

Featured Product Showcase Entry

If you're an animal lover, you know the importance of keeping your furry friend safe. **DOGTAG**, a wearable-turned-ID tag, securely stores information about your dog, helping to provide faster care for injured animals, recovery of lost dogs, and aids in the transferring of information to veterinarians, keepers, finders and insurance companies. With just one tap of an NFC-enabled smartphone on the dog's ID tag, the user will be able to access your dog's data.



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

Developer Tip

Technology has massive potential to change the travel experience. This means that creative developers have an opportunity to evaluate journeys and come up with apps that empower the traveler of the future. Looking for inspiration? Look no further than [this infographic](#) that was developed by our Transport Special Interest Group (SIG).

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NFC Trends and Talk

Our most recent featured blogs highlight the connection between NFC and the consumer, and what NFC technologies stand out to industry professionals.

[NFC ... The Bridge to IoT and the Consumer](#)

[The NFC Innovation Awards Flip the Script... What NFC Innovations Would Our Judges Like to See?](#)

[NFC Forum's Hunter Wins Women in IT "Business Leader of the Year" Award](#)

[NFC Forum Unveils NFC Innovation Award Finalists](#)

[How NFC Transforms and Improves Our Everyday Lives](#)

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Event Highlights

Meet us at the [WEAR Conference](#) in New York City from June 11-13 for exciting discussions around smart fabrics and wearable technology. Connect with our Executive Director, Paula Hunter, on Wednesday, June 13, at her [4 Ways NFC Enables Brands to Connect to a Wearable Tomorrow](#) session.

[Get the Details](#)

Join us in London on June 26, 2018, for a day of NFC innovation. The [2018 NFC Innovation Day](#) kicks off with the [VISION NFC Simplifying IoT Summit](#) where you'll hear real-world IoT case studies from retail, brand, and smart product companies. Stick around for the lightning talks by [2018 NFC Innovation Award](#) finalists, followed by the [NFC Innovation Awards Celebration](#). Don't miss this chance to learn and network with industry luminaries and thought leaders!

[Learn More](#)

[>> More Events](#)

NFC in the News

[NFC is the Underdog Tech Set to Explode in the Next Five Years at CES 2018](#)

[NFC Forum's Hunter Wins Women in IT "Business Leader of the Year" Award](#)

[JetBlue reveals first restyled A320 as cabin upgrades gather pace](#)

[Google Pay gains support for event tickets and boarding passes](#)

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NFC Forum, 401 Edgewater Place, Suite 600, Wakefield, MA 01880 USA

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