

Near Field Communication Transforms Urban Mobility For Billions



Changing needs... changing the world

With one of the most prolific technologies on the planet

7 billion people inhabit the Earth in 2020 and over half live in Asia alone. By 2040 almost **75%** will live in Asia and Africa.

By 2030, the world is projected to have **43 megacities of 10+ million inhabitants.**

In 2018, **55%** of the world was considered urbanized, projections push that number to **68%** by 2050.

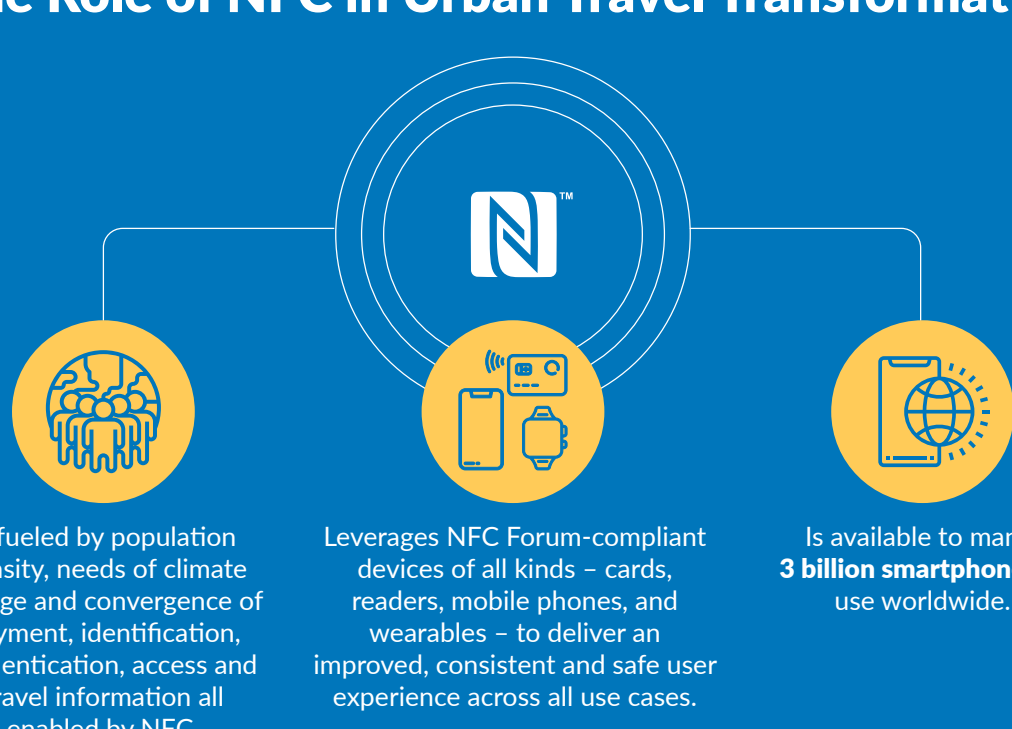
45% of the global population use NFC contactless cards or NFC-enabled smart phones nearly everyday, according to an ABI Research survey.

In the age of **COVID-19**, the contactless nature of NFC technology meets interaction concerns.

Growing cities require a new urban mobility model – **Mobility-as-a-Service (MaaS)** – that is more efficient, opportunistic and sustainable.

NFC Forum is leading the transformation of urban society into a more connected, simplified and convenient life for all.

The Role of NFC in Urban Travel Transformation



NFC + MaaS = Urban Mobility Solution



The Growing Needs of an Urbanized World

As the world's population becomes more concentrated in urban areas, solutions are needed to make megacities more livable for everyone.

To realize a more livable world, cities need:



Easier public transport access

By making it easier to pay for and access public transport, cities can help increase ridership, and reduce congestion.



More affordable, efficient public transport operation

Organizations need solutions that are more adaptable to change, lower expenses, increase security, and reduce staffing needs to make operations more efficient and cost of transport more affordable.



Broader public/private transport interoperability

Multi-modal transport interoperability can increase ease and convenience for riders while reducing expenses for both public and private transport providers.



Better, more up-to-the-minute commuter information

They must keep riders promptly informed about issues, delays, departure/arrival times and guide them to the best available alternatives to improve their experience.



Enhanced support for visitors and tourists

To attract more visitors, cities need to make their travel experiences more enjoyable and stress-free so that getting around in a foreign city is as manageable as at home, especially during these trying times of COVID-19.



More frictionless commerce

Commuters and travelers are also consumers, purchasing goods, food and refreshments, and services as they travel through the city. Cities need solutions to make these purchases fast and frictionless and most importantly safe.

Shaping the Market and Enabling Mobility-as-a-Service

What is needed to overcome current challenges and pursue new growth opportunities



NFC Forum is leading the way in delivering mobility services to an increasingly urbanized world



For transport operators: smoother, more efficient, more profitable operations



For riders: better experience, less hassle, value-added content



For supporting businesses: more revenue opportunities



For innovative service providers: a platform for new business growth

The NFC Forum brings the convenience of NFC technology to life.

We empower organizations to deliver secure, tap-based interactions with an intuitive, simplified, reliable experience to users around the globe.