NFC

Scantech.

NFC SOLUTIONS

What Does it do?

NFC technology enables communication between an electronic device (currently most commonly a mobile phone) which has an embedded NFC reader and any item which contains a tiny microchip programmed with specific data.

What does it look like?

Tags come in many formats and sizes depending on a variety of factors. In particular Scantech Solutions have heavily invested in and developed an "ultra-thin" tag that's almost invisible to the naked eye when embedded into the printed collateral – it's thinner than this translucent sheet!

NEAR FIELD
COMMUNICATIONS

WORLDWIDE NFC SOLUTIONS ALL UNDER ONE ROOF IN THE UK

History of NFC in brief:

NFC traces its roots back to Radio-frequency identification, or RFID. RFID allowed a reader to send radio waves to a passive electronic tag for identification and tracking.

1983 | The first patent to be associated with the abbreviation RFID was granted to Charles Walton

2004 | Nokia, Philips and Sony established the Near Field Communication (NFC) Forum

2006 | Initial specifications for NFC Tags

Specification for "Smart Poster" records

Nokia 6131 was the first NFC phone

2009 | In January, NFC Forum released Peer-to-Peer standards to transfer contact, URL, initiate Bluetooth, etc.

2010 | Samsung Nexus S: First Android NFC phone shown

2011 | Google I/O "How to NFC" demonstrates NFC to initiate a game and to share a contact, URL, app, video, etc.

NFC support becomes part of the Symbian mobile operating system with the release of Symbian Anna version

Two RIM devices become the first approved by MasterCard Worldwide for its PayPass NFC payment solution

2012 | Restaurant chain EAT launches UK's first nationwide NFC-enabled smartposter campaign

Sony's new Xperia P Smartphone ships with "Smart Tags", which use NFC to change modes and profiles

Samsung introduces TecTile – a set of NFC stickers and an Android app to read and write them, and enable users to design their own NFC-activated macros
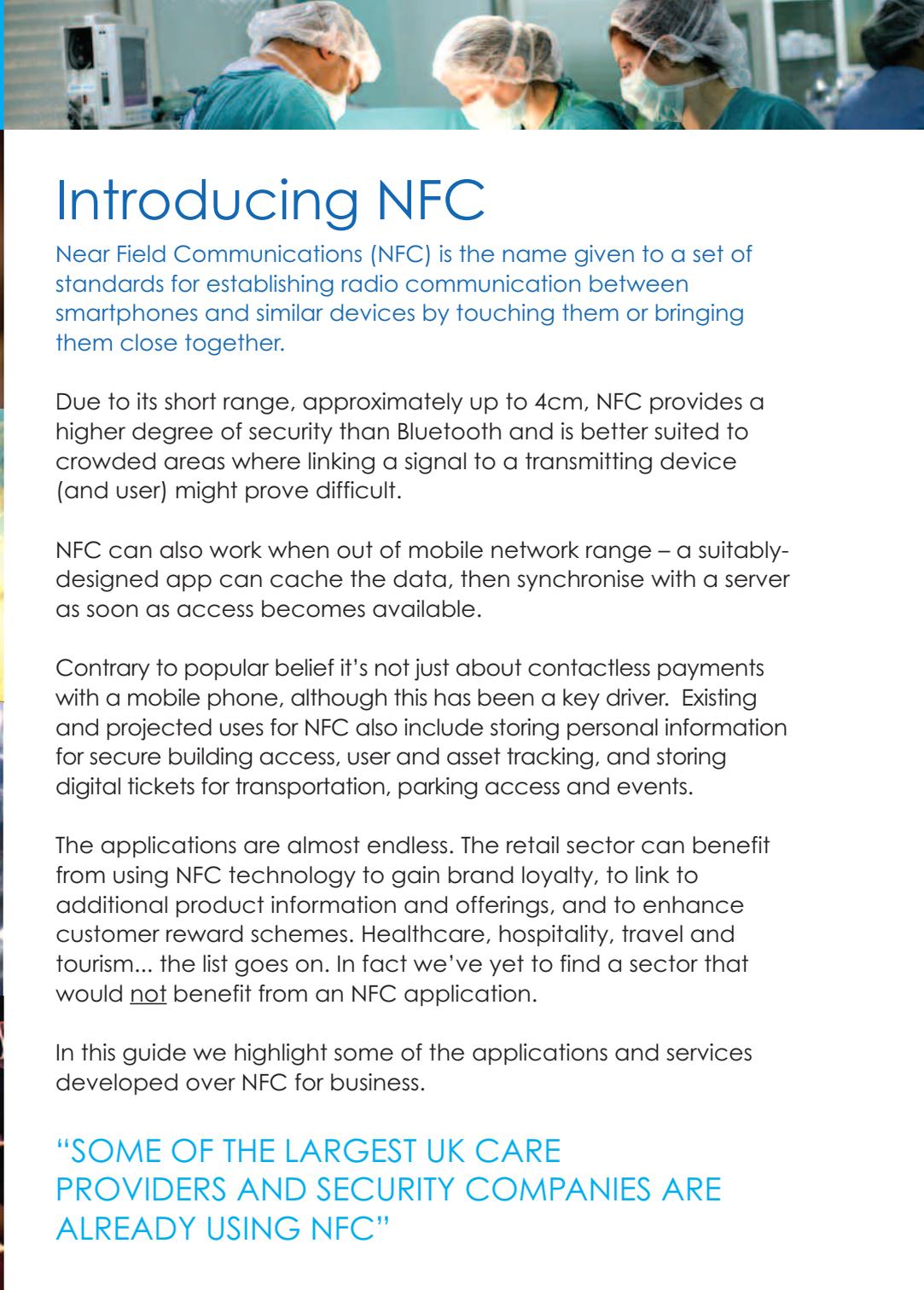
Introducing NFC

Near Field Communications (NFC) is the name given to a set of standards for establishing radio communication between smartphones and similar devices by touching them or bringing them close together.

Due to its short range, approximately up to 4cm, NFC provides a higher degree of security than Bluetooth and is better suited to crowded areas where linking a signal to a transmitting device (and user) might prove difficult.

NFC can also work when out of mobile network range – a suitably-designed app can cache the data, then synchronise with a server as soon as access becomes available.

Contrary to popular belief it's not just about contactless payments with a mobile phone, although this has been a key driver. Existing and projected uses for NFC also include storing personal information for secure building access, user and asset tracking, and storing digital tickets for transportation, parking access and events.

The applications are almost endless. The retail sector can benefit from using NFC technology to gain brand loyalty, to link to additional product information and offerings, and to enhance customer reward schemes. Healthcare, hospitality, travel and tourism... the list goes on. In fact we've yet to find a sector that would <u>not</u> benefit from an NFC application.

In this guide we highlight some of the applications and services developed over NFC for business.

"SOME OF THE LARGEST UK CARE PROVIDERS AND SECURITY COMPANIES ARE ALREADY USING NFC"

Where is it being used?

NFC technology is being used today by smartphone users for among other things secure online payment, or in conjunction with an electronic wallet, and for setting up connections between Bluetooth devices (rendering the current manual Bluetooth pairing process obsolete).

The wide variety of today's complex electronic devices will be made easier to adopt, use and connect with NFC technology, and NFC is already being used in many areas, including:-

- Event management
- Consumer electronics
- Theme parks and attractions
- Access control
- Museums
- Care homes
- Healthcare – patient advocacy
  – HCP detailing/awareness
- Data gathering & exchange
- Coupon, loyalty & consumer rewards
- Payments/Expenses
- Transport
- Field based employee tracking and management
- Hospitality sector – customer loyalty
- Building security
- Cleaning
- Construction/property maintenance
- Equipment maintenance & inspection
- Asset management & stock checking
- Recruitment/contracting agencies
- Retail – brand loyalty – reward schemes

"CURRENTLY THERE ARE OVER 140,000 CONTACTLESS READERS IN THE UK"

SOURCE: MOBILE NEWS

All of our NFC solutions can be developed to be fully auditable and all data captured can be tracked and reported back in real time.

The technology is promoted by the NFC-Forum - www.nfc-forum.org

Reading

March 2012 saw a large-scale trial of NFC posters take place in Reading. Posters in the main shopping centre were NFC enabled and in addition to this all bus shelter and outdoor advertising was also included in the trial.

Companies including Morrisons, H&M, Universal DVD and Universal Special Projects, Mercedes, ITV2, Lucozade Sport, EA Games, Lynx, Toni & Guy, Magnum and Vaseline brands all participated in the live trial.

Regular updates for each poster site took place during the project over four weeks and over 3,000 people scanned the posters during the trial period — this would be the equivalent of 1 million people if the project had been nationwide.

Museum of London

The Museum of London is enhancing the visiting experiences of guests, and at the same time enabling them to share the experience on line, due to the adoption of NFC technology.

One of the first public organisations to adopt NFC in public venues, in connection with Nokia and across a range of smartphone models. Visitors are now able to access a range of services including -

- Museum shop vouchers
- Cafe vouchers
- Ticket booking
- Receive further information on the exhibit.
- Join the Museums Friend Scheme
- Purchase prints
- Social network integration

For more case studies, please visit www.scantechsolutions.co.uk

SCANTECH SOLUTIONS SERVICES

NFC Integration - We can integrate NFC TAGS into almost any media, our services go on to include programming and auditing for any quantity large or small.

NFC Consultation - Not sure what you want or how it can benefit your business? We offer an initial free consultation to discuss potential areas your business can benefit.

Digital Printing - Both mono and full colour digital facilities, with full personalisation/variable data service.

Litho Printing - Heidelberg presses form the backbone of our operations, high output, clean crisp results and experienced operators.

Wide Format Printing - Posters, banners, pop ups, floor graphics, window drops are all generated on site.

CD/DVD Duplication - A thorough understanding of the CD and DVD market means we are well placed to duplicate any quantity of CDs, DVDs and BluRay media.

Automated Mailing Services - Our automated mailing lines can produce fast, reliable and high quality sealed envelopes ready for immediate dispatch.

Web & Online Services - From simple websites to multi-page, content-managed solutions, with payment and online tracking options, to bespoke web-based applications.

Bespoke Hand Finishing - Our team of experienced handworkers can turn their hands to almost anything.

Crosfield High End Drum Scanning - Our high-end Crosfield drum scanner is still regarded as the highest quality scanner ever produced.

Call us now on 0845 257 1300 to make an appointment