



3rd Global NFC
Business & Technical
Developers Summit

22/24 April 2009
Grimaldi Forum - Monaco

Wednesday 22 April **PRE-CONFERENCE WORKSHOP – ROOM 2**

9:30 – 10:30: **NFC: A simple Technology for sophisticated Applications**

NFC Technology; Ramp Up Workshop

Josef Langer, Head of NFC Research Lab Hagenberg

Gerald Madlmayr, Research Associate NFC Technology & Applications, NFC Research Lab Hagenberg

Session I :

- NFC Technology
- Device Integration
- NFC Services

10:30 Networking Break

11:00 – 12:30 **Session II :**

- Transportation & Ticketing
- Payment
- Ecosystem
- Outlook

12:30 Networking Lunch

13:30 **NFC Developer Training**

NFC Architecture & Integration

Nokia NFC Devices

SDK as a Product : small Demo of SDK/NFC Manager

Jure Sustersic, Business Development Manager, Forum Nokia

Peter Preuss, Senior Manager, Nokia

15:30 Networking Break

16:00 **NFC Developer Training**

Coding Examples

- Premises : Eclipse, Bantora
- More Sophisticated Coding (Topup, SMS etc ...)

Gerald Madlmayr, Research Associate NFC Technology & Applications, NFC Research Lab Hagenberg

Jure Sustersic, Business Development Manager, Forum Nokia

Peter Preuss, Senior Manager, Nokia

Thursday 23 April

PLENARY KEYNOTES - ROOM 1

9:00 Welcome Laurent Puons, Managing Director & Joanna Merchie Event Manager WIMA

9:15 Jeremy Belostock, Head of New Technology Introduction, Nokia
"Nokia insights on the latest development around NFC and mobility"

9:45 Christophe Duverne, Senior Vice President & General Manager
NXP Semiconductors
"Ready for take off : Key initiatives for the Commercial Success of NFC"

10:15 Susumu Sone, Region Manager, FeliCa Business Development,
Sony Corporation
"Wide Usage of Mobile FeliCa Platform & Future Opportunities for FeliCa/NFC
Mobile Application"

Moderator : Alex Rolfe, Managing Editor, Payments Cards & Mobiles

11:00 Networking Break

BUSINESS TRACK - ROOM 2

NFC PRODUCTS

11:30 Keynote - Holger Kunkat, VP Product Management & Marketing, SCM
Microsystems, "NFC in Physical & Logical Access"

12:00 Jacek Kowalski, CEO, TWINLINX
"Conjunction NFC Phones & NFC Stickers Creates a Global NFC Solution"

12:20 Michel Delaux, COO, TazTag
"The TazCard : a new contactless electronic wallet, highly secured and
multi application"

12:40 Q&A

Moderator : Serge Miranda, Director (MBDS) - Professor (UNSA)

13:00 Welcome Buffet Cocktail Sponsored by Nokia

B2C (SERVICE BASED)

14:00 Dominique Descolas, Advisor Innovation, Development, Research
Veolia Transport "Mobile NFC for Public Transport: Technology improving
passenger's life"

14:15 Roel Wolfert, Group Director Payments, Logica
"Mobile (value added) services : From Revolution to Realisation"

14:30 Anthony Belpaire, General Manager, Touchatag - an Alcatel-Lucent Venture
"NFC & Applications for Communities : From Social Networking to Payment"

14:45 Andras Vilmos, Project Manager, StoLPan
"Application distribution in an open NFC environment - Get the application when you
want it and where you want it "

15:00 René Bruinsma, Senior Manager Products & Services, Rabo Mobiel
"Next Generation Payments : Rabo Mobiel as accelerator for a new form of Bank
Media & Customer Interactivity"

15:15 Panel: 85% of possible NFC Applications do not necessarily require a secure
element - What is possible today?

All session speakers plus :

Martin Peronnet, CEO, Monaco Telecom

Laurent Degauque, Telecom & NFC Marketing Manager, STMicroelectronics

Moderator : Tim Jefferson, Managing Director, The Human Chain

15:45 Networking Break

NFC FORUM SESSION - ROOM 1

16:15 The NFC Forum is presenting a dedicated track to Forum issues. The objective
is to educate the audience attending the event about the work of the Forum.
Speakers include senior members who are active in the Forum and current on its
progress.

Agenda : One and one half hours covering the three work streams: technical,
compliance and marketing

Introductory Keynote : **Koichi Tagawa**, NFC Forum Chairman, Sony
Overview of the Forum and its work streams

Technical : Description of architecture, issued specifications and plans for future
specifications. Vision of mobile and non-mobile technical approaches.

Ian Keen, NFC Forum Technical Committee Vice-Chair, Innovision R&T plc

Compliance : Overview of how the compliance program will work, proposed timing, support available.

Paula Berger, Executive Director, NFC Forum

Marketing : Description of various use cases and major projects around the world.

Peter Preuss, NFC Forum Marketing Committee Chair, Nokia

Panel : Future plans of the Forum and questions from the audience.

Moderator : **Paula Berger**, Executive Director, NFC Forum

17:45

SPECIAL PRESENTATION - ROOM 1

Ian Keen, Sales Support & Applications Manager, Innovision Research & Technology plc

“How to define the best NFC solution for your project”

18:15

START-UP's SESSION - ROOM 1

5min presentations from the Start-Up Zone

1 OK Solutions : Karel Renckens, Managing Director, “Tapango – It’s easy”

Mobilead : Laurent Tonnelier, CEO, “MobiLead, a Convenient Access to Content & Applications”

Mobi-Ubiq : David Smits, CEO, “Object based services on mobile phones”

Red Solutions Finland Oy : Jayden Khakurel, CEO, "Red Solution Finland Oy : From Information Service to Payment system"

Moderator : Florian Resatsch, Managing Partner, Servtag

18:45 Networking Cocktail

19:30 NFC Forum Global Competition Awards Ceremony

TECHNICAL TRACK - ROOM 1

TECHNOLOGY

11:30 Vincent Berge, CEO, Mobile Distillery

“Reach 30% Phone Market share now, with your NFC Applications”

11:50 Rashad Elsubaihi, CEO, Polaric

“NFC chipsets, power-size-cost aware SW/HW partitioning for mobile devices”

12:10 Christian Lührs, Managing Director, Stollmann E+V GmbH

"The NFC Interface as a Building Block"

12:30 Chris Feige, Senior Director & General Manager NFC, NXP Semiconductors

"NFC beyond Mobile"

Moderator : Roel Wolfert, Logica

APPLICATION DEVELOPMENT

14:00 Stephan Rasch, Product Manager, SCM Microsystems

“@MAXX – The Multifunctional Token Family”

14:20 Ming Yin, Senior Expert, Deutsche Telecom Laboratories

“mWallet - a Mobile Operator-supported Framework for Future NFC Application Provision”

14:40 Colombe Herault, Research & Development Engineer, Atos Worldline

“NFC Social - An IMS-Based Location-Aware Social NFC Application”

15:00 Jef Neefs, Researcher, Artesis University College of Antwerp

“Unlocking the potential of NFC - Infoproducer”

15:20 Q&A

Moderator : Gerald Madlmayr, Research Associate NFC Technology & Applications,
NFC Research Lab Hagenberg

Friday 24 April

BUSINESS TRACK - ROOM 2

B2B

9:00 Michael Elliott, Managing Director, OVER-C
"The Challenge of Taking an NFC Application to Market"

9:15 Kurt Schmid, CEO, Nexperts
"Chances & Challenges for NFC Roll-outs"

9:30 John Harvey, Director, Business Development EMEA, ViVOtech
"How NFC based loyalty can benefit retailers"

9:45 Karel Renckens, Managing Director, 1OK Solutions
"NFC cards a great shortcut to launch NFC now"

10:00 Panel debate : Is enough focused being placed on the business opportunities for NFC and if not, why not ?

Moderator : Michael Elliott, Managing Director, Over-C

10:30 Break

B2C (Service Based)

11:00 Keynote: Mourad Mekouar, CEO, M2T - Maroc Traitement de Transactions
"A Creative Concept of Secured NFC Mobile Banking"

11:30 Samee Zafar, Director, Edgar Dunn & Co
"The Business Case for Mobile Contactless Payments"

11:45 Olivier Deuffic, Marketing Manager Mobile NFC, SFR
"MNO Roles & Responsibilities and Business Models associated in the mobile NFC Ecosystem"

12:00 Anna Kuriakose, Vice President, Monitise Plc
"A consumer-Centric approach to the Trusted Service Manager role :
Benefiting from the lessons of Mobile Banking"

12:15 Michel-Ange Camhi, R&D Project Manager, Atos Worldline, « Enabling
NFC commercial launches »

12:30 Q&A

Moderator : Liisa Kannianen, Executive Director, Mobey Forum

13:00 Networking Lunch

INNOVATORS SESSION (Business & Technical) - ROOM 1

14:00 Keynote : Heikki Huomo, Managing Director Center of Internet Excellence, Oulu University

“Future of Internet is all about services”

14:20 Janne Mustonen, Project Director, Oulu Innovation

"OULU NFC Cluster"

14:40 Tuomo Tuikka, Senior Researcher Scientist, VTT

“Hot in City – NFC Meets Facebook”

15:00 Keynote : Serge Miranda, Director, MASTER MBDS & Nicolas Pastorelly, Senior Innovation Project Manager, UNIVERSITY OF NICE SOPHIA ANTIPOLIS

"NFC innovative university projects for Nice digital city"

15:20 Florian Resatsch, Managing Partner, Servtag

"NFC in Berlin : Social Networking Live"

15:40 Moderator : Daniel Michelis, Professor, Anhalt University of Applied Science

16:00 Break

BUSINESS & TECHNICAL - ROOM 1

16:30 Panel “NFC Deployment in Monaco Present & Future”

Moderator : Tim Jefferson, The Human Chain

Nokia, NXP Semiconductors, Monaco Telecom, Monaco Gouvernement Tourist & Convention Authority.

Pierre Langle, Product Manager, Thales Transportation System

Laurent Puons, & Joanna Merchie, WIMA

Friday 24 April

TECHNICAL TRACK - ROOM 1

DEVICES

9:15 Saku Sulander, Senior Product Manager, Nokia
"Insights on the latest development around NFC"

9:35 Frank Steigberger, CEO, Arygon Technologies AG

9:55

10:15 Q&A

Moderator : Gerald Madlmayr, Research Associate NFC Technology & Applications, NFC Research Lab Hagenberg

10:30 Networking Break

TESTING & STANDARDISATION

11:00 Andreas Bertling, Product Manager, COMPRION
"Testing – Enabling a Proper Working NFC Communicating Chain"

11:20 Benoit Hedou, Technical Director, Raisonance
"Making Secure, Universal, Reliable NFC Technology"

11:40 Helene Jay, Director Business Development Europe, VIA LICENSING
"Patent Pool Licensing & NFC"

12:00 Gil Bernabeu, Technical Director, GlobalPlatform
GlobalPlatform : Delivering NFC Services through an Embedded Secure Element

12:20 Xavier Piednoir, Technical Officer - Smart Cards, ETSI
"Rolling out NFC the standards way : an update from ETSI"

12:40 Panel "When will compliance testing begin ?"
Moderator : Gil Bernabeu, Technical Director, GlobalPlatform

13:00 Networking Lunch