

Featured Product Showcase Entry

[ApiTrak](#) is a modular, cloud-based platform that provides full visibility of the integrity of the honey supply chain from land to end consumer. The five integrated modules allow users to track honey through the supply chain, utilizing NFC tags which are attached to hives, drums, and jars. ApiTrak minimizes the opportunity for manipulation of honey data while also simplifying disease management and food safety compliance.



>> [View Other Recent Product Entries](#)

Developer Tip



36 billion Internet-of-Things devices are predicted to be in use by 2020. This, combined with the fact that Apple iOS 11 added tag reading, presents a remarkable opportunity for developers. If you are looking for inspiration, [check out this post](#) or our [NFC Product Showcase](#).

>> [Learn More](#)

NFC Trends and Talk



This month's featured blogs highlight the progress of NFC technology in mobile devices, throughout the retail experience, during the journey of a traveler, and more:

[Uber, Lyft, and NFC Forum Share Stage at Smart Transit Conference on Ridership and Mobility](#)

[Apple iOS 11 and Android Driving NFC Apps Market Forward at Faster Pace](#)

[Transforming the Retail Consumer Experience with NFC](#)

[NFC Forum Members: A Call for Action](#)

Our latest press releases announce the NFC Tag Certification Program and our 16 newest members, including Nike:

>> [Read More Blogs](#)

>> [Check Out More Press Releases](#)

Event Highlights



The [IoT Tech Expo](#), the world's leading Internet of Things conference & exhibition, will be arriving in Silicon Valley on November 29-30 for its 2nd annual event. Get ready to spend two days chock full of top level content and discussion, exploring the latest innovations in the IoT arena. There will be case studies across 6 tracks covering the entire IoT ecosystem, including Smart Transportation & Cities, Developing for the IoT, Connected Industry, IoT in Enterprise, Data & Security, and IoT Innovations. See you in Santa Clara!

[Get the Details](#)

NFC Certification Program Overview Webinars

Join us to learn about the benefits and process for our updated [comprehensive certification program](#) that now includes tag and reader certification. Two time slots are available:

1.) Wednesday, November 29

10:00 AM EST, 4:00 PM CET

[Register for Webinar #1 here](#)

2.) Wednesday, November 29

9:00 PM EST, 6:00 PM PST

/ Thursday, November 30, 11:00 AM JST

[Register for Webinar #2 here](#)

>> [More Events](#)

NFC in the News



[Smartphones: Have NFC Will Travel](#)

[NFC Forum Certifies NFC Tag Chips from STMicroelectronics](#)

[NFC Forum Incorporates Tags into its Certification Program](#)

[New York to Replace MetroCard With Modern Way to Pay Transit Fares](#)

[MTA Moves Closer to New Subway Fare-Payment Method](#) (subscription required)

[iOS 11 is a Second Chance for QR Codes and NFC to Hit it Big](#)

[5 Minutes with...Paula Hunter, Executive Director at NFC Forum.](#)

>> [Read More](#)



Become a Member



Find event updates



Learn more about NFC

