

UX WG TASK 1

Finalize and Publish Product Design Guidelines WP,

First Draft October 17, 2023

SMARTPHONES (WITH WAYFINDING MARK)



USB / BLUETOOTH NFC READERS (WITH WAYFINDING MARK)



USB / BLUETOOTH NFC READERS (NO WAYFINDING MARK)



IOT DEVICES (NO WAYFINDING MARK)



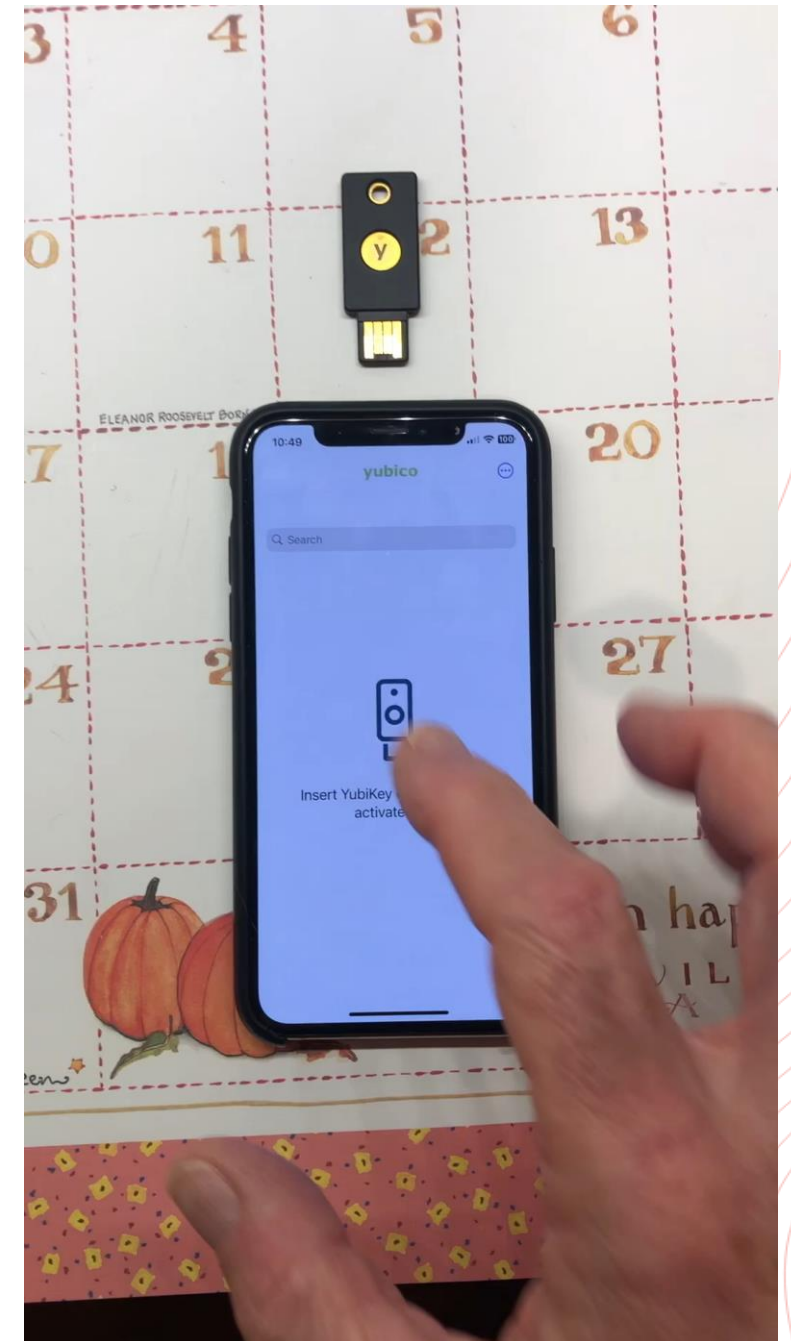
APPLE AIRTAG, READING (NO WAYFINDING MARK)



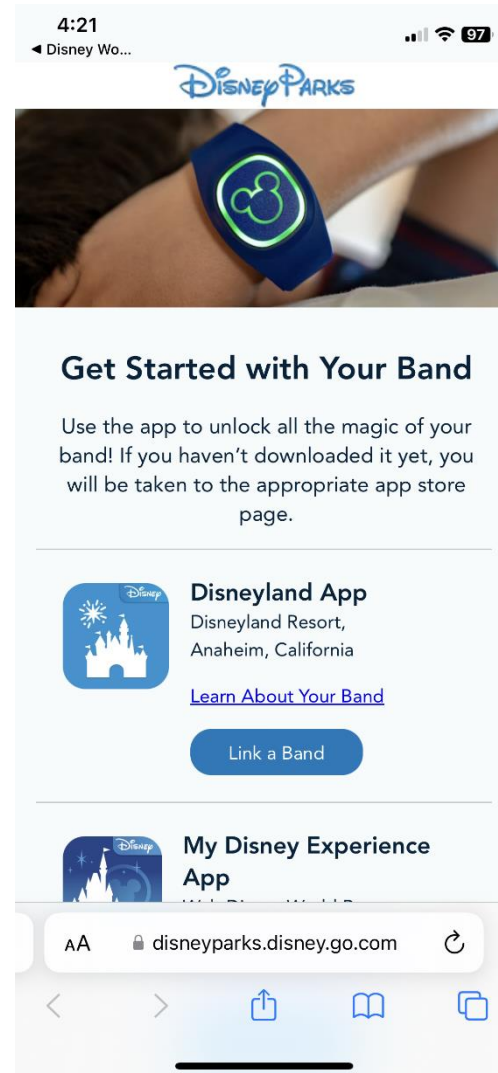
HOSPITALITY, DOOR ACCESS (NO WAYFINDING MARK)



FIDO NFC SECURITY KEYS



WRISTBANDS (NO WAYFINDING MARK)



STARBUCKS PAYMENT “PIN” PEN (NO MARK)



EPAPER AND BAGGAGE TAGS



COW ACTIVITY TAG (NFC NMARK)



NFC “TAP” MARKETING INTEGRATED WITH QR CODE

Use App Clips on iPhone

An App Clip is a small part of an app that lets you do a task quickly, like rent a bike, pay for parking, or order food. You can discover App Clips in Safari, Maps, and Messages, or in the real world through NFC tags, QR codes, and App Clip Codes—unique markers that take you to specific App Clips.



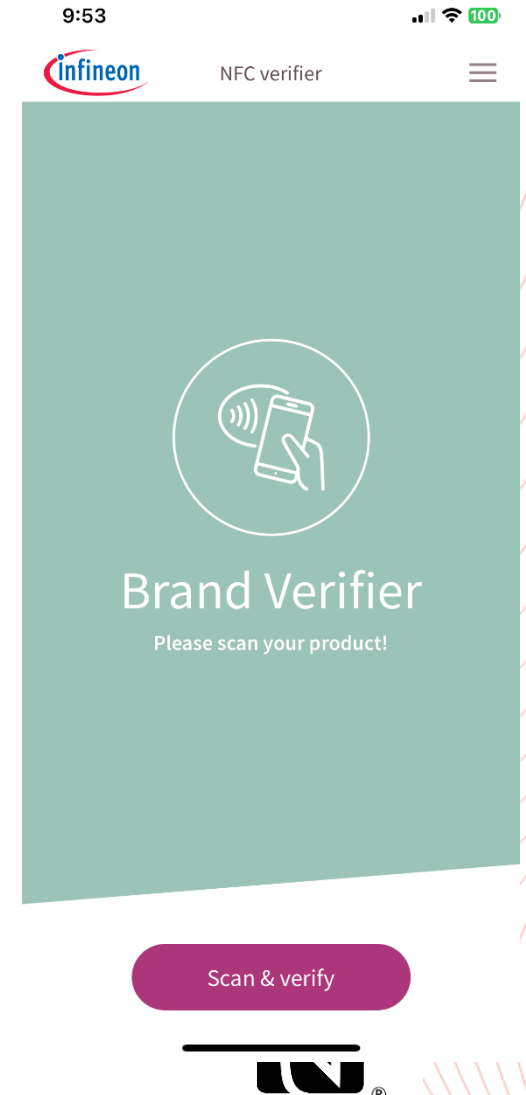
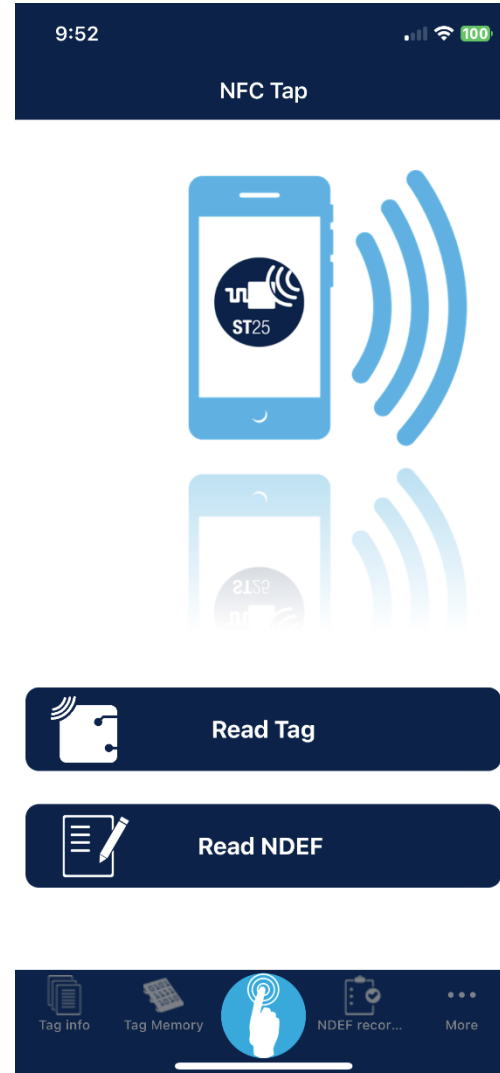
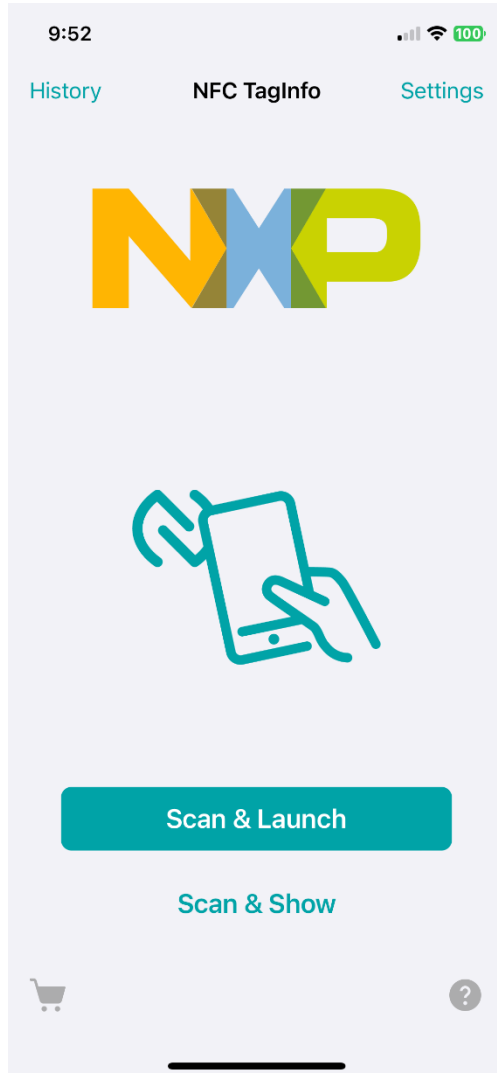
NFC integrated



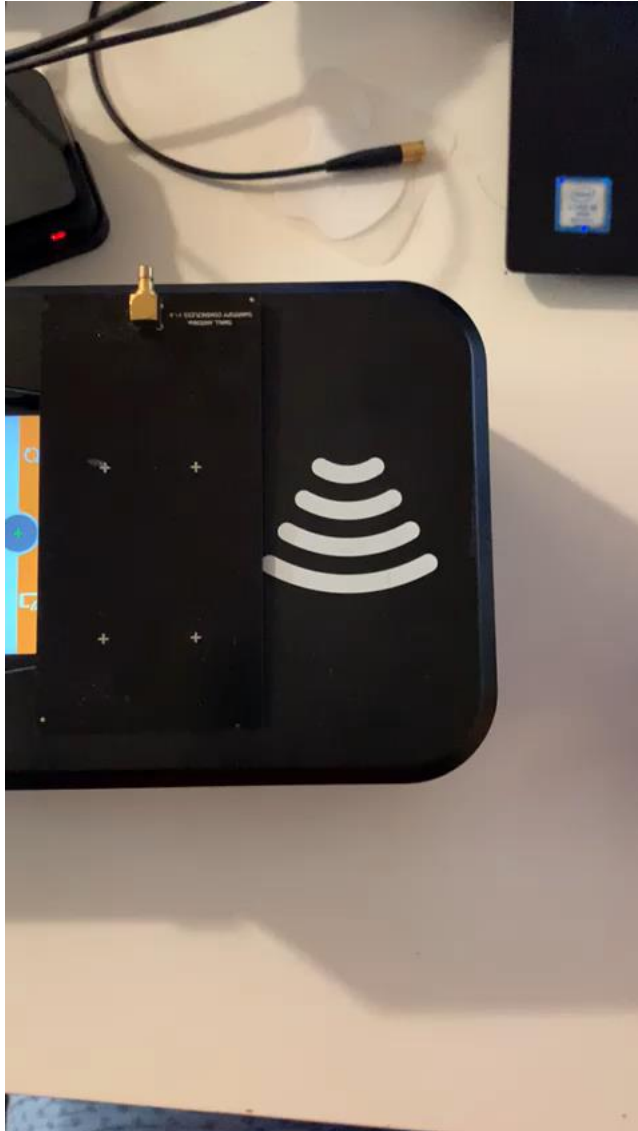
Scan only



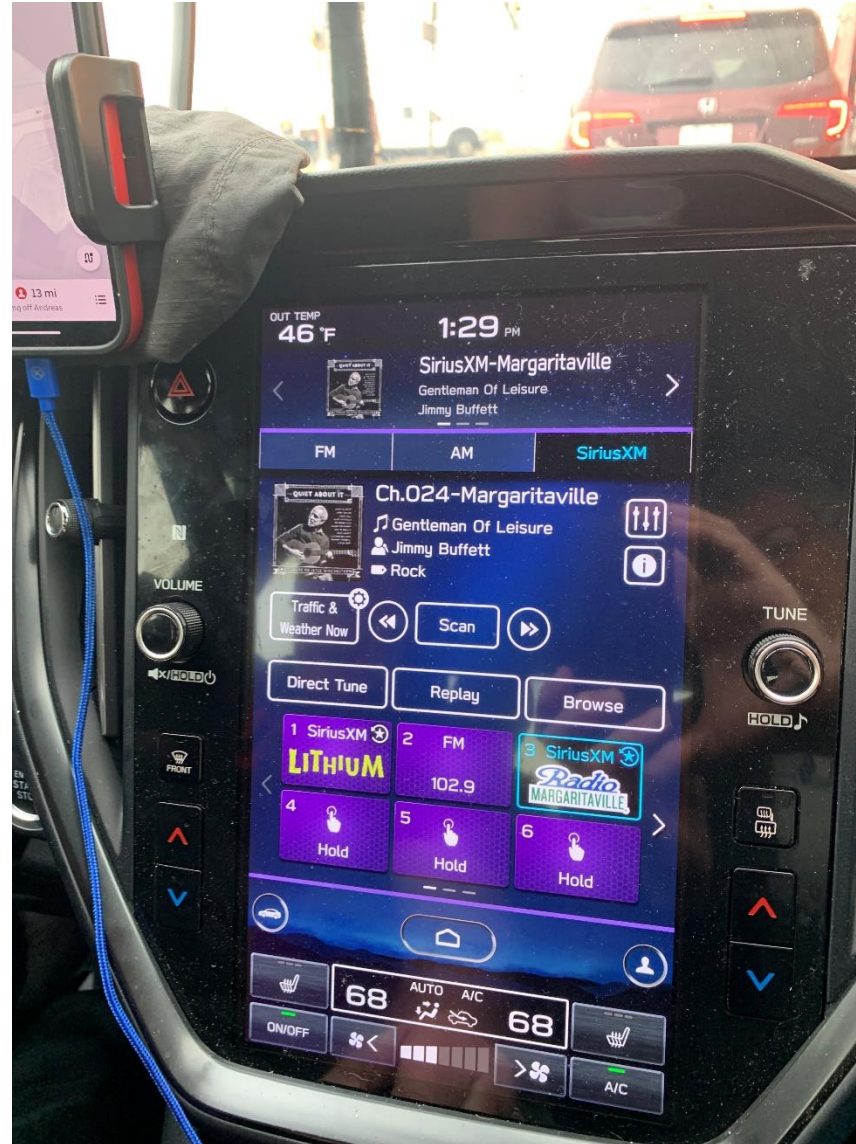
POPULAR NFC READER MOBILE APPS



APPLE WALLET PASSES (AUTO VS MANUAL SELECTION)



AUTOMOTIVE, ENTERTAINMENT CENTER (N-MARK)



SONY

NFC FORUM BRAND DISCUSSION

October 2020

Sony

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OBSERVATION

- 1

- ❑ Need to clarify which markets NFC Forum want to promote the tap mark

NO: Payment and transportation markets uses service platform mark (1)(2)

NO: Access control market do not use NFC mark because card and Reader are designated

NO: Handset manufacturers do not try to put a tap mark on the smartphone

Design-Independent issues

YES: IoT markets such as consumer products, vehicle and NFC tag(3) often use NFC mark to appeal the technology



(1)Payment Terminal



(2)Ticket gate

Interchangeability of transportation card



(3)NFC tag on an information board



OBSERVATION

- 2

- ❑ How the mark should be for the IoT market
 - Simple design is needed since the mark tend to be small one
 - Same mark has been used for task bar, instruction manual, etc. to be easily understood by end users
 - * N-Mark is a technology mark like Bluetooth and Wi-Fi mark



OBSERVATION

- 3

□ Impact to the current adopters of N-Mark

- It is common to switch the mark when the generations change. Only switching design makes strong impact on current adopters since it will simply cause confusion regarding interoperability.
 - As a standards body, rationale is needed.
- Auto vehicle industry, and even consumer product industry need long grace period for transition



Digital Key demonstration by tapping smartphone to the NFC on the center pillar



NFC sensor on the dashboard for user authentication



USE OF THE N-MARK IN THE MARKET

Digital poster in town



Bus info



Shopping center info



Signage pop



USE OF THE N-MARK IN THE MARKET

Digital camera



Sony



Canon



Nikon



Nikon

α series

ILCA-77M2 ILCA-99M2 ILCE-5000 ILCE-5100
ILCE-6000 ILCE-6100 ILCE-6300 ILCE-6400
ILCE-6500 ILCE-6600 ILCE-7 ILCE-7C ILCE-7M2
ILCE-7M3 ILCE-7R ILCE-7RM2
ILCE-7RM3 ILCE-7RM4 ILCE-7S ILCE-7SM2 ILCE-
7SM3 ILCE-9 ILCE-9M2 ILCE-QX1 NEX-5T

Cyber-shot

...

SONY



USE OF THE N-MARK IN THE MARKET

Audio Products



YAMAHA



YAMAHA



JVC



JVC



KENWOOD



KENWOOD



ONKYO

USE OF THE N-MARK IN THE MARKET

Bluetooth Receiver, Headset



AUKEY
Bluetooth Receiver



iBUFFALO
Bluetooth Headset



FiiO
Bluetooth Receiver

USE OF THE N-MARK IN THE MARKET

Video conference system

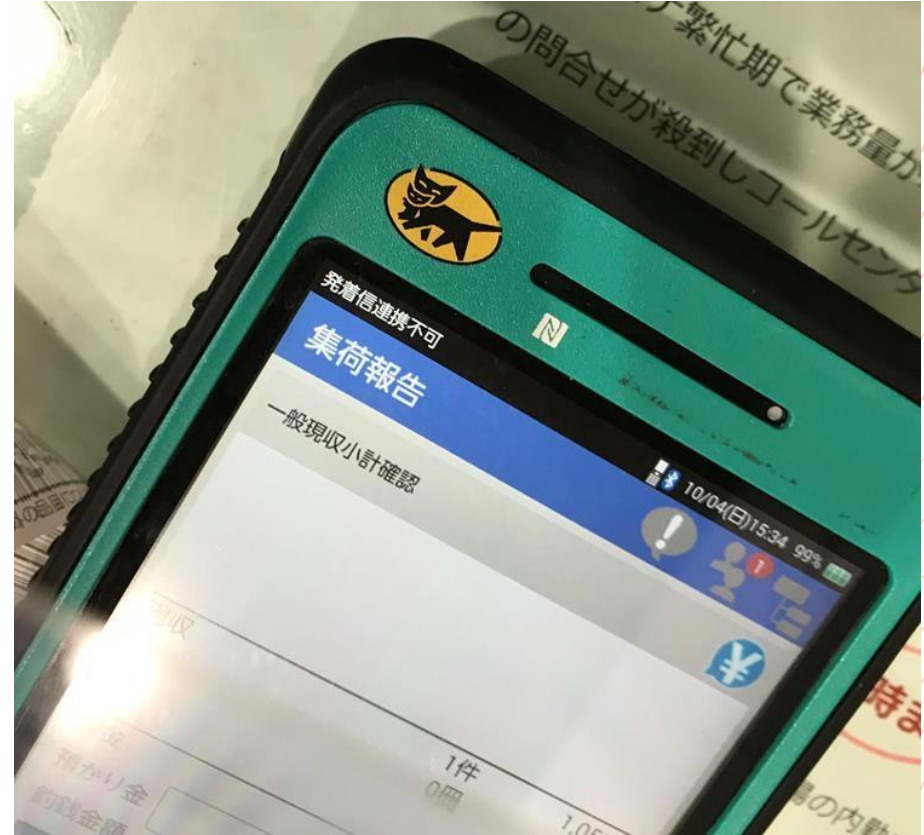


logitech

USE OF THE N-MARK IN THE MARKET

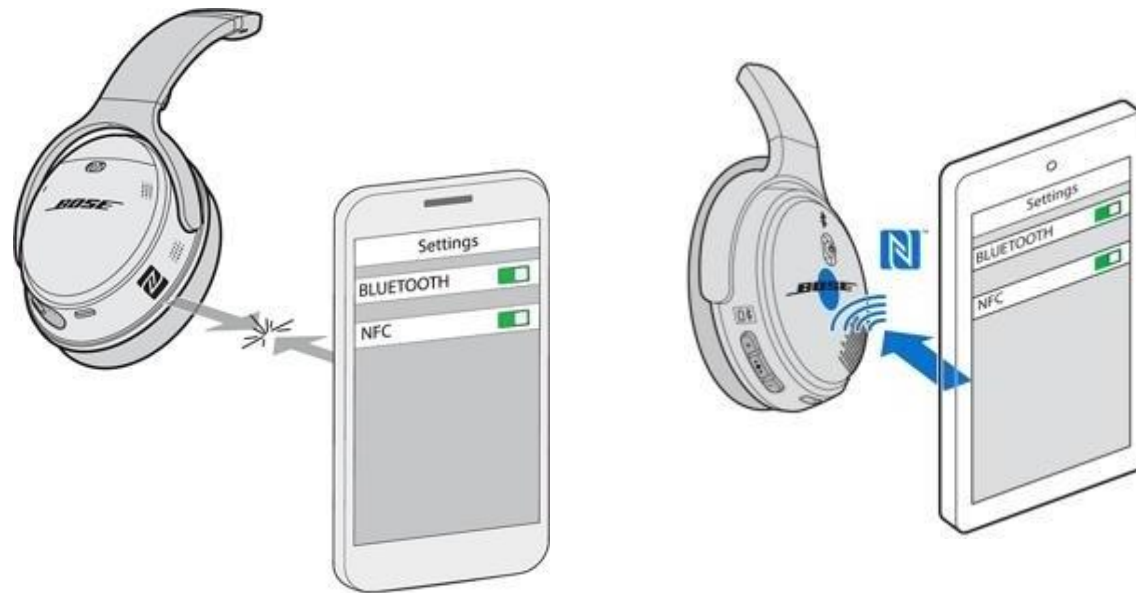
Handy Terminal

- Handy terminal for a home delivery service



USE OF THE N-MARK IN THE MARKET

Instruction for the consumer products



Bose
Headphones

ONE DAY AT AN ELECTRONIC APPLIANCE STORE



Canon
Digital camera



KENWOOD
Audio component



JVC
Audio component



ONKYO
Audio component



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