & Business Development, NFC, **UPM RFID**

*'NFC ecosystem today'*

**Hamid Zaidi**, Founder, **Tagfair**

*"Consumer-driven NFC"*

**Debbie Arnold**, Director, **NFC Forum**

*"NFC Forum: Forging the Link Between Global Interoperability and New Business Opportunities"*

**Jeremy Belostock**, Head of NFC, **NOKIA**

*"NFC with Nokia »*

**Moderator: Debbie Arnold**, Director, **NFC Forum**

### PLENARY PANEL

**RAISING THE AWARENESS OF NFC IN THE US –  
WHAT POSSIBILITIES ARE WE IN FRONT OF?**

All Plenary Keynote Speakers

**Ilja Laurs**, CEO, **GetJar**

**Keith Kegley**, COO, **Wireless Sensor Technologies**

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11:10 am - 11:30 am

COFFEE BREAK SPONSORED BY 6Starz



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11:30 am – 1:15 pm

**NFC APPLICATIONS & SERVICES FOR GAMING, SOCIAL MEDIA, EVENT MANAGEMENT,  
MARKETING...**

**Dr Luis Sarmenta**, Principal Scientist, **NOKIA Research Center**

*"A new way to play: NFC for Tangible and Mixed Reality Gaming"*

**Dr. Mikko Kerttula**, CEO & Founder, **6Starz**

*"Extending the Social Experience with NFC"*

**Stéphane Doutriaux**, Founder et CEO, **POKEN**

*"Poken: The leading Content Management Platform for NFC"*

**Ivan Lazarev**, President & CEO, **ITN International**

*"NFC applications for the events industry: a complete overview"*

**Dr Neil Garner**, CEO, **Proxama**

« Enhanced customer experience, interoperability and tag management for NFC-enabled Apps »

**Moderator: Ilja Laurs**, CEO, **GetJar**

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1:15 pm - 2:00 pm

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2:00 pm - 3:30 pm

**NFC APPLICATIONS & SERVICES FOR WELLNESS & HEALTHCARE...**

**Werner Koele**, Marketing & Business Development Manager, **Infineon Technologies**

*"Tap-In to More Efficient, Effective Health Care"*

**Susumu Sone**, Senior Manager, Marketing and Business Development, NFC/FeliCa, **Sony Electronics Inc.**

*« NFC/FeliCa x Wellness, just tap for your healthier life »*

**David Holmes**, Vice President Mobility & NFC, **Identive Group, Inc.**

*"Living a healthier life with NFC"*

**Moderator: "Sigge" Sandström**, Executive Advisor, **WIMA**

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3:30 pm – 3:50 pm

COFFEE BREAK SPONSORED BY Infineon Technologies



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3:50 pm - 5:30 pm

**MORE DIVERSE NFC APPLICATIONS...**

**Dimitri Galeridis**, CEO, **HOTech**

*"NFC Solutions at your Fingertips"*

**Dr. Gregor Novak** MSc., Owner, **Cardolution Handels GmbH**

*"The business card for the 21st century"*

**Pekka Nivala**, SmartUrbanSpaces, Project Coordinator, **City of Oulu**

*"Smarter Cities with NFC"*

**Kari Kivisto** PhD, CEO, **WhileOnTheMove Ltd.**

*"Mobile NFC Services from the Cloud"*

**Srini Panguluri**, CTO, **Tagstand**

*"NFC Advertising: A Case Study"*

**Taisto Junkarri**, Sales and Development Manager, **Hansaprint**

*"What we have learned and faced by manufacturing and delivering tags in year 2011"*

**Moderator: Stéphane Doutriaux**, Founder & CEO, **POKEN**

5:30 pm - 6:30 pm

**WIMA NFC USA BEST SPONSOR APPLICATION CONTEST PITCH SESSION**

**Moderator: Joanna Merchie**, Executive Director, **WIMA**

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6:30 pm - 7:30 pm

COCKTAIL SPONSORED BY NOKIA



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**Thursday, December 1**

8:00 am – 8:45 am **WELCOME BREAKFAST OFFERED BY WIMA**



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8:45 am **INTRODUCTION Joanna Merchie, Executive Director, WIMA**

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09:00 am – 11:10 am **NFC PLENARY KEYNOTE SESSION**

**Charles Walton**, Chief Operating Officer, **INSIDE Secure**

*"An Authentication Framework for Secure NFC Applications"*

**James Anderson**, Group Head Mobile Product Development, **MasterCard Worldwide**

*"MasterCard strategy on mobile contactless payment"*

- *What is the current state of the market?*

- *What are the key drivers for commercialization?*

- *What is MasterCard's strategy to accelerate deployment?"*

**Mohammad Khan**, Founder and President, **ViVotech, Inc.**

*«NFC Rich mCommerce – why needed than just mobile payments?»*

**Alex Sinclair**, Chief Strategy and Technology Officer, **GSMA**

*"Mobile Operator Perspective: Driving NFC to Scale"*

**Douglas Morgan**, Chief Strategy Officer, **C-Sam**

**Moderator: Tim Attinger**, Managing Director, **Market Platform Dynamics**

**PLENARY PANEL**  
**MOBILE WALLET VALUE CHAIN AND RELATED BUSINESS MODELS**

**All Plenary Keynote Speakers**

**Sebastien Taveau**, Astronomer - Principal, **PayPal**

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11:10 am - 11:30 am **COFFEE BREAK SPONSORED BY HID Global**



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11:30 am – 1:15 pm

**NFC APPLICATIONS & SERVICES FOR RETAIL, PAYMENT, ...**

**Tim Attinger**, Managing Director, **Market Platform Dynamics**

*« Mobile at the Center of Commerce Convergence »*

**Vincent Berge**, CEO, **Think&Go NFC**

*"NFC-Shopping: The Last Meter Influencer"*

**David Birch**, Director, **Consult Hyperion**

*"Why NFC will be the nail in cash's coffin"*

**Jayden Khakurel**, CEO, **Aditux**

*"NFC as new retail weapon to interact with consumers".*

**Dr. Chandra Patni**, CEO & Director, **yes-wallet.com Limited**

*"YES-wallet.com launches Pouch Mobile Wallet Services enabling remote web and mobile payments and NFC Contactless Payments"*

**Moderator: Daniel Chatelain**, Founder & Managing Director, **BayPay Forum**

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1:15 pm - 2:00 pm **LUNCH SPONSORED BY INSIDE Secure**



2:00 pm – 3:40 pm

**NFC APPLICATIONS & SERVICES FOR SECURE ACCESS CONTROL, TICKETING, SECURITY...**

**Dr Tam Hulusi**, Senior Vice President, Strategic Innovation and Intellectual Property, **HID Global**

*«NFC Mobile Keys: Opening doors for new possibilities»*

**Alfred Chan**, Principal Consultant, **ALINC Consulting, Inc.**

*“NFC in Transit”*

**Glenn Needham**, Director, **Near Field Solutions Ltd.**

*It's all about trust!*

**Kevin Gillick**, Executive Director, **GlobalPlatform**

*“Using GlobalPlatform Technology in your next NFC Project”*

**Moderator: Dave Birch**, Director, **Consult Hyperion**

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3:40 pm - 4:00 pm **COFFEE BREAK SPONSORED BY Near Field Solutions Ltd**



4:00 pm - 5:00 pm

**INTERACTIVE PANEL EXCHANGE WITH THE EXPERTS!  
ADVICE ON THINGS TO CONSIDER & WHAT NEEDS TO BE IN PLACE FOR TAKE OFF**

**Scott Allan**, Director, Mobile Applications Worldwide **NXP Semiconductors**

**Mikko Nikkanen**, Business Development Director, **UPM RFID**

**Didier Serra**, General Manager Americas, **INSIDE Secure**

**Mohammad Khan**, Founder & President, **ViVOtech**

**Glenn Needham**, Director, **Near Field Solutions Ltd.**

**Vincent Berge**, CEO, **Think&Go NFC**

**Moderator: Hans Reisgies**, Head of Product and Business Development, **Sequent Software**