

### Featured Product Showcase Entry

What if a simple brown box could help you connect to your customer and increase loyalty? [SmartriX](#), an IoT packaging solution, connects consumers and brands by making parcels and products interactive with the help of NFC. These packages increase efficiency within the supply chain, offer a trusted way to authenticate products, and provide better consumer experiences at the point of sale and use.



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

### Developer Tip



Internet of Things. Smart Packaging. Hospitality. Wearables. Access Control. Healthcare. Transport. Are you developing products for any of these industries and need a little inspiration? Look no further than our [Case Studies Gallery](#) page. If you have an NFC-enabled product story to tell and would like to be featured in this gallery, click below to learn how to share your story.

[>> Read NFC Case Studies](#)

### NFC Trends and Talk



Our most recent featured blogs highlight the impact NFC Technology made at CES 2018, the release of NFC's new infographic on Smart Travel, Innovation within NFC Technology, and what trends and opportunities will emerge for the NFC Industry in 2018.

[NFC Technology: Making Headlines At CES 2018](#)

[NFC Forum Releases "Accelerating Smart Travel" Infographic](#)

[NFC Forum Innovation Award Judges Share Thoughts on Industry and Trends](#)

[Recognizing Innovation in NFC](#)

Our latest press releases announce NFC Forum Executive Director Paula Hunter's nomination for the Women in IT "Business Leader of the Year" Award, the launch of the Connections Summit and some major announcements about the 2018 NFC Innovation Awards.

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

[AIM, NFC Forum and RAIN RFID to Launch Connections Summit at Google in March](#)

[NFC Forum 2018 NFC Innovation Award Judges Announced](#)

[NFC Forum Call For Entries: 2018 NFC Innovation Awards Open For Submissions](#)

[>> Read More Blogs](#)

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

### 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 [VISIONFC Simplifying IoT Summit](#) where you'll hear real-world IoT case studies from retail, brand, and smart product companies. Stick around for the lightning 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



[Microsoft Patents Secure NFC Solution](#)

[NFC Unlocks Opportunities in Technology at CES 2018](#)

[Payments Journal Executive Spotlight with Paula Hunter, Executive Director, NFC Forum](#)

[NFC Specs Updated for Mobile, Tags](#)

[AIM, NFC Forum, RAIN RFID Alliance Launch Connections Summit](#)

[Google Pay Now Lets Las Vegas Monorail Riders Use Phones to Board](#)

[How Connected Cars Are Driving Connected Payments](#)

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