

DRAFT

*FOR IMMEDIATE RELEASE*

**Company Media Contact Information**

**\*Company/product name\* Certified by NFC Forum for Interoperability and Performance**

**DATELINE** – \*Company Name\* announced \*product name\* successfully completed and achieved certification under the NFC Forum Certification Program. NFC Forum certification signifies that a product's interoperability and performance was tested and verified to provide a consistent, compelling and connected user experience by meeting standards and specifications developed by the NFC Forum, the industry association responsible for advancing the use of NFC technology.

**\*Company Quote\***

**\*Information on product and its use of NFC technology\***

The NFC Forum Certification Program was designed to shorten the adoption process of NFC technology, lower adoption costs and promote product integration. For more information on NFC tag, reader and handset certifications, click [here](#).

"NFC Forum Certification demonstrates to customers, consumers and partners that a company values product quality and improving the customer experience," said Paula Hunter, executive director, NFC Forum. "This program tests and verifies the interoperability and performance of all the key components in the NFC eco-system – NFC tags, readers and handsets."

**\*Company boilerplate\***

**About the NFC Forum**

The NFC Forum's ([www.nfc-forum.org](http://www.nfc-forum.org)) mission is to advance the use of Near Field Communication technology by developing specifications, ensuring interoperability among devices and services, and educating the market about NFC technology. The Forum's global member companies are currently developing specifications for a modular NFC device architecture, and protocols for interoperable data exchange and device-independent service

delivery, device discovery, and device capability. The NFC Forum's Sponsor members include Apple Inc., Dai Nippon Printing Co. Ltd., Google, Inc., Intel, MasterCard Worldwide, NXP Semiconductors, Qualcomm, Samsung, Sony Corporation, STMicroelectronics, and Visa Inc.