

## Recent Entry to our Product Showcase

This month's product showcase feature is music to our ears- *literally*. [Kinivo URBN](#) embeds NFC chips inside the headphones to facilitate quick pairing with any NFC-enabled mobile device. By tapping the N-Mark on the side of the headphones, users can play rich and clear quality music or stream phone calls.

The addition of the NFC chip allows the user to control when and how to connect to their mobile device. We love seeing products that use NFC to give the user control.



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## Developer Tip



Developers and product developers: did you attend CES 2016? Whether you attended or followed along online, it was infinitely apparent that wearables, Internet of Things solutions, and the connected car were front and center this year.

If you are looking for inspiration for your next product or app and wondering how to use NFC as a differentiator, this [blog post](#) that recaps NFC technology sightings at CES 2016 is fantastic place to start.

>> [Read More](#)

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## NFC Trends and Talk

Stay up to date with the latest NFC Forum blogs:



[Wearables are Taking NFC Everywhere](#)

[NFC: Tool for Customer Support](#)

[Top 7 Reasons to Attend an NFC Forum Plugfest](#)

[Four Reasons Why the Internet of Things Needs NFC](#)

[The NFC Forum Sets Its Near-Term Priorities](#)

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## Event Highlight



If you are active in the NFC ecosystem or want to learn more about the power of NFC technology, you don't want to miss our [Tokyo Tap into NFC Seminar & Product Showcase](#). Event highlights of the seminar portion of the event include a glimpse of how:

- East Japan Railway uses NFC technology (FeliCa applied for their "Suica") to keep a stable operation and expand services
- NFC technology makes an impact on the Internet of Things
- The NFC Forum Compliance Program establishes a foundation for interoperability

The Showcase portion gives you the opportunity to view sponsor product innovations, meet experts from NFC Forum member companies, and exchange ideas.

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## Marketing Update



Just released: A revised [N-Mark Usage Guideline](#) that features a new flexible N-Mark system. The N-Mark flexible system has been developed to allow companies and developers options for integration within their products, packaging, marketing, etc. The system consists of four variations on the N-Mark which can be used interchangeably, depending on your needs and/or preferences.

In a crowded marketplace, a strong brand identity will set NFC technology apart. There is no charge to use the N-Mark, but it is necessary to complete the [N-Mark Trademark License Agreement](#).

We encourage you to learn more about this new guideline and to use the N-Mark on your products and apps.

>> [Learn More](#)

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## NFC in the News



[You Can Finally Top up Your Leap Card Using Your Phone](#)

[Moscow Opts for Mobile NFC Ticketing](#)

[Carta and NXP to Enable NFC payments and Offers on Wearables, Mobile and Connected Devices](#)

[Are You Advising Your Merchant Clients To Upgrade To NFC Along With EMV?](#)

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