

Recent Entry to our Product Showcase

Effective content marketing is a top priority for today's marketers. NFC technology provides an ideal means to deliver relevant content. [TapLive™](#) from PurpleDeck is a cloud-based management system that deploys and delivers content to NFC tags.

With TapLive, brands, marketers and small businesses control NFC tags throughout end-to-end encrypted system, without having to reprogram deployed tags. Your customers can now easily access vital information in a safe and secure way.



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Marketing Tips

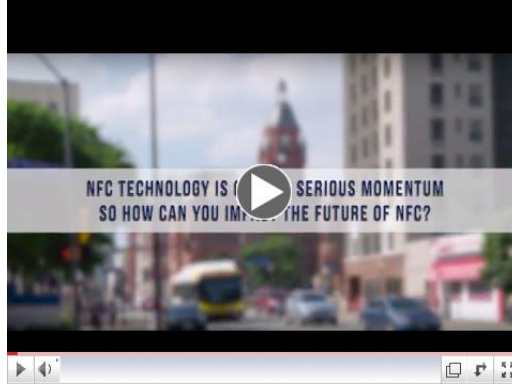


We recently released a new educational NFC Video. Watch this video to get inspiration for new NFC products and apps. Share this video to help spread the wonders of NFC. We encourage you to post the video on your social media channels and embed it in your blog.



What is NFC?

Also, be sure to watch the [Make your Impact on the NFC Ecosystem](#) video. Learn what's happening at the NFC Forum and how you can gain access to the largest brands and the sharpest minds in the world to further the growth and adoption of NFC.



NFC Forum Overview: Make Your Impact on the NFC Ecosystem

>> [Learn More](#)

NFC Trends and Talk

Stay up to date with the latest NFC Forum blogs:



[World's Largest Public Transport Global Interoperability Event with NFC Mobile Devices Held in Berlin](#)

[NFC Forum Chairman Shares Thoughts on HCE and Looks for Feedback: HCE Advantages, Challenges and Developing Standards](#)

[NFC Public Transport: From Vision to Reality Presentation Available for Download](#)

[NFC + IoT = Opportunity: Simplifying IoT With NFC in Smart Homes White Paper Now Available](#)

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Event Highlights



Want to learn how NFC can enhance the automotive consumer experience, gain insight on the latest NFC automotive developments, and join the conversation with industry stakeholders about market needs and requirements? Then join us in Vienna October 18 for the [VISIONFC Automotive Summit](#). Register now to claim your spot.

[Register Now](#)

October will certainly be a busy month as we will also participate in the [Bluetooth® UnPlug Fest 55](#) in Barcelona from October 10-13, 2016. Verify your implementation of NFC Connection Handover at this popular interoperability testing event open to Bluetooth SIG members. [Register by September 16 to avoid late fees.](#)

Technical Update



The NFC Forum published in July 2016 the new adopted Analog 2.0 Technical Specification. This specification includes feedback received on the Analog 2.0 Candidate Specification, which introduced Active Communication Mode for Peer-to-Peer communication and the Type V technology to allow the communication with the NFC Forum Type 5 Tags.

Additionally some analog parameters were harmonized with the analog parameters defined by ISO/IEC 14443 and ISO/IEC 18092 specification series to ensure full interoperability with existing contact-less infrastructure basing on these specification series. As a consequence, NFC enabled smartphones implementing the new Analog 2.0 specification allow for example the implementation of full interoperable e-ticketing solutions for the public transport market. This harmonization work is the result of a [successful joint approach](#) together with GSMA, CEN, ISO and global public transport stakeholders.

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NFC in the News



[NFC Forum Forms Partnerships with Three Industry Consortia](#)

[How NFC Can Help Unlock Smart Home Benefits](#)

[NFC Forum Fuels Technology Innovation with Startup Company Membership](#)

[Deploying Bluetooth® Low Energy and NFC for Secure Connections and Easy Pairing](#)

[Online Purchases via Apply Pay & Android Pay to Reach \\$8BN by 2018, Up Fifteen-Fold from 2016](#)

[Increasing Adoption of NFC to Create Opportunities for the Global Mobile Wallet Market until 2020, Reports Technavio](#)

[Mitsubishi Electric, Sumaho Voice Input and FeliCa / NFC-enabled IH Rice Cookers](#)

(Japanese article)

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